

# STACY L. WOOD

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## ACADEMIC EXPERIENCE

### EDUCATION

Ph.D., Marketing, University of Florida, May 1998  
B.S.B.A., Finance (major), Russian (minor), University of Florida, May 1994

### POSITIONS

Visiting Associate Professor of Marketing, *Duke University*, 2008 -- 2009  
Associate Professor of Marketing, *University of South Carolina*, 2004 –  
Visiting Assistant Professor of Marketing, *Massachusetts Institute of Technology*, 2004  
Assistant Professor of Marketing, *University of South Carolina*, 1998 – 2004

## HONORS AND AWARDS

Faculty Fellow, AMA Doctoral Consortium, Columbia, Missouri, 2007  
Honorable Mention, AMA Best Paper in Technology and Innovation, 2008  
Mungo Undergraduate Teaching award (USC's top teaching award), 2007  
Faculty Fellow, AMA Doctoral Consortium, Phoenix, Arizona 2007  
Director, Center for Neuroeconomic Research ([www.neuroeconomicresearch.org](http://www.neuroeconomicresearch.org)), 2007 -  
Moore Research Fellow, University of South Carolina, 2006 - 2010  
Faculty Affiliate, Convergence Culture Consortium, M.I.T., 2006 -  
Excellence in Teaching Award (Mortar Board Society, USC), 2006  
Editorial Review Board, *Journal of Consumer Research*, 2005 -  
Louis W. Stern Award for best paper in marketing and channels, 2005  
Marketing Science Institute Young Scholar consortium, 2005  
Faculty Fellow, ACR Doctoral Symposium, Portland, Oregon 2004  
Faculty Fellow, ACR Doctoral Symposium, Toronto, Canada 2003  
Excellence in Teaching Award (Mortar Board Society, USC), 2003  
Alfred G. Smith Award (Moore School award for teaching), 2001  
Excellence in Teaching Award (Mortar Board Society, USC), 2001  
Excellence in Teaching Award (Mortar Board Society, USC), 1999 - 2000  
MSI – H. Paul Root Award for best paper, *Journal of Marketing*, 1997  
Grinter Fellowship for Doctoral Studies, 1994 - 1997  
Beta Gamma Sigma, 1994  
First Union Bank Award for Outstanding Finance Graduate, 1994  
Anderson Scholar, 1993  
National Merit Full Scholarship, 1991 - 1994

## TEACHING INTERESTS

Consumer Behavior, Branding, New Product Development, Innovation/Design, & E-Commerce

## RESEARCH INTERESTS

**Consumer Change & Innovation Behavior**, including (1) Expertise & new product learning, (2) Cognitive & affective reactions to innovations, (3) Inertia & switching behavior, (4) Social origins & consequences of innovativeness, (5) Neural correlates of change, & (6) Individual motivations to growth, striving, and challenge.

## PUBLICATIONS

Citation Index: 962 (9/2008; Source: Google Scholar)

Alba, Joseph, John Lynch, Barton Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer, Stacy Wood (1997), "Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61 (July), 38-53.

- Winner of the Paul Root/MSI Award for greatest contribution to the practice of marketing in 1997 *Journal of Marketing*.
- Winner of the 2005 Louis W. Stern Award for most significant contribution to the literature on marketing and communications in an *AMA* journal between 1997 - 2002
- Reprinted in *Marketing Communications Classics*, (Eds. M. Fitzgerald and D. Arnott), London: Thompson Learning 2000, in "*Internet Marketing: Readings and Online Resources*, (Ed. Paul Richardson), New York: McGraw-Hill Irwin, 2001
- Reprinted as "Achat interactif a domicile: quels avantages pour les consommateurs, les distributeurs et les producteurs presents sur le marche electronique?" in *Recherche et Applications en Marketing*, Vol. 13, N°3, 38-53.
- Partially reproduced as Marketing Science Institute Report #97-105, "Interactive Home Shopping and the Retail Industry." Summarized in Thomas Kiely, "Interactive Home Shopping: The Pleasures and Perils of Selling in Cyberspace," *Harvard Business Review*, September-October 1996, p. 12.

Wood, Stacy L. (2001), "Remote Purchase Environments: The Influence of Return Policy Leniency on Two-Stage Decision Processes," *Journal of Marketing Research*, (May).

Wood, Stacy L. and John G. Lynch, Jr., (2002) "Prior Knowledge and Complacency in New Product Learning," *Journal of Consumer Research*, 29 (December).

Wood, Stacy L. and Joffre Swait (2002), "Psychological Indicators of Innovation Adoption: The Interaction of Need for Cognition and Need for Change," *Journal of Consumer Psychology*, 12 (1).

Wood, Stacy L. (2002), "Future Fantasies: Consumer Expectations for Retailing in the 21<sup>st</sup> Century," special issue on 'Retailing in the 21<sup>st</sup> Century' of the *Journal of Retailing*, 78 (1).

Wooten, David and Stacy L. Wood (2003), "In the Spotlight: The Drama of Gift Reception," in *Contemporary Consumption Rituals: An Interdisciplinary Research Anthology*, Eds. Cele C. Otnes and Tina Lowrey, Lawrence Erlbaum Associates, Inc., NJ.

Cotte, June and Stacy L. Wood (2004), "Families and Innovative Behavior: A Triad Study of Influence," *Journal of Consumer Research*, 31 (June).

Rose, Randall and Stacy L. Wood (2005), "Paradox and the Search for Authenticity through Reality Television," *Journal of Consumer Research*, (September).

- Cited in 100+ news sources including *The Washington Times*, *The Hindustani Times*, CBS News, Fox News, and *Health Magazine*

Wood, Stacy L. and C. Page Moreau (2006), "From Fear to Loathing? Emotional Responses to Innovative Products," *Journal of Marketing*, (July).

- Wood, Stacy L. and James R. Bettman (2006), "Predicting Happiness: How Normative Feeling Rules Influence (and Even Reverse) Durability Bias," *Journal of Consumer Psychology* (July).
- Weathers, Daniel, Subhash Sharma, and Stacy L. Wood (2007), "Effects of Online Communication Practices on Consumer Perceptions of Performance Uncertainty for Search and Experience Goods," *Journal of Retailing*.
- Shimp, Terence A., Stacy L. Wood, and Laura Smarandescu (2007), "Consumer Testimonials as Self-generated Advertisements: Evaluative Reconstruction Following Product Usage," *MSI Working Paper Series*, 05 (2), pp. 93-113, Marketing Science Institute: Cambridge, MA.
- Shimp, Terence A., Stacy L. Wood, and Laura Smarandescu (2007), "Self-Generated Advertisements: Testimonials and the Perils of Consumer Exaggeration," *Journal of Advertising Research*, 47 (December), 453-461.
- Wood, Stacy L., Melayne M. McInnes, and Judith A. Shinogle (2008), "New Choices, New Information: Do Choice Abundance and Information Complexity Hurt Aging Consumers' Medical Decision Making?" forthcoming in *Perspectives on Consumer Aging*, eds. Aimee Drolet, Norbert Schwarz, and Carolyn Yoon.

## **WORKING PAPERS**

- Wood, Stacy L. (2007) "The Comfort Food Fallacy: Avoiding Old Favorites in Times of Change"
- Wood, Stacy L., Cait Poynor, and Tanya Chartrand, "Individual Susceptibility to Priming Influence"
- McInnes, Melayne Morgan, Judith A. Shinogle, and Stacy L. Wood, "Does the 'Too Much Choice' Paradox Explain Low Participation Rates in the Medicare Prescription Drug Discount Program?"
- Wood, Stacy L. and Adam W. Craig, "Happy Now or Happy Overall? The Measurement of Global versus Local Happiness"
- Wood, Stacy L. and Eugene Reeder, "Minimizing Medication Errors: Consumer Efficacy in Using New Products"
- Wood, Stacy L., "The Power of Piecemeal Risk: How Individuals Respond to Learning New Risk Information over Time"
- Poynor, Cait and Stacy L. Wood, "The Psychology of Category Design: Implications of Assortment Structure for Consumer Learning"
- Craciun, Georgiana and Stacy L. Wood, "Do Sad People Cheat More? Mood Influences on Everyday Unethical Behavior"
- Wood, Stacy L. and Steve Hoeffler, "The Role of Impression Management in Use of High Tech New Products"
- Craig, Adam W., Yuliya Komorova, Stacy L. Wood, Jennifer M. C. Vendemia, "Suspicious Minds: An fMRI Investigation of Deception Detection Processes in the Marketplace"

## **WORK IN PROGRESS**

Spatial priming effects (with Cait Poynor).

Paying it Forward: The influence of fate in charitable giving (with Gavan Fitzsimons & Stephen Spiller)

The Sensation of Luxury: Goals, Gain, and Pain (with Adam Craig, Heather Johnson, & Jennifer Vendemia)

The impact of ACSI reports on corporate innovation efforts (with Kelly Hewett and Christine Moorman).

An fMRI analysis of consumers' processing of new versus familiar options (with Adam Craig & Yuliya Komorova)

The Power of Celebrity: Neural correlates of celebrity influence (with Adam Craig & Tammy Hsu)

Dissecting diagnosticity (with John Lynch)

## **AWARDED GRANTS**

Magellan Research Grant, 2008 –

Center for International Business Education and Research (CIBER), 2004-2005

Center for International Business Education and Research (CIBER), 2000 – 2001

DMSB Research Grant, Moore School of Business, 1998

DMSB Research Grant, Moore School of Business, 1998

Research and Productive Scholarship Grant, University of South Carolina, 1998

## **CONFERENCE PRESENTATIONS AND INVITED TALKS**

### Conference Presentations

“Thinking Anew: Neural Correlates of Processing Innovative Options,” (coauthors: Adam Craig and Jennifer Vendemia), 2008 Cognitive Neuroscience Society, San Francisco, California.

“Neural Correlates of Deception Detection: A BOLD Imaging Study,” (coauthors: Adam Craig and Jennifer Vendemia), 2008 Cognitive Neuroscience Society, San Francisco, California.

“Big Changes: The Psychology of Human Change Behavior,” 2008 AMA Doctoral Consortium, Missouri.

“The Brain Goes to Market: Neural Correlates of Choice and Consumption,” 2008 Duke Center for Neuroeconomic Studies.

“Individual Susceptibility to Priming,” (coauthors: Tanya Chartrand and Cait Poynor), 2006 Association for Consumer Research, October, Orlando, Florida.

“Conscious and Nonconscious Elements in Habitual Consumption Behavior: Building a Triadic Framework of Habits, Practices and Compulsions,” (coauthor: Kelly Haws), 2005 Association for Consumer Research, September, San Antonio, Texas.

- “Can the “Too Much Choice Paradox Explain Low Participation Rates in the Prescription Drug Discount Program?” (coauthors: Melayne McInnes and Judith Shinogle), International Health Economics Association conference, Barcelona, Spain.
- “Anticipating Returns: Preemptive Compensation as a Double-edged Sword,” (coauthor: Kelly Haws), 2004 Association for Consumer Research, October, Portland, Oregon.
- “New Product Innovation Research,” Faculty Fellow address, 2004 Association for Consumer Research Doctoral Consortium, October, Portland, Oregon.
- “Bliss is Ignorance? Emotion, Evaluation, and the Feeling Brain,” 2003 Association for Consumer Research conference, October, Toronto, Canada.
- “Affect and the New Product Adoption Process,” (coauthor: Page Moreau), 2003 Society for Consumer Psychology conference, New Orleans, Louisiana.
- “Online Consumer Behavior ,” Faculty Fellow address, 2003 Association for Consumer Research Doctoral Symposium, October, Toronto, Canada.
- “The Influence of Emotions on New Product Adoption: From Trial to Satisfaction” (co-author: Page Moreau), 2003 Society for Consumer Psychology conference, February 20, New Orleans, Louisiana.
- “Emotional Response to New Products,” (co-author: Page Moreau), 2001 Society for Consumer Psychology conference, February 16, Scottsdale, Arizona.
- “Innovation and the Lazy Expert: Prior Knowledge Effects on New Product Learning,” 2001 Association for Consumer Research, October 13, Austin, Texas.
- “The Psychology of Innovation III” roundtable organizer and chair, 2000 Association for Consumer Research conference, October 22, Salt Lake City, Utah.
- “Consumer Perceptions of Product Parity in E-Commerce Markets,” (co-authors: Scott Swain and Danny Wadden), 2000 Association for Consumer Research conference, October 22, Salt Lake City, Utah.
- “Pharmaceutical Innovations and the Elderly: Making Change Easy May Make it Easy for Patients to Make Mistakes,” 2000 Society for Consumer Psychology Conference, February 4, San Antonio, Texas.
- “Families and Innovative Behavior: A Triad Study of Influence,” (co-author: June Cotte), 2000 Society for Consumer Psychology Conference, February 4, San Antonio, Texas.
- “Innovation and Consumers: The Study of New Product Processes from a Consumer Behavior Perspective,” Round table session chair and mediator, 1999 Association for Consumer Research Conference, October 2, Columbus, Ohio.
- “The Basis for Consumer Switching Behavior: The Interaction of Need for Cognition and Need for Change,” 1999 Association for Consumer Research Conference, October 3,

Columbus, Ohio.

“The Great Good: Personal and Corporate Responsibility,” Competitive Session Chair, 1999 Association for Consumer Research Conference, October 2, Columbus, Ohio.

“Retailing and Consumer Psychology: Coupons, Shelf Spacing, and the Internet,” Invited Discussant, 1999 Society for Consumer Psychology Conference, February 19, St. Petersburg, Florida.

“The Psychology of Innovation: Studying New Products and Channels from a Consumer Behavior Perspective,” Roundtable discussion chair and organizer, 1998 Association for Consumer Research Conference, October 2, Montreal, Canada.

“The Effects of Return Policy on Consumer Evaluations and Framing of Catalog Purchases,” presented at the 1996 Association for Consumer Research Conference, October 12, Tucson, Arizona.

“New Insights into Advertising and Price Elasticity,” (co-authors: Anusree Mitra and John Lynch) presented at the 1996 Association for Consumer Research Conference, October 12, Tucson, Arizona.

#### Invited Talks

University of North Carolina – Chapel Hill, 2002

ACR Doctoral Consortium, 2003

London Business School, 2003

Massachusetts Institute of Technology, 2004

Yale University, 2004

ACR Doctoral Consortium, 2004

Marketing Science Institute Board of Trustees Meeting, 2005

York College, 2005

Wharton, University of Pennsylvania, 2006

Duke University, 2007

Boston College (Ray Keyes Distinguished Lecture in Marketing), 2007

Georgetown Marketing Camp, 2008

Duke Center for Neuroeconomic Studies, 2008

## **TEACHING ACTIVITIES**

*Consumer Behavior, (undergraduate, masters, and doctoral levels)*

Sloan School of Management, Massachusetts Institute of Technology

Moore School of Business, University of South Carolina

The Warrington College of Business, University of Florida

*Personal Selling and Sales Management, undergraduate*

Moore School of Business, University of South Carolina

*Advertising and Branding, masters*

Sloan School of Management, Massachusetts Institute of Technology

*Marketing Scholars, undergraduate honors*  
Moore School of Business, University of South Carolina

## **SERVICE ACTIVITIES**

### ***Professional***

Editorial Review Board, *Journal of Consumer Research*, 2005-2008

Reviewer:

*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Journal of Marketing*  
*Journal of Retailing*  
Association for Consumer Research conferences  
Society for Consumer Psychology conferences  
Sheth Dissertation Award, 1999-2001

Track Chair, *Emerging Business and Technology Track*, 2003 American Marketing Association  
Winter Educator's Conference

### ***University***

Dissertation and thesis direction:

Dissertation chair for Mr. Adam Craig, 2008 –  
Dissertation chair for Ms. Cait Poynor, 2006 – 2008 (Placement: Univ. of Pittsburgh)  
Dissertation committee for Ms. Kelly Haws, 2005 (Placement: Texas A&M)  
Dissertation chair for Ms. Georgiana Craciun, 2004 – 2006 (Placement: Loyola)  
Dissertation chair for Mr. J. Daniel Wadden, 2003 – 2004 (Placement: St. Mary's University)  
Dissertation co-chair for Mr. Scott Swain, 2000 – 2002 (Placement: Boston University)  
Dissertation co-chair for Mr. P. Daniel Weathers, 2001 – 2002 (Placement: LSU)  
Dissertation committee for Mr. Greg George, Economics, 2001

Honors thesis director for Ms. Ashley R. Heaton, 2000-2001  
Honors thesis director for Mr. R. Brook Ravan, 1999-2000  
Honors thesis director for Ms. Mary Virginia Campbell, 2004  
Honors thesis director for Ms. Ashley Corbin, 2006 – 2007  
Magellan thesis director for Ms. Tammy Hsu, 2007 –

University Branding Committee, 2003 - 2005  
Director of Marketing Scholars Program & Branding Initiative for USC, 2005 –  
USC Faculty Advisory Committee, 2005 – 2008  
USC Faculty Senate, 2006 – 2009  
Moore School Strategic Planning Committee, 2006 – 2007  
Chair, Moore School Work Environment Task Force, 2007  
Director, Center for Neuroeconomic Research ([www.neuroeconomicresearch.org](http://www.neuroeconomicresearch.org)), 2006 --  
Wood Behavioral Lab, undergraduate research initiative, 2007 --