

CURRICULUM VITAE

Gavan J. Fitzsimons

R. David Thomas Professor of Marketing and Psychology
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ACADEMIC POSITIONS

Professor: Fuqua School of Business, Duke University (2007 to present);
Secondary appointment in Psychology and Neuroscience

Associate Professor: Fuqua School of Business, Duke University (2003-2007);
Secondary appointment in Psychology and Neuroscience

Assistant Professor: The Wharton School, University of Pennsylvania (1998-2003)

Assistant Professor: Anderson Graduate School of Management, UCLA (1995-1998)

EDUCATION

Ph.D. Columbia University
M.Phil. Columbia University
M.B.A. The Ivey School, The University of Western Ontario
B.Sc. Chemistry, The University of Western Ontario

RESEARCH

RESEARCH FOCUS

Unintended and Nonconscious Consequences of Marketing Actions,
Decision Making in Restricted Choice Environments

PUBLICATIONS

1. Morales, Andrea C., Gavan J. Fitzsimons and Eugenia Wu, "How Disgust Enhances the Effectiveness of Fear Appeals (in press)," *Journal of Marketing Research*.
2. Venkatraman, Vinod, John A. Clithero, Gavan J. Fitzsimons, and Scott A. Huettel, "New scanner data for brand marketers: How neuroscience can help better understand differences in brand preferences (in press)," *Journal of Consumer Psychology*.
3. Laurin, Kristin, Aaron C. Kay and Gavan J. Fitzsimons (in press), "Reactance versus Rationalization: Divergent Responses to Policies that Constrain Freedom," *Psychological Science*.

4. Moore, Sarah, David T. Neal, Gavan J. Fitzsimons and Baba Shiv (in press), "Wolves in Sheep's Clothing: When and How Hypothetical Questions Affect Behavior," *Organizational Behavior and Human Decision Processes*.
5. Cutright, Keisha, Eugenia Wu, Jillian C. Banfield, Aaron Kay and Gavan J. Fitzsimons (2011), "When Your World Must Be Defended: Consuming to Justify the System," *Journal of Consumer Research*.
6. Wu, Eugenia C., Keisha M. Cutright and Gavan J. Fitzsimons (2011), "How Asking 'Who Am I?' Affects What You Buy: The Influence of Self-Discovery on Consumption," *Journal of Marketing Research*.
7. Shachar, Ron, Tülin Erdem, Keisha Cutright and Gavan J. Fitzsimons (2011), "Brands: The Opiate of the Non-Religious Masses?" *Marketing Science*.
8. Banfield, Jillian C., Aaron C. Kay, Keisha M. Cutright, Eugenia C. Wu, and Gavan J. Fitzsimons (2011), "A Person by Situation Account of Motivated System Defense," *Social Psychological and Personality Science*.
9. McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons and Andrea Morales (2010), "Might an Overweight Waitress Make You Eat More? How the Body Type of Others Is Sufficient to Alter Our Food Consumption," *Journal of Consumer Psychology*, 20, 146-151.
10. McFerran, Brent, Darren Dahl, Gavan J. Fitzsimons and Andrea Morales (2010), "I'll Have What She's Having: The Social Influence of Obese Consumers on the Food Choices of Others," *Journal of Consumer Research*, 36(April), 915-929.
11. Wilcox, Keith, Beth Vallen, Lauren G. Block and Gavan J. Fitzsimons (2009), "Vicarious Goal Fulfillment: How the Mere Presence of a Healthy Option Leads to a Very Unhealthy Decision," *Journal of Consumer Research*, 36(October), 380-393. Winner, Best Paper Award, Marketing and Public Policy Conference 2009.
12. Ferraro, Rosellina, Tanya L. Chartrand and Gavan J. Fitzsimons (2009), "The Effects of Incidental Brand Exposure on Consumption," *The Brand Experience: Handbook on Brand Management*, Ed. Bernd H. Schmitt, Elgar, MA.
13. Fitzsimons, Gavan J. (2008), "Death to Dichotomizing," *Journal of Consumer Research*, 35(1), 5-8.
14. Fitzsimons, Gráinne M., Tanya L. Chartrand and Gavan J. Fitzsimons (2008) "Automatic Effects of Brand Exposure on Motivated Behavior: How Apple Makes You "Think Different"," *Journal of Consumer Research*, 35(1), 21-35.

15. Fitzsimons, Gavan J. and Sarah M. Moore (2008), "Should we ask our Children about Sex, Drugs and Rock & Roll?: Potentially Harmful Effects of Asking Questions About Risky Behaviors," *Journal of Consumer Psychology*, 18, 82-95.
16. Fitzsimons, Gavan J. and Sarah M. Moore (2008), "While Parents Might Not Want to, Researchers Really Should Ask Questions About Risky Behaviors," *Journal of Consumer Psychology*, 18, 111-115.
17. Chartrand, Tanya L., Gráinne M. Fitzsimons and Gavan J. Fitzsimons (2008), "Automatic Effects of Anthropomorphized Objects on Behavior," *Social Cognition*, 26(2), 198-209.
18. Zemack-Rugar, Yael, James R. Bettman and Gavan J. Fitzsimons (2007), "Effects of Nonconsciously Priming Emotion Concepts on Behavior," *Journal of Personality and Social Psychology*, 93(6), 927-939.
19. Morales, Andrea C. and Gavan J. Fitzsimons (2007), "Product Contagion: Changing Consumer Evaluations Through Physical Contact with "Disgusting" Products," *Journal of Marketing Research*, 44(2), 272-283.
20. Fitzsimons, Gavan J., Joseph Nunes and Patti Williams (2007), "License to Sin: The Liberating Role of Reporting Expectations," *Journal of Consumer Research*, 34(1), 22-37.
21. Chartrand, Tanya L., Amy N. Dalton and Gavan J. Fitzsimons (2007), "Nonconscious Relationship Reactance: When Significant Others Prime Opposing Goals," *Journal of Experimental Social Psychology*, 43(5), 719-726.
22. Fitzsimons, Gavan J., Lauren G. Block and Patti Williams (2007), "Asking Questions About Vices Really Does Increase Vice Behavior," *Social Influence*, 2(4), 237-243.
23. Tavassoli, Nader T. and Gavan J. Fitzsimons (2006), "Stability of Spoken and Typed Attitudes," *Journal of Consumer Research*, 33(September), 179-187.
24. Anderson, Eric, Gavan J. Fitzsimons and Duncan Simester (2006), "Measuring and Mitigating the Costs of Stockouts," *Management Science*, 52(11), 1751-1763.
25. Williams, Patti, Lauren G. Block and Gavan J. Fitzsimons (2006), "Simply Asking Questions About Health Behaviors Increases Both Healthy and Unhealthy Behaviors," *Social Influence*, 117-127.

26. Sprott, David E., Eric R. Spangenberg, Lauren G. Block, Gavan J. Fitzsimons, Vicki G. Morwitz and Patti Williams (2006), "The Question-Behavior Effect: What We Know and Where We Go From Here," *Social Influence*, 128-137.
27. Levav, Jonathan and Gavan J. Fitzsimons (2006), "Asking Questions and Changing Behavior: The Role of Ease of Representation," *Psychological Science*, 17(3), 207-213.
28. Honea, Heather, Andrea C. Morales, and Gavan J. Fitzsimons (2006), "1=2: When A Singular Experience Leads to Dissociated Evaluations," *Journal of Consumer Psychology*, 16(2), 124-134.
29. Irmak, Caglar, Lauren G. Block and Gavan J. Fitzsimons (2005), "The Placebo Effect in Marketing: Sometimes You Just Have to Want It to Work," *Journal of Marketing Research*, 42(November), 406-409.
30. Machin, Jane E. and Gavan J. Fitzsimons (2005), "Marketing by Mistake: The Unintended Consequences of Consumer Research." *Applying Social Cognition to Consumer-Focused Strategy*. Kardes, F. R., Herr, P. M., & Nantel, J. (Eds.), p. 81-95. Mahwah, NJ: Lawrence Erlbaum Associates.
31. Posavac, Steven S., Gavan J. Fitzsimons, Frank R. Kardes, and David M. Sanbonmatsu (2005), "Implications of Selective Processing for Marketing Managers." *Applying Social Cognition to Consumer-Focused Strategy*. Kardes, F. R., Herr, P. M., & Nantel, J. (Eds.), p. 37-51. Mahwah, NJ: Lawrence Erlbaum Associates.
32. Posavac, Steven S., Frank R. Kardes, David M. Sanbonmatsu, and Gavan J. Fitzsimons (2005), "Blissful Insularity: When Brands are Judged in Isolation from Competitors," *Marketing Letters*, 16(2), 87-97.
33. Williams, Patti, Gavan J. Fitzsimons, and Lauren G. Block (2004), "When Consumers Don't Recognize "Benign" Intentions Questions as Persuasion Attempts," *Journal of Consumer Research*, 21(3), 540-550.
34. Sengupta, Jaideep and Gavan J. Fitzsimons (2004), "The Effects Of Analyzing Reasons on the Stability of Brand Attitudes: A Reconciliation of Opposing Predictions," *Journal of Consumer Research*, 21(3), 705-711.
35. Posavac, Steven S., David M. Sanbonmatsu, Frank R. Kardes and Gavan J. Fitzsimons (2004), "The Brand Positivity Effect: When Evaluation Confers Preference," *Journal of Consumer Research*, 21(3), 643-651.
36. Fitzsimons, Gavan J. and Donald R. Lehmann (2004), "Reactance to Recommendations: When Unsolicited Advice Yields Contrary Responses," *Marketing Science* 23(1), 82-94.

37. Morwitz, Vicki G. and Gavan J. Fitzsimons (2004), "The Mere-Measurement Effect: Why Does Measuring Intentions Change Actual Behavior?," *Journal of Consumer Psychology*, 14(1&2), 64-74.
38. Fitzsimons, Gavan J., J. Wesley Hutchinson, Patti Williams, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghurir, J. Edward Russo, Baba Shiv, Nader T. Tavassoli (2002), "Non-Conscious Influences on Consumer Choice," *Marketing Letters*, 13(3), 267-277.
39. Fitzsimons, Gavan J. and Baba Shiv (2001), "Nonconscious and Contaminative Effects of Hypothetical Questions on Subsequent Decision Making," *Journal of Consumer Research*, 28(2), 224-238.
40. Bradlow, Eric T. and Gavan J. Fitzsimons (2001), "Subscale Distance and Item Clustering Effects in Surveys: A New Metric," *Journal of Marketing Research*, 38(2), 254-261.
41. Fitzsimons, Gavan J. and Patti Williams (2000), "Asking Questions Can Change Behavior: Does It Do So Automatically or Effortfully?" *Journal of Experimental Psychology: Applied*, 6(3), 195-206.
42. Fitzsimons, Gavan J. (2000), "Consumer Response To Stockouts," *Journal of Consumer Research*, 27(2), 249-266.
43. Sengupta, Jaideep and Gavan J. Fitzsimons (2000), "The Effects of Analyzing Reasons for Brand Preferences: Disruption or Reinforcement," *Journal of Marketing Research*, 37(3), 318-330.
44. Zhang, Shi and Gavan J. Fitzsimons (1999), "Choice Process Satisfaction: The Influence of Attribute Alignability and Option Limitation," *Organizational Behavior and Human Decision Processes*, 77(3), 192-214.
45. Holbrook, Morris B., Lauren G. Block and Gavan J. Fitzsimons (1998), "Personal Appearance and Consumption in Popular Culture: A Framework for Descriptive and Prescriptive Analysis," *Consumption, Markets and Culture*, 2(1), 1-56.
46. Fitzsimons, Gavan J. and Vicki Morwitz (1996), "The Effect of Measuring Intent On Brand Level Purchase Behavior," *Journal of Consumer Research*, 23 (June), 1-11.
47. Capon, Noel, Gavan J. Fitzsimons and Russ Alan Prince (1996), "An Individual Level Analysis of the Mutual Fund Purchase Decision," *Journal of Financial Services Research*, 10, 59-82.

48. Tavassoli, Nader T., Clifford J. Shultz II and Gavan J. Fitzsimons (1995), "Program Involvement: Are Moderate Levels Best for Ad Memory and Attitude Toward the Ad?" *Journal of Advertising Research*, 35 (September/October), 61-72.
49. Capon, Noel, Gavan J. Fitzsimons and Rick Weingarten (1994), "Affluent Investors and Mutual Fund Purchases," *International Journal of Bank Marketing*, 12(3), 17-25.
50. Boulding, William, Marian Chapman Moore, Richard Staelin, Kim P. Corfman, Peter Reid Dickson, Gavan J. Fitzsimons, Sunil Gupta, Donald R. Lehmann, Deborah J. Mitchell, Joel E. Urbany, and Barton A. Weitz (1994), "Understanding Managers' Strategic Decision Making Process," *Marketing Letters*, 5(4), 413-426.
51. Cavanaugh, Lisa and Gavan J. Fitzsimons, "Happy" Holidays? How Sights and Sounds of the Holidays Cue Different Feelings & Consumption Behaviors."
52. Cavanaugh, Lisa, Francesca Gino and Gavan J. Fitzsimons, "When Doing Good Is Bad For You: The Effects of Socially Responsible Gifts on Recipients' Appreciation."
53. Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar, "Finding Brands and Losing Your Religion."
54. Dalton, Amy N., Gráinne M. Fitzsimons, Tanya L. Chartrand and Gavan J. Fitzsimons, "Brands as Self-Expression Vehicles: Valuing Brands We Want to Be Like and Devaluing Those We Don't."
55. Diehl, Kristen, Andrea C. Morales, Gavan J. Fitzsimons and Duncan Simester, "Does One Bad Apple Spoil the Barrel? Carry-over Effects of Buying Disgusting Products on Consumer Search and Shopping Basket Decisions."
56. Moore, Sarah G. and Gavan J. Fitzsimons, "Yes, We Have No Bananas: Enhancing Customer Happiness Through Temporary Stockouts."
57. Moore, Sarah G. and Gavan J. Fitzsimons, "Self-Construal and Social Consumption."
58. Schwartz, Janet, Cara Ansher and Gavan J. Fitzsimons, "Do politics get in the way of loving thy neighbor? Religion, politics and competing identities."
59. Wu, Eugenia C., Gavan J. Fitzsimons, Mary Frances Luce and Patti Williams, "When Bittersweet is as Good as Sweet: How Emotion Norms Shape Consumption Choices."

MANUSCRIPTS UNDER
REVIEW

60. Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "How the Interpersonal Dynamics of Self-Construal affect Selective Self-Stereotyping."
61. Zemack-Rugar, Yael, James R. Bettman and Gavan J. Fitzsimons, "Negative Emotions and Self Control Behavior: The Mediating Role of Emotion-Regulation Cognitions."
62. Zemack-Rugar, Yael, Lisa Cavanaugh and Gavan J. Fitzsimons, "Indulging for the Sake of Others."
63. Zemack-Rugar, Yael, Gavan J. Fitzsimons and Donald R. Lehmann, "You're Not the Boss of Me: Reactance-Induced Backlash to Persuasion Attempts."

WORKING PAPERS

64. Bell, David R. and Gavan J. Fitzsimons, "An Experimental and Empirical Analysis of Consumer Response to Stock Outs."
65. Castro-Nelson, Iana, Nancy Sirianni, Andrea Morales and Gavan J. Fitzsimons, "You're Cramping My Style: When Employee Appearance Leads to "Bad" Consumer Choices."
66. Fitzsimons, Gavan J., Eric A. Greenleaf and Donald R. Lehmann, "Decision and Consumption Satisfaction: Implications for Channel Relations."
67. Stefanow, Nicholas and Gavan J. Fitzsimons, "Qué es Americano?: System Justification and the Attitudinal Assessment of a Majority Nontarget Market."

SELECTED RESEARCH IN PROGRESS

68. "The Unethical Consumer" with Lisa Cavanaugh and Francesca Gino.
69. "Feeling the Pressure: Considering the Context-Dependencies of Reactance Motivation in Underage Alcohol Consumption," with Tanya Chartrand, N. Pontus Leander and James Y. Shah.
70. "To Match or Not to Match: The Role of Brand Personalities in Incidental Brand Exposure," with Tanya Chartrand, Keisha Cutright and Yinyun Yang.
71. "Missed Givings: Cause Customization and Donation Behavior," with Adam M. Grant.
72. "Dinner Out with Independent Self-Construal Consumers: Wow, This is Bad Wine," with Sarah Moore and Eugenia Wu.
73. "The Effects of Negative versus Positive Self-Assertions in Self-Regulation Failures," with Sarah Moore and Baba Shiv.

74. “Emotional Response to Stockouts,” with Nicole Verrochi and Patti Williams.
75. “Exploring the Nature of Reactance: When Consumers Can’t Have All That They Desire,” with Yael Zemack-Rugar.

BOOKS Fitzsimons, Gavan J. and Vicki Morwitz (Eds.) (2007), *Advances in Consumer Research*, Volume 34. Duluth, MN: Association for Consumer Research.

GRANT FUNDING NIH/NIDA (Duke Transdisciplinary Prevention Center), “When Asking Questions about Drugs May Backfire,” \$10,000, July 2004-June 2005.

WEBI (Wharton E-Business Initiative), “Reactance to Recommendations,” \$10,000, July 1999-June 2000.

PROFESSIONAL
PRESENTATIONS

INVITED TALKS

1. Norwegian School of Economics and Business Administration, Johan Arndt Marketing Conference, 2011.
2. London Business School, Marketing Speaker Series, 2011.
3. Cornell University, Marketing Speaker Series, 2011.
4. Northwestern University, Marketing Speaker Series, 2011.
5. Virginia Tech, Marketing Speaker Series, 2011.
6. University of Colorado, Boulder, Marketing Speaker Series, 2011.
7. Carnegie Mellon University, Center for Behavioral Decision Research Speaker Series, 2010.
8. University of Technology, Sydney, Marketing Speaker Series, 2010.
9. University of Western Australia, Marketing Speaker Series, 2010.
10. University of South Australia, Marketing Speaker Series, 2010.
11. University of Sydney, Marketing Speaker Series, 2010.
12. UCLA, Behavioral Decision Making Speaker Series, 2009.

13. University of Pennsylvania, Marketing Speaker Series, 2009.
14. Yale University, Marketing Speaker Series, 2009.
15. University of Miami, Marketing Speaker Series, 2009.
16. University of Utah, Marketing Speaker Series, 2009.
17. University of Delaware, Marketing Speaker Series, 2009.
18. University of Alberta, Marketing Camp, 2009.
19. INSEAD, Marketing Speaker Series, 2009.
20. Arizona State University, Marketing Speaker Series, 2008.
21. Columbia University, Marketing Speaker Series, 2007.
22. University of North Carolina, Social Psychology Speaker Series, 2007.
23. New York University, Marketing Camp, 2007.
24. Georgetown University, Marketing Research Camp, 2006.
25. North Carolina State University, School Psychology Speaker Series, 2005.
26. University of South Carolina, Marketing Speaker Series, 2005.
27. Washington State University, Marketing Camp, 2005.
28. University of California – Berkeley, Marketing Speaker Series, 2005.
29. University of Chicago, Marketing Speaker Series, 2005.
30. Northwestern University, Kellogg Marketing Camp, 2004.
31. MIT, Buck Weaver Symposium, 2004.
32. University of Michigan, Institute for Social Research, 2004.
33. University of Illinois, Sandage Symposium, 2003.
34. Duke University, Marketing Speaker Series, 2003.
35. Cornell University, Center for Behavioral Economics and Decision Making, 2002.
36. University of Florida, Marketing Camp, 2002.

37. Rutgers University – Camden, Marketing Speaker Series, 2002.
38. Dartmouth University, Marketing Speaker Series, 2001.
39. University of California – Berkeley, Marketing Speaker Series, 2000.
40. Stanford University, Marketing Speaker Series, 2000.
41. Cornell University, Marketing Speaker Series, 2000.
42. MIT, Marketing Speaker Series, 1999.
43. Queen’s University, Belfast, Ireland, Center for Management Knowledge, 1999.
44. Columbia University, Marketing Speaker Series, 1997.
45. University of Pennsylvania, Marketing Colloquia, 1997.
46. University College, Dublin, Ireland, 1993.

CONFERENCE PRESENTATIONS

1. Keisha Cutright, Linyun Yang, Tanya Chartrand and Gavan Fitzsimons, "Playing Mismatchmaker: The Impact of Matching versus Mismatching Brand Personalities in Incidental Brand Exposure," Association for Consumer Research Annual Conference, October 2010.
2. Lin Yang, Tanya Chartrand and Gavan Fitzsimons, "The Moderating Role of Self-Construal in Selective Self-Stereotyping," Association for Consumer Research Annual Conference, October 2010.
3. Eugenia Wu, Gavan Fitzsimons, Mary Frances Luce and Patti Williams, "Will I Always Choose Champagne?: How Emotion Norms Shape Shape Consumption Choices," Association for Consumer Research Annual Conference, October 2010.
4. Yael Zemack-Rugar and Gavan Fitzsimons, "Depletion versus Load: Differential Effects on Self-Control in the Reactance to Recommendations Paradigm," Association for Consumer Research Annual Conference, October 2010.
5. Andrea Morales, Gavan Fitzsimons, Nancy Sirianni, and Iana Castro-Nelson, "You’re Cramping My Style: When Employee Appearance Leads to “Bad” Consumer Choices," Association for Consumer Research Annual Conference, October 2010.

6. Eugenia Wu, Keisha Cutright, and Gavan Fitzsimons, How Asking “Who Am I?” Affects What You Buy: The Influence of Self-Discovery on Consumption, Society for Consumer Psychology, February 2010.
7. Yang, Linyun, Tanya L. Chartrand and Gavan J. Fitzsimons, “How Stereotype Targets Perceive Positive Stereotypes,” Association for Consumer Research Annual Conference, October 2009.
8. Wilcox, Keith, Elizabeth Vallen, Lauren Block and Gavan J. Fitzsimons, “Vicarious Goal Fulfillment: When The Mere Presence Of A Healthy Option Leads To An Ironically Indulgent Decision,” Association for Consumer Research Annual Conference, October 2009.
9. Dalton, Amy, Grainne M. Fitzsimons, Tanya L. Chartrand and Gavan J. Fitzsimons, “When Does Priming Cause Us To Value Or Devalue A Brand?” Association for Consumer Research Annual Conference, October 2009.
10. Leander, N. Pontus, Tanya L. Chartrand, James Y. Shah, and Gavan J. Fitzsimons, “Feeling The Pressures: Considering The Context-Dependencies Of Reactance Motivation In Underage Alcohol Consumption,” Association for Consumer Research Annual Conference, October 2009.
11. Cavanaugh, Lisa, Francesca Gino and Gavan J. Fitzsimons, “Mirror... Mirror On The Wall, Whose The Greenest Giver Of Them All?": Understanding When And Why Men And Women Gift Ethically-Made Products,” Association for Consumer Research Annual Conference, October 2009.
12. Moore, Sarah G. James R. Bettman, and Gavan J. Fitzsimons, “Some Things Are Better Left Unsaid: How Word Of Mouth Influences The Speaker,” Association for Consumer Research Annual Conference, October 2009.
13. Zemack-Rugar, Yael, Lisa Cavanaugh and Gavan J. Fitzsimons, “Wanting What I Shouldn’t Have And Finding A Way To Get It: When Guilt Increases Hedonic Consumption,” Association for Consumer Research Annual Conference, October 2009.
14. Morales, Andrea, Gavan J. Fitzsimons and Eugenia Wu, “That’s So Disgusting – I’ll Take Two!: How Disgust Enhances The Effectiveness Of Fear Appeals,” Association for Consumer Research Annual Conference, October 2009.
15. Cutright, Keisha, Eugenia Wu, Jillian Banfield, Aaron Kay and Gavan J. Fitzsimons, “When Your World Must Be Defended: Consuming To Justify The System,” Association for Consumer Research Annual Conference, October 2009.

16. Brent McFerran, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "Might A Heavier Waitress Make You Eat More, Less, Or Differently? Association for Consumer Research Annual Conference, October 2009.
17. Brent McFerran, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "I'll Have What She's Having: The Social Influence of Obese Consumers on the Food Choices of Others," The LaLonde Conference, June 2009.
18. Keith Wilcox, Beth Vallen, Lauren Block and Gavan J. Fitzsimons, "Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision," Marketing and Public Policy Conference, May 2009.
19. Brent McFerran, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "I'll Have What She's Having: The Social Influence of Obese Consumers on the Food Choices of Others," Society for Consumer Psychology, February 2009.
20. Sarah Moore, Eugenia Wu, and Gavan J. Fitzsimons, "Dinner Out with Independent Self-Construct Consumers: Wow This is Bad Wine," Society for Consumer Psychology, February 2009.
21. Keisha Cutright, Eugenia Wu, Aaron Kay and Gavan J. Fitzsimons, "Responding to System Threat through Consumption," Society for Consumer Psychology, February 2009.
22. Ron Shachar, Tulin Erdem, Gavan J. Fitzsimons, Keisha Cutright, "Brands: The Opiate Of The Non-Religious Masses?," Association for Consumer Research Annual Conference, October 2008.
23. Brent McFerran, Darren Dahl, Gavan J. Fitzsimons, Andrea C. Morales, "Super Size Me: The Social Influence Of Obese Consumers On The Food Choices Of Others?," Association for Consumer Research Annual Conference, October 2008.
24. Eugenia C. Wu, Sarah G. Moore, Gavan J. Fitzsimons, "Dinner Out With Independent Self-Construct Consumers: Wow, This Is Bad Wine?," Association for Consumer Research Annual Conference, October 2008.
25. Sarah G. Moore, Gavan J. Fitzsimons, "Ptolemy Vs. Copernicus: Self-Construct And Social Consumption?," Association for Consumer Research Annual Conference, October 2008.

26. Lisa A. Cavanaugh, Gavan J. Fitzsimons, "Happy Holidays? How Sights And Sounds Of The Holidays Cue Different Feelings & Consumption Behaviors?," Association for Consumer Research Annual Conference, October 2008.
27. Kristin Diehl, Andrea C. Morales, Gavan J. Fitzsimons , Duncan Simester, "Does One Bad Apple Spoil The Barrel? Carry-Over Effects Of Buying Disgusting Products On Consumer Search And Shopping Basket Decisions?," Association for Consumer Research Annual Conference, October 2008.
28. Nancy J. Sirianni, Iana Castro-Nelson, Andrea C. Morales, Gavan J. Fitzsimons, "The Influence Of Service Employee Characteristics On Customer Choice And Post-Choice Satisfaction?," Association for Consumer Research Annual Conference, October 2008.
29. Moore, Sarah and Gavan J. Fitzsimons, "Formerly Forbidden Fruit: Reactant Responses to Restored Freedoms," Association for Consumer Research Annual Conference, October 2007.
30. Morales, Andrea and Gavan J. Fitzsimons, "Product Contagion: Changing Consumer Evaluations Through Physical Contact with "Disgusting" Products," University of Auckland Marketing Camp.
31. Chartrand, Tanya, Amy Dalton and Gavan Fitzsimons, "Nonconscious Relationship Reactance: When Significant Others Prime Opposing Goals," Association for Consumer Research Annual Conference, October 2006.
32. Moore, Sarah and Gavan J. Fitzsimons, "What's Yours Is Mine: Self-Construal and Reactance on Behalf of Others," Association for Consumer Research Annual Conference, October 2006.
33. Zemack-Rugar, Yael, Gavan J. Fitzsimons and Donald R. Lehmann, "Reducing Reactance Induced Backlash to Recommendations," Association for Consumer Research Annual Conference, October 2006.
34. Zemack-Rugar, Yael, James R. Bettman and Gavan J. Fitzsimons, "Effects of Specific, Nonconscious Emotion Primes on Behavior," Association for Consumer Research Annual Conference, October 2006.
35. Zemack-Rugar, James R. Bettman and Gavan J. Fitzsimons, "Specific Nonconscious Emotions, Emotion-Regulation, and Self-Control Behaviors," Society for Personality and Social Psychology Annual Conference, January 2006.
36. Zemack-Rugar, James R. Bettman and Gavan J. Fitzsimons, "When Feeling Bad Leads to Doing Good: The Strategic Use of Self-Control for Mood-Regulation," Association for Consumer Research Annual Conference, October 2005.

37. Fitzsimons, Gavan J. "You Can't Always Get What You Want: Reactance Revisited," Duck Conference on Social Cognition, June 2005.
38. Zemack Rugar, Yael and Gavan J. Fitzsimons, "Is Reactance Intentional or Instinctual: Nonconscious Aspects of Reactance Response," Association for Consumer Research Annual Conference, October 2004.
39. Levay, Jonathan and Gavan J. Fitzsimons, "The Role of Representation in Behavioral Intent Questions," Association for Consumer Research Annual Conference, October 2004.
40. Fitzsimons, Gavan J. "When Asking Questions Changes Behavior," Duck Conference on Social Cognition, June 2004.
41. Fitzsimons, Gavan J. and Jane Machin, "Marketing by Mistake: The Unintended Consequences of Consumer Research," Advertising and Consumer Psychology Annual Conference, May 2004.
42. Morales, Andrea C. and Gavan J. Fitzsimons, "Do Products Have Cooties? The Law of Contagion in Product Evaluation," Society for Consumer Psychology, February 2004.
43. Redden, Joseph, Gavan J. Fitzsimons and Patti Williams, "Price Partitioning: No One Likes Surprises," Association for Consumer Research Annual Conference, October 2003.
44. Fitzsimons, Gráinne M., Tanya L. Chartrand and Gavan J. Fitzsimons, "Automatic Effects of Exposure to Anthropomorphized Objects on Behavior," Association for Consumer Research, Dublin, June 2003 and Association for Consumer Research Annual Conference, October 2003.
45. Fitzsimons, Gavan J., Joseph Nunes and Patti Williams, "License to Sin: The Liberating Role of Reporting Expectations," Society for Consumer Psychology, February 2003 and Association for Consumer Research Annual Conference, October 2003.
46. Fitzsimons, Gavan J. and Paul Herr, "Nonconscious Influences on Consumer Choice," Association for Consumer Research Doctoral Consortium, October 2002.
47. Posavac, Steven S., David M. Sanbonmatsu, Frank R. Kardes and Gavan J. Fitzsimons, "The Brand Positivity Effect: When Evaluation Confers Preference," Association for Consumer Research Annual Conference, October 2002.

48. Anderson, Eric, Gavan J. Fitzsimons and Duncan Simester, "Measuring and Mitigating the Financial Costs of Stockouts," Marketing Science Institute Conference - Measuring Marketing Productivity: Linking Marketing to Financial Returns, October 2002.
49. Morales, Andrea, Heather Honea and Gavan J. Fitzsimons, "Primary and Secondary Affective Response: Are Resulting Attitudes Formed Through a Process of Integration or Peaceful Coexistence?," Society for Consumer Psychology, February 2002.
50. Fitzsimons, Gavan J., Mary Frances Luce, and Baba Shiv, "Undifferentiated versus Differentiated Affect Transfer: When Are Affect Gradients Observed?," Society for Consumer Psychology, February 2002.
51. Tavassoli, Nader T. and Gavan J. Fitzsimons, "The Impact of Learning and Evaluating in Auditory and Visual Domains on Attitude-Behavior Correspondence," Association for Consumer Research Annual Conference, October 2001.
52. Williams, Patti, Gavan J. Fitzsimons and Lauren G. Block "When Is Asking Questions the Answer: The Moderating Role of Persuasion Knowledge," Association for Consumer Research Annual Conference, October 2001.
53. Morales, Andrea, Heather Honea and Gavan J. Fitzsimons, "What Your Effort Says About Me: Affective and Behavioral Responses to Firm Effort," Marketing Science Annual Conference, July 2001.
54. Fitzsimons, Gavan J., "Non-conscious Influences of Marketing Actions," 2001 Invitational Choice Symposium, June 2001.
55. Fitzsimons, Gavan J. and Donald R. Lehmann, "Undesirable Responses to External Recommendations," Association for Consumer Research Annual Conference, October 2000 and Society for Consumer Psychology, February 2001.
56. Anderson, Eric T., Gavan J. Fitzsimons and Duncan Simester, "The Short and Long Term Effects of Stockouts in Mail Order Catalogs," Marketing Science Annual Conference, June 2000.
57. Fitzsimons, Gavan J. and Baba Shiv, "Push Polling: The Effects of Presuppositions on Consumer Decision Making," Association for Consumer Research Annual Conference, October 1999.
58. Fitzsimons, Gavan J. and Geeta Menon, "When it Taxes the Mind: The Moderating Effects of Cognitive Capacity on Judgments of Behavioral Frequency," Association for Consumer Research International Conference, June 1999, and Association for Consumer Research Annual Conference, October 1999.

59. Morwitz, Vicki G. and Gavan J. Fitzsimons, "The Mere-Measurement Effect: Why Does Measuring Purchase Intentions Change Actual Purchase Behavior?" Association for Consumer Research International Conference, June 1999, and Association for Consumer Research Annual Conference, October 1999.
60. Fitzsimons, Gavan J. and Patti Williams, "The Mere Measurement Effect: An Automatic or Intentional Effect on Choice?" Association for Consumer Research Annual Conference, October 1998.
61. Fitzsimons, Gavan J. and Shi Zhang, "The Impact of Structural Alignment on Consumer Response to Constrained Choice Environments" Marketing Science Annual Conference, June 1998.
62. Morwitz, Vicki G., Gavan J. Fitzsimons, Donald R. Lehmann and Donald G. Morrison, "Is the Road to Purchase Paved with Good Intentions?: An Intentions-Based Direct Marketing Decision Support System," Marketing Science Annual Conference, June 1998.
63. Fitzsimons, Gavan J. and Jaideep Sengupta, "A Busy Mind Is The Devils' Workshop: The Effect Of Analyzing Reasons For Brand Preferences," Association for Consumer Research Annual Conference, October 1997.
64. Morwitz, Vicki G. and Gavan J. Fitzsimons, "The Mere-Measurement Effect: Why Does Measuring Purchase Intentions Change Actual Purchase Behavior?" Association for Consumer Research Annual Conference, October 1997.
65. Fitzsimons, Gavan J., Eric A. Greenleaf and Donald R. Lehmann, "Consumer Satisfaction with Both Product and Decision: Implications for the Supply Chain" Consumer Satisfaction, Dissatisfaction and Complaining Behavior Biannual Conference, July 1997.
66. Fitzsimons, Gavan J., Lauren G. Block and Morris B. Holbrook, "Marketing, Consumption and the Pursuit of Beauty in Popular Culture," Association for Consumer Research Annual Conference, October 1993.

TEACHING

TEACHING FOCUS Consumer Behavior, Marketing Strategy, Entrepreneurial Marketing

TEACHING AWARDS Daimler Chrysler Award for Excellence in Core Teaching, 2006, 2008, 2009
Miller-Sherrerd MBA Core Teaching Award 2000, 2001
Wharton Graduate Association MBA Core Curriculum Teaching Award 1999, 2000, 2001
Wharton Graduate Association Faculty Award, 2002

TEACHING EXPERIENCE PhD Courses taught:
Behavioral Research Methods (co-taught with John Lynch)
Consumer Behavior (Wharton; co-taught with Mary Frances Luce)
Response and Context Effects in Consumer Behavior (UCLA)

MBA Courses taught:
Marketing 360: Introduction to Marketing (Duke daytime MBA core)
Marketing Management II: Marketing Strategy (Wharton daytime MBA core)
Entrepreneurial Marketing (Wharton)
Introduction to Marketing Management (UCLA daytime MBA core)
Marketing Strategy (UCLA)

Undergraduate Courses taught:
Entrepreneurial Marketing (Wharton)

DOCTORAL THESIS ADVISOR Kate Min (Marketing, Duke, Expected completion 2013, Co-Advisor with Tanya L. Chartrand)
Keisha Cutright (Marketing, Duke, completed 2011, Co-Advisor with James R. Bettman)
Lin Yang (Marketing, Duke, completed 2010, Co-Advisor with Tanya L. Chartrand)
Eugenia Wu (Marketing, Duke, completed 2010, Co-Advisor with Mary Frances Luce)
Sarah Moore (Marketing, Duke, completed 2009, Co-Advisor with James R. Bettman)
Yael Zemack Rugar (Marketing, Duke, completed 2006, Co-Advisor with James R. Bettman)
Andrea Morales (Marketing, Wharton, completed 2002, Co-Advisor with Barbara Kahn)

DOCTORAL THESIS COMMITTEES Andrea Eslick (Psychology and Neuroscience, Duke, completed 2011)
Lisa Fazio (Psychology and Neuroscience, Duke, completed 2010)
Keith Wilcox (Marketing, CUNY, completed 2009)
Brent McFerran (Marketing, UBC, completed 2009)
Lisa Cavanaugh (Marketing, Duke, completed 2009)
N. Pontus Leander (Psychology and Neuroscience, Duke, completed 2009)
Paul O'Keefe (Psychology and Neuroscience, Duke, completed 2009)
Amy Dalton (Marketing, Duke, completed 2008)
Sanghoon Han (Psychology and Neuroscience, Duke, completed 2008)

Caglar Irmak (Marketing, CUNY, completed 2007)
Jane Machin (Marketing, Wharton, completed 2006)
Susan Hogan (Marketing, Wharton, completed 2001)
Naomi Mandel (Marketing, Wharton, completed 2000)
Patti Williams (Marketing, UCLA, completed 1999)
Kathryn Fitzgerald (Marketing, UCLA, completed 1998)

MASTERS
THESIS COMMITTEES

Andrea Eslick (Psychology and Neuroscience, Duke, completed 2009)
Nicholas Stefanow (Arts, Duke, completed 2008)
N. Pontus Leander (Psychology and Neuroscience, Duke, completed 2007)
Lisa Fazio (Psychology and Neuroscience, Duke, completed 2007)
Sanghoon Han (Psychological and Brain Sciences, Duke, completed 2006)
Jaclyn Zires (Marketing, Duke, completed 2006, Co-Advisor with John Lynch)

PROFESSIONAL
SERVICE

EDITORIAL BOARDS

Guest Editor, Special Issue on Nonconscious Processes, Journal of Consumer Psychology, 2010-11
Guest Editor, Journal of Consumer Research
Associate Editor, Journal of Consumer Research, 2005-present
Editorial Board Member, Journal of Consumer Research, 2002-present
(Outstanding Reviewer Award, 2003-2004)
Editorial Board Member, Journal of Consumer Psychology, 2005-present
Editorial Board Member, Marketing Letters, 2007-present
Editorial Board Member, Journal of Macromarketing, 2006-2010
Editorial Board Member, International Journal of Research in Marketing, 2006-2008

AD HOC REVIEWING

Annual Conference of the Association for Consumer Research
International Journal of Research in Marketing
Journal of International Marketing
Journal of Consumer Research
Journal of Consumer Psychology
Journal of Marketing
Journal of Marketing Research
Journal of Personality and Social Psychology
Journal of Public Policy and Marketing
Journal of Retailing
Management Science
Marketing Letters
Marketing Science
Marketing Science Institute (MSI)
Media Psychology
National Science Foundation (NSF)
Science
Social Science and Humanities Research Council of Canada (SSHRC)

ACADEMIC GOVERNANCE &
SERVICE COMMITTEES

Fuqua Strategy Committee Co-Chair (2010-2011)
Fuqua Center for Marketing Excellence Co-Chair (2010-present)
Committee member, Provost's Planning Committee on Children, Families,
and Education (2010&2011)
Committee member, Search committee for Vice President of Public Affairs
and Government Relations, 2008
Fuqua Honor Committee Chair (2006-2008)
Fuqua Behavioral Lab Faculty Coordinator (2004-present)
Fuqua Marketing Doctoral Committee member (2004-present)
Fuqua Ad-hoc Appointment & Promotion Committee member (2003-2008,
2010)
Fuqua Marketing Dept Colloquia Co-Coordinator (2003-2007, 2010-2012)
Wharton Computing Committee (2001-2003)
Wharton MBA Executive Committee (2000-2001)
Wharton MBA Curriculum Committee (1998-2000)

SERVICE TO PROFESSIONAL
ORGANIZATIONS

Conference Co-Chair, Marketing Science Institute's "Sources and Uses of
Customer Insights," 2011
Distinguished Advisory Board Member, 2007 INFORMS Marketing Science
Conference
Program Co-Chair, Annual Conference of the Association for Consumer
Research, 2006
Conference Selection Committee Member, Journal of Consumer Psychology
Young Contributor Award, 2004
Advisory Board Member, Association for Consumer Research, 2002-2004
Co-founder and steering Committee member, Marketing Science Institute
Young Scholar's Program, 2001, 2005, 2007, 2009 & 2011
Group Co-chair, "Nonconscious Influences on Choice," 2001 Invitational
Choice Symposium
Program Committee member, Association for Consumer Research Annual
Conference, 1999, 2001, 2002, 2003, 2004, and 2007

GENERAL SERVICE

Speaker, Fuqua CMC Session on Personal Branding, 2011
Faculty Principal, Duke-Synovate Center for Shopper Insights, 2010-present
Speaker, Duke University Psychology Majors Union, 2011
Faculty Lead, Duke Branding Exercise for Duke Board of Trustees, 2011
Faculty Keynote Speaker, Duke MBA Marketing Conference 2011
Speaker, Fuqua Marketing Club In the Know Luncheon 2011
Faculty Keynote Speaker, Duke MBA Marketing Conference 2009
Speaker and Moderator, Duke Footprints Conference, 2009
Speaker, Duke MBA Minority Weekend, 2006 and 2007
Speaker, Duke MBA International Retreat, 2006
Speaker, Duke MBA Marketing Conference, 2006
Panelist, Fuqua Connections Recruiter Conference, 2005

Speaker, Fuqua MBA Parents Weekend, 2004
Faculty Representative, Dean's Awards of Excellence Selection Committee,
April 2001
Academic Director, Wharton Industrial Marketing Strategy Executive
Education Program, Nov, 1999 and July, 2000
Speaker, Wharton AAMBAA Prospective Student Day, Jan, 2000
Panel Moderator, Annual Wharton Europe Conference, Nov, 1999

PROFESSIONAL AFFILIATIONS Association for Consumer Research
Society for Consumer Psychology
Association for Psychological Science
Society for Personality and Social Psychology