

# Lisa A. Cavanaugh

*Curriculum Vitae – December 2015*

## Contact Information

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University of Southern California  
Marshall School of Business  
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Los Angeles, CA 90089-0443

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## Employment

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Assistant Professor of Marketing (July 2009 – present)

University of Southern California  
Marshall School of Business

## Education

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*Ph.D. Marketing, May 2009*  
Duke University  
The Fuqua School of Business

*B.A. with Honors & Highest Distinction*  
Duke University  
Major: Public Policy Studies  
Markets & Management Studies Certificate

## Research Interests

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Emotion, relationships, decision making, consumption, and consumer well-being

## Selected Honors and Awards

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2015 World's Best 40 Under 40 Business School Professors—Selected by Poets & Quants as one of the best business school professors under the age of forty based on teaching and research excellence

2015 “Early Career Future Leader in the Marketing Academy”—Selected to attend summit of scholars in NYC sponsored by the Association of Consumer Research

2015 Dr. Douglas Basil Award for Junior Business Faculty—Selected by USC Marshall School of Business faculty and awarded to one professor school wide annually

MSI Must Read of 2014 – Selected by the Marketing Science Institute's Academic Trustees as one of their must-reads for marketers based on the past year's journal articles across the field of marketing

2010 Stephen B. Sample Outstanding Teaching and Mentoring Award Winner – a University wide award presented annually by the University of Southern California across all tenure-track faculty

AMA/Sheth Foundation Doctoral Consortium Faculty, 2010 – chosen to serve as faculty for and speak at a field wide consortium of top doctoral candidates from universities worldwide

The Duke University 2007 Dean's Award for Excellence in Teaching - a University wide award presented annually; first and only Ph.D. student at the Business School to have won the award

## **Publications**

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Cavanaugh, Lisa A (2016), “Consumer Behavior in Close Relationships,” (In Press at *Current Opinion in Psychology*).

Cavanaugh, Lisa A., 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.

Cavanaugh, Lisa A., Deborah J. MacInnis, and Allen Weiss (2015), “Perceptual Dimensions Differentiate Emotions,” (In Press at *Cognition and Emotion*)

Cavanaugh, Lisa A., James R. Bettman, and Mary Frances Luce (2015), “Feeling *Love* and Doing More for *Distant Others*: Specific Positive Emotions Differentially Affect Prosocial Consumption,” *Journal of Marketing Research*, 52(5), 657-673.

Zemack-Rugar, Yael, Rebecca Rabino, Lisa A. Cavanaugh, and Gavan J. Fitzsimons (2015), “When Donating is Liberating: The Role of Product and Consumer Characteristics in the Appeal of Cause-Related Products,” (In Press at *Journal of Consumer Psychology*).

Cavanaugh, Lisa A (2014), “Because I (Don’t) Deserve It: How Relationship Reminders and Deservingness Influence Consumer Indulgence,” *Journal of Marketing Research*, 51(2), 218-232.

Cavanaugh, Lisa A., Keisha M. Cutright, Mary Frances Luce, and James R. Bettman (2011), “Hope, Pride, and Processing During Optimal and Nonoptimal Times of Day,” *Emotion*, 11(1), 38-46.

Cavanaugh, Lisa A., Hillary Leonard, and Debra Scammon (2008). “A Tail of Two Personalities: How Canine Companions Shape Our Relationship Satisfaction and Well-Being,” *Special Issue of Journal of Business Research*, Morris B. Holbrook and Arch Woodside (ed.), 61(5), 469-479.

Cavanaugh, Lisa A., James R. Bettman, Mary Frances Luce, and John Payne (2007). “Appraising the Appraisal-Tendency Framework,” *Journal of Consumer Psychology*, 17(3), 169-173.

Dewhirst, Timothy and Lisa A. Cavanaugh (2007). “Designated Driver Advertising Campaigns.” In J.J. Arnett (Ed.), *Encyclopedia of Children, Adolescents, and the Media*. Thousand Oaks, CA: Sage Publications.

## **Manuscripts Under Review**

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Cavanaugh, Lisa A., Joseph C. Nunes, and Young Jee Han, “Please Process the Signal, but Don’t Praise It: How Compliments on Identity Signals Result in Embarrassment” (Revising for *Journal of Consumer Research*)

Cavanaugh, Lisa A. and Jennifer K. Lee, “*Comfortably Numb*: How Relationship Reminders and Affective Numbing Influence Consumption Enjoyment” (Under Review)

Nelson, S. Katherine and Lisa A. Cavanaugh, “Promoting Parenthood: Relationship Reminders, Empathic Emotions, and Life Expectations” (Under Review)

Isikman, Elif, Deborah J. MacInnis, Gulden Ulkumen, and Lisa A. Cavanaugh, “The Effects of Curiosity-Evoking Events on Activity Enjoyment” (Under 2<sup>nd</sup> Round Review at *Journal of Experimental Psychology: Applied*)

### **Working Papers and Papers In Preparation**

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Ordabayeva, Nailya and Lisa A. Cavanaugh, “Identity, Social Distance, and Product Reviews.”

Cavanaugh, Lisa A. and Gavan J. Fitzsimons, “*Happy* Holidays? How Religious and Secular Portrayals of the Holidays Influence Feelings Toward and Spending on Self and Others.”

Cavanaugh, Lisa A., Christine Moorman, James R. Bettman, and Mary Frances Luce, “Physician Heal Thyself: Affect, Risk, and Treatment Decisions in Health Care.”

Cavanaugh, Lisa A. and Deborah J. MacInnis, “Social Relationships and Consumption Decisions”

Cavanaugh, Lisa A. and Gavan J. Fitzsimons, “When You *Don’t* Care Enough to Give the Very Best: When Gifting Leads to Less (vs. More) Ethical Choices.”

### **Research in Progress**

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Cavanaugh, Lisa A. and Jennifer K. Lee, “Unhappy Togetherness and Risk” (3 studies completed)

Cutright, Keisha M. and Lisa A. Cavanaugh, “Lacking Control and Reminders of Togetherness” (3 studies completed)

### **Invited Talks**

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University of British Columbia, Vancouver, BC (November 2015)

Utah State University, Jon M. Huntsman School (November 2015)

Stanford GSB, Palo Alto, CA (April 2015)

San Diego Marketing Camp, San Diego, CA (April 2015)

University of Miami, Coral Gables, FL (April 2015)

Emotions and Well-being Invitational Conference, Vancouver, BC (December 2014)

UC/ USC Colloquium, UCLA Anderson School of Management (April 2014)

University of Arizona, Eller College of Management (January 2014)

University of California—Riverside, Department of Psychology (January 2014)

Wharton School of Business, University of Pennsylvania, Baker Retailing Center (May 2013)

Cal State University, School of Business and Economics (May 2013)

Marketing Science Institute (MSI) on Sources and Uses of Customer Insights, Chicago (June 2011)

University of California—Irvine, The Paul Merage School of Business (June 2011)

Viterbi School of Engineering Speaker Series, USC (January 2011)

American Marketing Association Panel, Boston, MA (August 2010)

AMA/Sheth Foundation Doctoral Consortium, 45<sup>th</sup> Annual, Fort Worth, TX (June 2010)

UCLA Anderson School of Management (February 2010)

USC Social Psychology Speaker Series (November 2009)

Marketing Science Institute (MSI): The New Art & Science of Branding, San Francisco (September 2009)

University of Southern California, Marshall School of Business (November 2008)

University of Maryland, Robert H. Smith School of Business (November 2008)

Washington University in St. Louis, Olin Business School (October 2008)

University of Virginia, McIntire School (October 2008)  
University of Pittsburgh, Katz School of Business (October 2008)  
Dartmouth College, Tuck School of Business (October 2008)  
Boston College, Carroll School of Management (September 2008)  
University of Michigan, Ross School of Business (September 2008)  
Vanderbilt University, Owen School of Management (September 2008)  
Queen's University, Queen's School of Business (September 2008)  
University of Notre Dame, Mendoza College of Business (September 2008)

## **Dissertation**

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“Feeling Good and Doing Better: Understanding How Different Positive Emotions Influence Consumer Choice and Well-Being.”

*Co-Chairs:* James R. Bettman and Mary Frances Luce

*Committee Members:* Gavan J. Fitzsimons and Barbara L. Fredrickson

## **Refereed and Invited Conference Presentations**

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\*presentation made by co-author

Cavanaugh, Lisa A. and Jennifer K. Lee (2016), “Comfortably Numb: Relationships, Affective Numbing, and Consumption Enjoyment,” Society for Consumer Psychology, St. Petersburg, FL, February.

Cavanaugh, Lisa A., Francesca Gino, and Gavan J. Fitzsimons (2016), “When Doing Good Is Bad in Gift-Giving: Mispredicting Appreciation of Socially Responsible Gifts,” Society for Consumer Psychology, St. Petersburg, FL, February.

\*Nelson, S. Katherine and Lisa A. Cavanaugh (2016), “Baby Fever: Dialing Up Empathy and the Desire to Have Children,” Society for Personality and Social Psychology, San Diego, CA, February.

\*Cavanaugh, Lisa A. and Jennifer K. Lee (2015), “Absence Dulls the Senses: How Relationship Reminders and Affective Numbing Influence Consumption Enjoyment,” Association for Consumer Research, New Orleans, LA, October.

Cavanaugh, Lisa A., Francesca Gino, and Gavan J. Fitzsimons (2015), “When Doing Good Is Bad in Gift-Giving: Mispredicting Appreciation of Socially Responsible Gifts,” Association for Consumer Research, New Orleans, LA, October.

Cavanaugh, Lisa A., Joseph C. Nunes, and Young Jee Han (2015) “Please See the Signal but Don’t Mention It: How Acknowledging Identity Signals Leads to Embarrassment,” Marketing and Operations Workshop, Los Angeles, CA, May.

Cavanaugh, Lisa A (2014), “Specific Positive Emotions and Relationships,” Emotions and Well-being Conference, Vancouver, BC, December.

Isikman, Elif, Deborah J. MacInnis, Gulden Ulkumen, Lisa A. Cavanaugh (2014), “Does Curiosity Kill the Cat? Curiosity & Consumption Enjoyment,” Association for Consumer Research, Baltimore, MD, October.

Brick, Danielle J. et al., ACR Roundtable (2014), “Close Relationships Theory in Consumer Behavior: Bridging Brand and Interpersonal Relationships Research,” Baltimore, MD, October.

Cavanaugh, Lisa A (2014), “Because I (Don’t) Deserve It: Understanding How Relationships and Deservingness Influence When Consumers Do vs. Don’t Indulge,” Society for Consumer Psychology, Miami, FL, March.

Cavanaugh, Lisa A., Deborah J. MacInnis, and Allen Weiss (2014), “Sadness is Cold and Guilt is Inside: Perceptual Features Describe and Differentiate Negative Emotions,” Society of Consumer Psychology, Miami, FL, March.

Cavanaugh, Lisa A., Francesca Gino, and Gavan J. Fitzsimons (2013), “When Doing Good Is Bad for You: Effects of Socially Responsible Gifts on Recipients’ Appreciation,” European Association of Consumer Research, Barcelona, Spain, July.

\*Isikman, Elif, Deborah J. Macinnis, Lisa A. Cavanaugh, Gulden Ulkumen (2012), “The Effects of Curiosity-Evoking Events on Consumption Enjoyment,” Association for Consumer Research, Vancouver, BC, October.

Cavanaugh, Lisa A (2012), “*All the Single Ladies* (and Men, too): How and Why Partnership Status and Relationship Reminders Change Indulgent Choice,” Society for Consumer Psychology, Florence, Italy, June.

Cavanaugh, Lisa A., Francesca Gino, and Gavan J. Fitzsimons (2011), “When You *Don’t* Care Enough to Give the Very Best: When Gifting Leads to Less (vs. More) Green Choices,” Association for Consumer Research, St. Louis, MO, October.

Cavanaugh, Lisa A (2011), “The Pleasures and Perils of Ethical Consumption,” Sources and Uses of Customer Insights, MSI - Chicago, Marketing Science Institute, Chicago, IL, June.

Cavanaugh, Lisa A (2011), “Transformative Consumer Research in the Asia Pacific Region,” Association for Consumer Research Asia-Pacific, Beijing, China, June.

Cavanaugh, Lisa A (2010), “PhD to Professor,” American Marketing Association Conference, Boston, MA, August.

Cavanaugh, Lisa A (2010), “Getting Off to a Great Start: Advice from Young Scholars,” 45<sup>th</sup> Annual AMA/Sheth Foundation Doctoral Consortium, Fort Worth, TX, June.

Cavanaugh, Lisa A (2010), “Advice for Young Scholars,” University of Houston Doctoral Symposium, Houston, TX, April.

Cavanaugh, Lisa A (2009), “Positively Better Branding: How Specific Positive Emotions Influence Consumers,” Marketing Science Institute: The New Art and Science of Branding, Marketing Science Institute (MSI), San Francisco, CA, September.

Cavanaugh, Lisa A., James R. Bettman, and Mary Frances Luce (2009), “Feeling Good and Doing Better: How Specific Types of Positive Emotions Differentially Influence Consumer Behavior,” Association for Consumer Research, Pittsburgh, PA, October.

Cavanaugh, Lisa A., Francesca Gino, and Gavan J. Fitzsimons (2009), “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, Pittsburgh, PA October.

Cavanaugh, Lisa A., Keisha M. Cutright, Mary Frances Luce, and James R. Bettman (2009), "Hope, Pride, and Processing During Optimal and Nonoptimal Times of Day," Association for Consumer Research, Pittsburgh, PA, October.

Cavanaugh, Lisa A. and Gavan J. Fitzsimons (2008), "*Happy* Holidays? How Sights and Sounds of the Holidays Cue Different Feelings & Consumption Behaviors," Association for Consumer Research, San Francisco, CA, October.

Cavanaugh, Lisa A., Christine Moorman, James R. Bettman, and Mary Frances Luce (2008), "Physician, Heal Thyself: Positive Affect, Risk, and Treatment Decisions in Health Care," Association for Consumer Research, San Francisco, CA, October.

Cavanaugh, Lisa A (2008), "Positive Emotions and Consumption Behavior," Society for Personality and Social Psychology, Emotion Pre-Conference, Albuquerque, NM, February.

Cavanaugh, Lisa A. with Yael Zemack-Rugar, and Gavan J. Fitzsimons (2008), "Indulging for the Sake of Others," Society for Consumer Psychology, New Orleans, LA, February.

Cavanaugh, Lisa A (2007), "Different Positive Emotions Broaden in Different Ways," Conference on Transformative Consumer Research: Inspiring Scholarship for Collective & Personal Well-Being," Dartmouth College's Tuck School of Business, Hanover, NH, July.

Cavanaugh, Lisa A., Christine Moorman, James R. Bettman, and Mary Frances Luce (2006), "Physician, Heal Thyself: Positive Affect, Risk, and Treatment Decisions in Health Care," Research in Risk: Public Policy and Social Dimensions Doctoral Workshop, Marshall School of Business at the University of Southern California, June.

## **Service to the Field**

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### Journal Reviewing:

- *Journal of Consumer Research* (August 2008 to present)
- *Journal of Marketing Research* (February 2010 to present)
- *Journal of Consumer Psychology* (April 2010 to present)
- *Emotion* (April 2011 to present)
- *Organizational Behavior and Human Decision Processes* (February 2013 to present)
- *Journal of Personality and Social Psychology* (2015 to present)
- *Psychological Science* (2015 to present)

### Doctoral Symposium and Consortia Participation:

- Association for Consumer Research Doctoral Symposium Faculty (2014, 2015)
- Society for Consumer Psychology Doctoral Consortium Faculty (2015, 2016)
- AMA/ Sheth Foundation Doctoral Consortium Faculty (2010)
- University of Houston Doctoral Symposium Faculty (2010)

### Program Committees:

- Association for Consumer Research Program Committee (2014, 2016)
- Society for Consumer Psychology Program Committee (2015, 2016)
- Association for Consumer Research Asia-Pacific Program Committee (2011)

Conference Reviewer:

- Association for Consumer Research Conference (2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015)
- Society for Consumer Psychology Conference (2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016)
- European Marketing Academy Conference (2014)
- Association for Consumer Research Asia-Pacific Conference (2011)

Other Reviewing:

- National Science Foundation (NSF) grant applications (SES: Decision, Risk, & Management Science Program)
- MSI Clayton Dissertation Proposal Competition
- AMA Howard Dissertation Competition
- Society for Consumer Psychology Dissertation Proposal Competition

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**Service to Department and School**

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Marketing Department

- Marketing Department Seminar Series Faculty Host (2009, 2010, 2011, 2012, 2013, 2014, 2015)
- Marketing Department Curriculum Review Committee, Member (2013, 2014, 2015)
- Marketing Department Faculty Recruiting Committee at AMA, Member (2009, 2010, 2015)
- Marketing Department Faculty Screening Committee, Member (2009, 2010, 2015)

Ph.D. Program

- Ph.D. Research Methods Workshop, Primary Organizer (2015)
- Ph.D. Research Methods Workshop, Co-Organizer (2011, 2012, 2013)
- Marketing Department Ph.D. Admissions Committee & Program Recruiting, Member (2009, 2010, 2011, 2012, 2013, 2014, 2015)

Marshall School of Business Committees & Faculty Representative

- Outstanding Undergraduate in Marketing Award Committee, Appointed Committee Member, University of Southern California (2009 – present)
- Marshall Merit Explore USC, Speaker and Host (2014)
- Behavioral Lab Benchmarking Committee, Member (2013)
- Marshall New Faculty Orientation, Roundtable Speaker (2010- 2011)

USC and Marshall Student Groups

- Campus Cursive at USC, Faculty Advisor (2014 – present)
- Marshall Association for Integrated Marketing, Invited Panelist (2009, 2010, 2011)
- Marshall Innovative Minds in Advertising, Advisor to Club Officers in MKT 405 (2009-2010)
- Spark! USC In-house Advertising Agency for Brand Challenge Competition -American Eagle, Co-Advisor (2010- 2011)
- National Student Advertising Competition, Judge for USC (2010- 2011)

University Committees

- USC Dornsife ADRR Research Cluster, University of Southern California (2012 – present)

- College 2020 Committee, From Culture to Mind to Brain...and Back Again: Multi-Method Training for the Next Generation of Behavioral Scientists, Appointed Committee Member, University of Southern California (2009 – 2010)
- Duke University Steering Committee for the Markets & Management Studies Program, Appointed Representative of The Fuqua School of Business (2007 – 2009)

## Teaching and Advising

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### *Assistant Professor*

Advertising & Promotion, University of Southern California, Fall 2009 – Fall 2015  
(Cumulative Instructor Rating: 4.9/5)

\*Awarded USC's 2010 Stephen B. Sample Outstanding Teaching and Mentoring Award – a University-wide award presented annually across all tenure track faculty at USC.

### *Instructor*

Marketing Management, Duke University, Fall 2006 (Instructor Rating: 4.9/5)

\*Awarded Duke University's 2007 Dean's Award for Excellence in Teaching

### *Invited Guest Lectures in Undergraduate and Graduate Classes*

Duke University, Markets & Management Program and Talent Identification Program courses  
Boston College, Carroll School of Management  
University of New Mexico, Anderson School of Management

### *Teaching Assistant and Facilitator*

Global Integrated Business Simulation (Daytime MBAs, Cross-Continent MBAs, Global Executive MBAs), Teaching Assistant for Professors Rick Staelin and Preyas Desai, 2004 – 2008.  
Consumer Behavior, Teaching Assistant for Professor Tanya Chartrand, Fall 2004.

### *Doctoral Advising: Dissertation Committees and Advising*

University of Southern California, Los Angeles, CA

- Jennifer K. Lee (expected graduation: May 2019), advisor
- Elif Isikman (2014, Google), dissertation committee member
- Young Jee Han (2011, University of Alberta), dissertation committee member
- Megan Bissing-Olson (2015, University of Queensland, Psychology), dissertation examiner

### *Undergraduate Advising: Faculty Advisor for Independent Studies, Honors Projects, and Research Involvement*

University of Southern California, Los Angeles, CA

- Jennifer Lee (2010 - 2013; Advised Discovery Scholars Honors Project on Emotion and Consumer Behavior; matriculated as USC PhD student Fall 2014)
- Justin Bettman (2011- 2012: Advised Independent Study on Emotion in Advertising)
- Arianna Uhalde (Summer 2010 & 2011; matriculated as USC PhD student Fall 2012)
- Min Chen (2011- 2012, research involvement)
- Taylor Witte (2011 – 2012, research involvement)
- Yimu Xue (2011 – 2012, research involvement)

## Honors and Awards

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2015 Dr. Douglas Basil Award for Junior Business Faculty—Selected by USC Marshall School of Business faculty and awarded to one professor school wide annually



2015 World's Best 40 Under 40 Business School Professors—Selected by Poets & Quants as one of the best business school professors under the age of forty based on teaching and research excellence.

MSI Must Read of 2014 – Selected by the Marketing Science Institute's Academic Trustees as one of their must-reads for marketers based on the past year's journal articles across the field of marketing.

SSRN Top Ten Download – Paper made the “Top Ten Downloads” list for Marketing in 2015.

2014 AEF Visiting Professors Program—Selected by Deutsch LA and the Advertising Educational Foundation

Fox Sports Creative University Program Faculty, 2013 - 2015

2010 Stephen B. Sample Outstanding Teaching and Mentoring Award Winner – a University wide award presented annually by the University of Southern California across all tenure-track faculty

AMA/Sheth Foundation Doctoral Consortium Faculty, 2010

2009-2010 USC Parents Association Outstanding Teaching and Mentoring Award Nominee

The Duke University 2007 Dean's Award for Excellence in Teaching - a University wide award presented annually; first and only Ph.D. student at the Business School to have won the award

Duke University “Favorite Faculty” Honoree, 2006, honoring select faculty nominated by Duke senior scholar-athletes

North Carolina's Strong Women Organizing Outrageous Projects Honoree for “Woman of Strength” Award, 2005, in recognition of land conservation work

Dean's List and Dean's List With Distinction for 4 Consecutive Years; Awarded Highest Distinction for Honors Thesis, Duke University

H.T. Ewald Merit Scholarship, Duke University

American Association of University Women Scholarship, Duke University

Boys and Girls Club of America “Making a Difference in the Life of a Child” Award, 2001

YWCA's “Woman on the Move” Award Honoree, 2000

*The Detroit News*' Outstanding Graduate, Michigan state-wide honor recognizing the top senior from all of Michigan's public and private schools in seven core curriculum areas

High School Heisman Award, Regional Finalist, presented by Wendy's and The Downtown Athletic Club in recognition of top scholar-athletes in the country

National Women in Sports “Top Ten Scholar Athlete” Award

### **Media Highlights and Mentions for 2014-2015**

Cause Talk Radio Podcast, “A Better Way for Selfish Givers to Give Socially Responsible Gifts” | Featured guest (December 2015).

Forskning.no | Science Nordic, “The Scientist's Guide to Christmas: Part II” (December 26, 2015).

Vldenskab dk, “Ja, kvinder er bedre til at købe gaver end mænd” (December 25, 2015).

National Public Radio - Kathleen Dunn Show, “How to Give Good Gifts...With the Help of Science” (December 16, 2015).

New York Magazine – Science of Us, “People Don’t Really Love the Charity-Donation Gift” (December 16, 2015).

Psych Crunch Podcast, “The Psychology of Gift Giving” (December 16, 2015).

Inc. Magazine, “The Type of Gift That Could Seriously Hurt Your Professional Relationships” (December 14, 2015).

*Wall Street Journal (WSJ)*, “Socially Responsible Gifts Are Great--Primarily for the Givers” (December 13, 2015).

Statesman, “5 Ways to Give Better Gifts” (December 7, 2015).

National Public Radio - KPCC, “Take Two”, “The Styled Side: give better gifts through science” (December 2, 2015).

*The TODAY Show*, “The science of giving: 5 ways to give better gifts this Christmas” (December 1, 2015).

*Wall Street Journal (WSJ)*, “Five Ways to Give Better Gifts (Backed by Science)” (December 1, 2015).

NBC Los Angeles (KNBC-TV), “Why CVS Receipts Are So Long” (April (2nd Quarter/Spring) 30, 2015).

Marshall Monthly, ““The Best at B-School”” (April (2nd Quarter/Spring) 15, 2015).

*Poets and Quants*, “The World's Best 40 Under 40 Business School Professors” (February 17, 2015).

RetailWire, “Retailers Are Bringing the Love on Valentine's Day”” (February 15, 2015).

The Point of Attachment Podcast (United Talent Artists), ““For Love or Money”” (February 13, 2015).

National Public Radio - KPCC, Airtalk with Larry Mantle, “Marketing Love Turns Off Consumers, Study Says” | Featured guest (February 12, 2015).

KNBC4 (January (1st Quarter/Winter) 2015).

Marketing Science Institute (MSI), ““What Should Marketers Read? Academic Trustees Offer Their Choices from 2014” (January (1st Quarter/Winter) 10, 2015).

The Deutsch Blog - Los Angeles, “Why Promoting Love Can Punish Sales--and 7 Ways You Can Avoid That” (2014).

Health24, “The Effect of Christmas Music on Our Shopping Behavior” (November 25, 2014).

Fox Sports West, “FOX Sports University at USC - Fall 2014 Winners” (October (4th Quarter/Autumn) 2014).

MSN, “Fox Sports University partners with USC to grow hockey in SoCal” (May 2014).

Article about my MKT 405 class and our work creating a winning campaign for Fox Sports, the LA Kings, and Anaheim Ducks.

USC News - Top Stories, “Promoting love can punish sales” (April (2nd Quarter/Spring) 2014).

BizEd, “Romance Can Wreck Retail” (April (2nd Quarter/Spring) 10, 2014).

National Public Radio - KPCC, “Airtalk with Larry Mantle” (April (2nd Quarter/Spring) 10, 2014). | Featured guest discusses changing landscape of retail environments.

TIME Magazine, “Enough With the Happy Couples Already” (March 2014).  
Article in Time Magazine's science section about my research on relationship reminders.

Yahoo! News - India, “Promoting love in ads could bring down sales” (March 2014).

Canadian Marketing Association, “Promoting Love Can Punish Sales; the Data Tightrope” (March 14, 2014).

Market Business News, “Pushing love kills sales” (March 14, 2014).

Metro - UK, “Romantic coffee ads leave a bitter taste for lonely singletons” (March 14, 2014).

Tportal.hr - Croatia, “Ovo unistava zivot samcima” (March 14, 2014).

Daily Mail, UK, “Do happy couples make singles depressed? How romantic relationships in advertising cause people to feel 'less worthy'” (March 13, 2014).

New York Magazine - The Cut, “Study: Seeing Happy Couples Makes You Depressed” (March 12, 2014).

PhysOrg, “Promoting Love Can Punish Sales” (March 12, 2014).

ScienceNewline, Psychology, “Promoting Love Can Punish Sales” (March 12, 2014).

USC Marshall News Feature, “Promoting Love Can Punish Sales: Professor Finds Marketing with Relationship Reminders could Backfire, Especially with Higher End Goods” (March 12, 2014).

Het Nieuwsblad (Belgium), “Gelukkige Koppels Maken Singles Depressief - Het Nieuwsblad” (English translation: “Happy Couples Make Singles Depressed”) (March 1, 2014).

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## **Professional Affiliations**

Association for Consumer Research  
Association for Psychological Science  
Society for Consumer Psychology

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## **Professional Experience**

Share Our Strength, Washington, DC—Manager, New Business Development, 2001 – 2003  
Albuquerque Economic Development, Albuquerque, NM—Manager, Strategic Marketing & Brand Development, 2000 – 2001  
Peacecraft, Member, Board of Directors and Chair of Marketing & Public Relations, 2000 – 2002