

## CURRICULUM VITAE

Gavan J. Fitzsimons

Edward S. & Rose K. Donnell Professor of Marketing and Psychology  
Duke University's Fuqua School of Business  
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## ACADEMIC POSITIONS

Fuqua School of Business, Duke University (2003 to present); Secondary appointment in Psychology and Neuroscience

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

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

Nonconscious Outcomes of Marketing Actions, Decision Making in Restricted Choice Environments, Choosing for Others

### PUBLICATIONS

1. Moore, Sarah G., Eugenia Wu and Gavan J. Fitzsimons (in press), "Wine for the Table: Self-Construal, Group Size and Choice for Self and Multiple Others," *Journal of Consumer Research*.
2. Gausted, Tarje, Jakob Utgård and Gavan J. Fitzsimons (in press), "When Accidents Are Good for a Brand," *Journal of Business Research*.
3. Sullivan, Nicollette J., Gavan J. Fitzsimons, Michael Platt and Scott A. Huettel (in press), "Indulgent Foods can Paradoxically Promote Disciplined Dietary Choices," *Psychological Science*.
4. Liu, Peggy J., Cait Lambertson, James R. Bettman, and Gavan J. Fitzsimons (in press), "Delicate Snowflakes and Broken Bonds: A Conceptualization of Consumption-Based Offense," *Journal of Consumer Research*.
5. Liu, Peggy J., Kelly L. Haws, Karen Scherr, Joseph P. Redden, James R. Bettman, and Gavan J. Fitzsimons (in press), "The Primacy of "What" Over "How Much:" How Type and Quantity Shape Healthiness Perceptions of Food Portions," *Management Science*.

6. Brick, Danielle J., Grainne M. Fitzsimons, Tanya L. Chartrand and Gavan J. Fitzsimons (2018), "Coke vs. Pepsi: Brand Compatibility, Relationship Power, and Life Satisfaction," *Journal of Consumer Research*, 44(5), 991-1014.
7. Liu, Peggy J., Steven K. Dallas, Matthew Harding and Gavan J. Fitzsimons (2018), "The Sales Impact of Featuring Healthy Foods, Indulgent Foods, or Both: Findings from a Large-Scale Retail Field Study," *Journal of the Association for Consumer Research*, 3(3), 346-363.
8. Acikalin, Yavuz, Karli Watson, Gavan J. Fitzsimons and Michael Platt (2018), "Rhesus Macaques Form Preferences for Brand Logos through Sex and Social Status Based Advertising," *PLOS-ONE*.
9. Gaustad, Tarje, Bendik M. Samuelsen, Luk Warlop and Gavan J. Fitzsimons (2018), "The Perils of Self-Brand Connections: Consumer Response to Changes in Brand Meaning," *Psychology and Marketing*, 35, 818-829.
10. Wu, Freeman, Adriana Samper, Andrea C. Morales and Gavan J. Fitzsimons (2017), "It's Too Pretty to Use! When and How Enhanced Aesthetics Discourage Usage and Lower Consumption Enjoyment," *Journal of Consumer Research*, 44(3), 651-672.
11. Brick, Danielle J., Tanya L. Chartrand and Gavan J. Fitzsimons (2017), "The Effects of Resources on Brand and Interpersonal Connection," *Journal of the Association for Consumer Research*, 2(1), 78-92.
12. Moore, Sarah G., Yael Zemack-Rugar and Gavan J. Fitzsimons (2017), "Just Do It! Why Committed Consumers React Negatively to Assertive Ads," *Journal of Consumer Psychology*, 27(3), 287-301.
13. Brick, Danielle J. and Gavan J. Fitzsimons (2017), "Oppositional Brand Choices: Using Brands to Respond to Relationship Frustration," *Journal of Consumer Psychology*, 27(2), 257-263.
14. N. Pontus Leander, Michelle R. VanDellen, Judith Rachl, James Y. Shah, Tanya L. Chartrand and Gavan J. Fitzsimons (2016), "Is Freedom Contagious? A Self-Regulatory Model of Reactance and Sensitivity to Deviant Peers," *Motivation Science*, 2(4), 256-267.
15. Zemack-Rugar, Yael, Rebecca Rabino, Lisa A. Cavanaugh and Gavan J. Fitzsimons (2016), "When Donating is Liberating: The Role of Product and Consumer Characteristics In the Appeal of Cause-Related Products," *Journal of Consumer Psychology*, 2(26), 213-230.
16. McClelland, Gary H., John G. Lynch, Jr., Julie R. Irwin, Stephen A. Spiller and Gavan J. Fitzsimons (2016), "Median Splits, Type II Errors, and False Positive Consumer Psychology: Don't Fight the Power," *Journal of Consumer Psychology*.

17. Cavanaugh, Lisa, Francesca Gino and Gavan J. Fitzsimons (2015), "When Doing Good Is Bad in Gift-Giving: Mis-predicting Appreciation of Socially Responsible Gifts," *Organizational Behavior and Human Decision Processes*, 131, 178-189.
18. Yang, Linyun W., Tanya L. Chartrand and Gavan J. Fitzsimons (2015), "The Influence of Gender and Self-Monitoring on the Products Consumers Choose for Joint Consumption," *International Journal of Research in Marketing*, 32(4), 398-407.
19. Shepherd, Steven, Tanya L. Chartrand and Gavan J. Fitzsimons (2015), "When Brands Reflect Our Ideal World: The Values and Brand Preferences of Consumers Who Support vs. Reject Society's Dominant Ideology," *Journal of Consumer Research*, 42(1), 76-92.
20. Liu, Peggy J., Kelly Haws, Cait Poynor, Troy Campbell and Gavan J. Fitzsimons (2015), "Vice-Virtue Bundles," *Management Science*, 61(1), 204-228.
21. Fitzsimons, Gavan J. (2015), "Contemplating the Future of Branding: The Good, the Bad and the Ugly of the New Brand," in *Strong Brands, Strong Relationships*, Editors Susan Fournier, Michael Breazeale, and Jill Avery, London and New York: Routledge.
22. Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar (2014), "Finding Brands and Losing Your Religion," *Journal of Experimental Psychology: General*, 143(6), 2209-2222.
23. Moore, Sarah G. and Gavan J. Fitzsimons (2014), "Yes, We Have No Bananas: Consumer Responses to Restoration of Freedom," *Journal of Consumer Psychology*, 24(4), 541-548.
24. Yang, Linyun W., Keisha M. Cutright, Tanya L. Chartrand and Gavan J. Fitzsimons (2014), "Distinctively Different: Exposure to Multiple Brands in Low Elaboration Settings," *Journal of Consumer Research*, 40(5), 973-992.
25. Peggy J. Liu, Troy H. Campbell, Gavan J. Fitzsimons, Gráinne M. Fitzsimons (2013), "Matching Choices to Avoid Offending Stigmatized Group Members," *Organizational Behavior and Human Decision Processes*, 122(2), 291-304.
26. Laurin, Kristin, Aaron C. Kay, Devon Proudfoot and Gavan J. Fitzsimons (2013), "Response to restrictive policies: Reconciling system justification and psychological reactance," *Organizational Behavior and Human Decision Processes*, 122(2), 152-162.

27. Spiller, Stephen A., Gavan J. Fitzsimons, John G. Lynch Jr. and Gary H. McClelland (2013), "Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression," *Journal of Marketing Research*, 50(2), 277-288.
28. Cutright, Keisha M., James R. Bettman and Gavan J. Fitzsimons (2013), "Putting Brands in Their Place: How a Lack of Control Keeps Brands Contained," *Journal of Marketing Research*, 50(3), 365-377.
29. Yang, Linyun W., Jared M. Hansen, Tanya L. Chartrand and Gavan J. Fitzsimons (2013), "Stereotyping, Affiliation, and Self-Stereotyping of Underrepresented Groups in the Sales Force," *Journal of Personal Selling and Sales Management*, 33(1), 105-116.
30. Venkatraman, Vinod, John A. Clithero, Gavan J. Fitzsimons, and Scott A. Huettel (2012), "New scanner data for brand marketers: How neuroscience can help better understand differences in brand preferences," *Journal of Consumer Psychology*, 22(1), 143-153.
31. Cutright, Keisha M., Adriana Samper and Gavan J. Fitzsimons (2012), "We Are What We Buy?," in *Identity and Consumption*, Editors Russ Belk and Ayalla Ruvio, London: Routledge.
32. Morales, Andrea C., Eugenia C. Wu and Gavan J. Fitzsimons, "How Disgust Enhances the Effectiveness of Fear Appeals (2012)," *Journal of Marketing Research*, 49(June), 383-393.
33. Laurin, Kristin, Aaron C. Kay and Gavan J. Fitzsimons (2012), "Reactance versus Rationalization: Divergent Responses to Policies that Constrain Freedom," *Psychological Science*, 23(2), 205-209.
34. Moore, Sarah, David T. Neal, Gavan J. Fitzsimons and Baba Shiv (2012), "Wolves in Sheep's Clothing: When and How Hypothetical Questions Affect Behavior," *Organizational Behavior and Human Decision Processes*, 117, 168-178.
35. 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*, 38(1), 62-77.
36. 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*, 48(2), 296-307.
37. Shachar, Ron, Tülin Erdem, Keisha Cutright and Gavan J. Fitzsimons (2011), "Brands: The Opiate of the Non-Religious Masses?" *Marketing Science*, 30(1), 92-110.

38. Chartrand, Tanya L. and Gavan J. Fitzsimons (2011), "Nonconscious Consumer Psychology," *Journal of Consumer Psychology*, 21, 1-3.
39. 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*, 2(2), 212-219.
40. 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.
41. 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.
42. 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.
43. 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.
44. Fitzsimons, Gavan J. (2008), "Death to Dichotomizing," *Journal of Consumer Research*, 35(1), 5-8.
45. 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.
46. 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.
47. 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.
48. Chartrand, Tanya L., Gráinne M. Fitzsimons and Gavan J. Fitzsimons (2008), "Automatic Effects of Anthropomorphized Objects on Behavior," *Social Cognition*, 26(2), 198-209.

49. 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.
50. 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.
51. 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.
52. 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.
53. 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.
54. Tavassoli, Nader T. and Gavan J. Fitzsimons (2006), "Stability of Spoken and Typed Attitudes," *Journal of Consumer Research*, 33(September), 179-187.
55. Anderson, Eric, Gavan J. Fitzsimons and Duncan Simester (2006), "Measuring and Mitigating the Costs of Stockouts," *Management Science*, 52(11), 1751-1763.
56. 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.
57. 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.
58. Levav, Jonathan and Gavan J. Fitzsimons (2006), "Asking Questions and Changing Behavior: The Role of Ease of Representation," *Psychological Science*, 17(3), 207-213.
59. 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.
60. 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.

61. 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.
62. 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.
63. 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.
64. 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.
65. 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.
66. 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.
67. Fitzsimons, Gavan J. and Donald R. Lehmann (2004), "Reactance to Recommendations: When Unsolicited Advice Yields Contrary Responses," *Marketing Science* 23(1), 82-94.
68. 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.
69. 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.
70. 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.

71. 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.
72. 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.
73. Fitzsimons, Gavan J. (2000), "Consumer Response To Stockouts," *Journal of Consumer Research*, 27(2), 249-266.
74. 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.
75. 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.
76. 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.
77. 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.
78. 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.
79. 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.
80. Capon, Noel, Gavan J. Fitzsimons and Rick Weingarten (1994), "Affluent Investors and Mutual Fund Purchases," *International Journal of Bank Marketing*, 12(3), 17-25.
81. 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.



MANUSCRIPTS UNDER  
REVIEW

82. Dallas, Steven K. and Gavan J. Fitzsimons, "The Early Bird Gets the Worm: Changing Behavior Via Reduced Attention Communication Vehicles."
83. 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."
84. Gullo, Kelley, Peggy J. Liu, Lingrui Zhou and Gavan J. Fitzsimons, "Are My Dog's Treats Making Me Fat? The Effects of Choices Made for Others on Subsequent Choices for the Self."
85. Haws, Kelly, Cait Poynor, Hristina Dzhogleva and Gavan J. Fitzsimons, "Traits, Temptations and Tactics: A Multifaceted View of Self-Control Difficulty."
86. Liu, Peggy J., Steven K. Dallas and Gavan J. Fitzsimons, "A Framework for Understanding Consumer Choices for Others."
87. Moore, Sarah G., Grainne M. Fitzsimons and Gavan J. Fitzsimons, "The Burden of Choosing for Close Others."
88. Qin, Vivian, Kelley Gullo, Gavan J. Fitzsimons and Richard Staelin, "The Price of Faith: Religion's Role in the Endowment Effect."
89. Shepherd, Stephen and Gavan J. Fitzsimons, "Seeing Brands Through Rose-Colored Lenses: Complex Domains Lead Victim Sensitive Consumers to Defensively Bolster Trust in Brands."
90. Shepherd, Stephen, Aaron C. Kay, Tanya L. Chartrand and Gavan J. Fitzsimons, "The Changing Face of America: When Majority Group Consumers Prefer vs. Are Threatened By Ethnic Diversity in Advertising."
91. Stanton, Steven J., Gavan J. Fitzsimons and Scott Huettel, "Consumer Testosterone Levels Interact with Salesperson Gender to Shape Post-Negotiation Satisfaction."
92. Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "The Effect of "Positive" Stereotypes in Advertising."

WORKING PAPERS

93. Bell, David R. and Gavan J. Fitzsimons, "An Experimental and Empirical Analysis of Consumer Response to Stock Outs."
94. Castro-Nelson, Iana, Nancy Sirianni, Andrea Morales and Gavan J. Fitzsimons, "You're Cramping My Style: When Employee Appearance Leads to "Bad" Consumer Choices."

95. Fitzsimons, Gavan J., Eric A. Greenleaf and Donald R. Lehmann, "Decision and Consumption Satisfaction: Implications for Channel Relations."
96. Liu, Peggy J. and Gavan J. Fitzsimons, "Avoiding Behavioral Backlash Through Indirect Priming."
97. Samper, Adriana, Avni Shah, James R. Bettman and Gavan J. Fitzsimons, "Rolling the Dice With Premium Products: Using a High End Product Polarizes Self-Perceptions of Performance."
98. Stefanow, Nicholas and Gavan J. Fitzsimons, "Qué es Americano?: System Justification and the Attitudinal Assessment of a Majority Nontarget Market."
99. Verocchi Coleman, Nicole, Patti Williams and Gavan J. Fitzsimons, "Emotional Reactions to Stockouts: Predicting Retaliatory Behaviors."

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

PROFESSIONAL  
PRESENTATIONS

INVITED TALKS

1. BI Norwegian Business School, Oslo, 2018.
2. NHH Norwegian School of Economics, Bergen, 2018.
3. Northwestern, Marketing Speaker Series, 2018.
4. RIT-Croatia, Connection and Consumption Conference, 2017.
5. University of New South Wales, Marketing Speaker Series, 2017.
6. RMIT University, Melbourne, 2017.
7. Columbia University, Marketing Camp, 2016.
8. Washington University – St. Louis, Marketing Speaker Series, 2015.
9. Kedge Business School, France, Marketing Symposium, 2015.
10. Wilfred Laurier University, Marketing Research Symposium, 2015.
11. University of Central Florida, Andrew and Gail Titen Visiting Scholar Series, 2014.
12. University of Washington, Marketing Camp, 2014.
13. Champalimaud Center for the Unknown, Lisbon, 2013.
14. MIT, Marketing Speaker Series, 2013.
15. North Carolina State, Marketing Camp, 2013.
16. University of Minnesota, Marketing Camp, 2012.
17. Interdisciplinary Center, Herzliya, Israel, 2012.
18. Norwegian School of Economics and Business Administration, Johan Arndt Marketing Conference, 2011.
19. London Business School, Marketing Speaker Series, 2011.

20. Cornell University, Marketing Speaker Series, 2011.
21. Northwestern University, Marketing Speaker Series, 2011.
22. Virginia Tech, Marketing Speaker Series, 2011.
23. University of Colorado, Boulder, Marketing Speaker Series, 2011.
24. Carnegie Mellon University, Center for Behavioral Decision Research Speaker Series, 2010.
25. University of Technology, Sydney, Marketing Speaker Series, 2010.
26. University of Western Australia, Marketing Speaker Series, 2010.
27. University of South Australia, Marketing Speaker Series, 2010.
28. University of Sydney, Marketing Speaker Series, 2010.
29. UCLA, Behavioral Decision Making Speaker Series, 2009.
30. University of Pennsylvania, Marketing Speaker Series, 2009.
31. Yale University, Marketing Speaker Series, 2009.
32. University of Miami, Marketing Speaker Series, 2009.
33. University of Utah, Marketing Speaker Series, 2009.
34. University of Delaware, Marketing Speaker Series, 2009.
35. University of Alberta, Marketing Camp, 2009.
36. INSEAD, Marketing Speaker Series, 2009.
37. Arizona State University, Marketing Speaker Series, 2008.
38. Columbia University, Marketing Speaker Series, 2007.
39. University of North Carolina, Social Psychology Speaker Series, 2007.
40. New York University, Marketing Camp, 2007.
41. Georgetown University, Marketing Research Camp, 2006.
42. North Carolina State University, School Psychology Speaker Series, 2005.
43. University of South Carolina, Marketing Speaker Series, 2005.
44. Washington State University, Marketing Camp, 2005.
45. University of California – Berkeley, Marketing Speaker Series, 2005.
46. University of Chicago, Marketing Speaker Series, 2005.
47. Northwestern University, Kellogg Marketing Camp, 2004.
48. MIT, Buck Weaver Symposium, 2004.
49. University of Michigan, Institute for Social Research, 2004.
50. University of Illinois, Sandage Symposium, 2003.
51. Duke University, Marketing Speaker Series, 2003.
52. Cornell University, Center for Behavioral Economics and Decision Making, 2002.
53. University of Florida, Marketing Camp, 2002.
54. Rutgers University – Camden, Marketing Speaker Series, 2002.
55. Dartmouth University, Marketing Speaker Series, 2001.
56. University of California – Berkeley, Marketing Speaker Series, 2000.
57. Stanford University, Marketing Speaker Series, 2000.
58. Cornell University, Marketing Speaker Series, 2000.
59. MIT, Marketing Speaker Series, 1999.
60. Queen’s University, Belfast, Ireland, Center for Management Knowledge, 1999.
61. Columbia University, Marketing Speaker Series, 1997.
62. University of Pennsylvania, Marketing Colloquia, 1997.
63. University College, Dublin, Ireland, 1993.

## TEACHING

TEACHING FOCUS Consumer Behavior, Marketing Strategy, Entrepreneurial Marketing

TEACHING AWARDS Daimler Chrysler Award for Excellence in Core Teaching, 2006, 2008, 2009 (honorable mention 2012, 2013)  
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 Tanya Chartrand; also with John Lynch)  
Consumer Behavior (Wharton; co-taught with Mary Frances Luce)  
Response and Context Effects in Consumer Behavior (UCLA)

MBA Courses taught:  
Introduction to Marketing (Duke daytime MBA core)  
Behavioral Economics (Duke daytime MBA elective)  
Consumer Behavior (Duke daytime MBA elective)  
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 Kelley Gullo (Marketing, Duke, expected completion 2020, Co-Advisor with James R. Bettman)  
Aimee Chabot (Marketing, Duke, expected completion 2020, Co-Advisor with James R. Bettman)  
Peggy Liu (Marketing, Duke, completed 2016, Co-Advisor with James R. Bettman)  
Danielle Brick (Marketing, Duke, completed 2016, Co-Advisor with Tanya L. Chartrand)  
Vivian Qin (Marketing, Duke, completed 2016, Co-Advisor with Richard Staelin)  
Kate Min (Marketing, Duke, completed 2012, Co-Advisor with Tanya L. Chartrand and James R. Bettman)  
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

Nadia Brashier (Psychology and Neuroscience, Duke, completed 2018)  
Steven Dallas (Marketing, NYU, completed 2018)  
Nandini Datta (Psychology and Neuroscience, Duke, completed 2018)  
Freeman Wu (Marketing, ASU, completed 2018)  
Julie Martin (Psychology and Neuroscience, Duke, completed 2018)  
Mallory Roman (Psychology and Neuroscience, Duke, completed 2018)  
Jonathan Winkle (Psychology and Neuroscience, Duke, completed 2017)  
Kate Diebels (Psychology and Neuroscience, Duke, completed 2016)  
Hillary Mullet (Psychology and Neuroscience, Duke, completed 2016)  
Jennifer Isherwood (Psychology and Neuroscience, Duke, completed 2015)  
Stuart Webb, (Finance, Duke, completed 2013)  
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

Jonathan Winkle (Psychology and Neuroscience, Duke, completed 2015)  
Julie Martin (Psychology and Neuroscience, Duke, completed 2015)  
Nadia Brashier (Psychology and Neuroscience, Duke, completed 2015)  
Kate Diebels (Psychology and Neuroscience, Duke, completed 2014)  
Hillary Mullet (Psychology and Neuroscience, Duke, completed 2014)  
Dina Gohar (Psychology and Neuroscience, Duke, completed 2013)  
Jennifer Isherwood (Psychology and Neuroscience, Duke, completed 2013)  
Matt Gunderson (Global Health, Duke, completed 2012)  
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)

HONORS THESIS ADVISOR      Coco Chen (Psychology and Neuroscience, Duke, expected completion 2019)  
Lucy Cao (Psychology and Neuroscience, Duke, completed 2018)  
Marissa Michaels (Psychology and Neuroscience, Duke, completed 2018)  
Sophie Alman (Psychology and Neuroscience, Duke, completed 2017)  
Ling-Ling Zhou (Psychology and Neuroscience, Duke, completed 2017)  
Byung Lee (Psychology and Neuroscience, Duke, completed 2016)  
Christina Vucich (Environmental Sciences and Policy, Duke, completed 2015)  
Steven Dallas (Psychology and Neuroscience, Duke, completed 2013)  
Timothy Fleschner (Psychology and Neuroscience, Duke, completed 2012)  
Hannah Honey (Psychology and Neuroscience, Duke, completed 2012)  
Arianna Uhalde (Psychology and Neuroscience, Duke, completed 2012)  
Lindsay Kunkle (Psychology and Neuroscience, Duke, completed 2010)  
Amy Rosenthal (Psychology and Neuroscience, Duke, completed 2006)

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, 2005-2012  
Editorial Board Member, Journal of Consumer Research, 2002-2016  
(Outstanding Reviewer Award, 2003-2004)  
Editorial Board Member, Marketing Science, 2014-2015  
Editorial Board Member, Journal of Consumer Psychology, 2005-2015  
Editorial Board Member, Marketing Letters, 2007-2013  
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  
Appetite  
International Journal of Research in Marketing  
Journal of International Marketing  
Journal of Consumer Research  
Journal of Consumer Psychology  
Journal of Experimental Psychology: General  
Journal of Experimental Social 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)  
Organizational Behavior and Human Decision Processing (OBHDP)  
Personality and Social Psychology Review  
Perspectives on Psychological Science  
Research Grants Council of Hong Kong  
Science  
Social Science and Humanities Research Council of Canada (SSHRC)

ACADEMIC GOVERNANCE &  
SERVICE COMMITTEES

Chair, Academic Council Ad Hoc Committee on Faculty Rank Distribution (2017-2018)  
Faculty representative, Duke Athletic Council (2016-present)  
Faculty member, Hate and Bias Advisory Committee (2017-present)  
Faculty member, Duke Task Force on Hate and Bias Issues (2015-16)  
Duke-Ipsos Center Co-Director (2011-present)  
Co-Investigator, Duke World Food Policy Institute (2015-present)  
Investigator, Duke-UNC USDA Center for Behavioral Economics and Healthy Food Choice Research (2014-present)  
Fuqua Behavioral Lab Faculty Coordinator (2004-present)  
Committee Member, Duke IDEAS Brain and Society Executive Board  
Committee Member, Duke University Initiative on Education and Human Development, 2012-2014  
Fuqua Marketing Dept Colloquia Co-Coordinator (2003-2007, 2010-2014)  
Fuqua Strategy Committee Co-Chair (2010-2011)  
Fuqua Center for Marketing Excellence Co-Chair (2010-2011)  
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 Marketing Doctoral Committee member (2004-present)  
Fuqua Ad-hoc Appointment & Promotion Committee member (2003-2008, 2010)  
Wharton Computing Committee (2001-2003)  
Wharton MBA Executive Committee (2000-2001)  
Wharton MBA Curriculum Committee (1998-2000)

SERVICE TO PROFESSIONAL  
ORGANIZATIONS

Conference Co-Chair, Interdisciplinary Symposium on Decision Neuroscience, 2019  
Conference Co-Chair, Marketing Science Institute's Behavioral Science Conference 2018  
Conference Co-Chair, Marketing Science Institute's "Behavioral Economics and Beyond," 2015  
Academic Trustee, Marketing Science Institute, 2014-present  
Conference Co-Chair, Marketing Science Institute's "Sources and Uses of Customer Insights," 2011  
Co-founder and steering Committee member, Marketing Science Institute

Young Scholar's Program, 2001, 2005, 2007, 2009 & 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  
 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

Faculty coordinator, Duke Athlete Education for Life program, 2018  
 Panel Facilitator, Food Con: Food branding and policy, 2018  
 Faculty speaker, Duke Alumni Council, 2018  
 Faculty speaker, Fuqua Bagels and Breakfast, 2018  
 Faculty speaker, Duke Football Future Initiative, 2018  
 Speaker, Fuqua MBA Orientation, 2012, 2013, 2014, 2015, 2017 and 2018  
 Faculty speaker, Duke Development Inside Shot, 2018  
 Faculty speaker, Duke Campus Communicators meeting, 2018  
 Keynote speaker, Duke Forward Washington, 2016  
 Faculty Exemplar, Duke Forward Campaign Leadership Forum, Spring  
 2016  
 Speaker, COLE Fellows Coffee Chat, Fall 2015  
 Participant, Duke Sports and Behavioral Economics Meeting, Fall 2015  
 Guest Faculty, Documentary Studies 344, Fall 2015  
 Speaker, CLEAD2, Fall 2015  
 Speaker, Fuqua Dean's Forum, Summer 2015  
 Speaker, Fuqua Board of Visitors, Spring 2015  
 Panel Leader, Fuqua-Forbes Future of Marketing Event, 2014  
 Panel Leader, Fuqua Food Innovation Event, 2014  
 Speaker, GEMBA Class of 2014, Class of 2015, Class of 2016  
 Keynote speaker, Duke Forward Miami, 2014  
 Panelist, Duke SBSI Conference, 2014  
 Speaker, Duke Forward Washington DC, 2013  
 Speaker, Fuqua Faculty Conversations, 2012  
 Speaker, Fuqua Alumni Council, 2012  
 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 AAMBA Prospective Student Day, Jan, 2000  
Panel Moderator, Annual Wharton Europe Conference, Nov, 1999

PROFESSIONAL  
AFFILIATIONS

Association for Consumer Research  
Association for Psychological Science (Fellow since 2015)  
Marketing Science Institute  
Society for Consumer Psychology