

# Lisa A. Cavanaugh

*Curriculum Vitae – April 2014*

## Contact Information

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University of Southern California  
Marshall School of Business  
3660 Trousdale Parkway, ACC 306E  
Los Angeles, CA 90089-0443

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Email: lisa.cavanaugh@usc.edu

## 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, interpersonal relationships, decision making, consumption, and consumer well-being

## Publications

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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., James R. Bettman, and Mary Frances Luce (2014), “Feeling *Love* and Doing More for *Distant Others*: Specific Positive Emotions Differentially Affect Prosocial Consumption,” (Conditionally Accepted at *Journal of Marketing Research*)

Cavanaugh, Lisa A., Francesca Gino, and Gavan J. Fitzsimons, “When Doing Good Is Bad for You: Effects of Socially Responsible Gifts on Recipients’ Appreciation,” (Second round review at *Organizational Behavior and Human Decision Processes*)

Isikman, Elif, Deborah J. MacInnis, Gulden Ulkumen, and Lisa A. Cavanaugh, “The Effect of Curiosity on Consumption Enjoyment.”

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

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Cavanaugh, Lisa A., Young Jee Han, and Joseph C. Nunes, “Brands as Identity Signals in Social Interactions.”

Cavanaugh, Lisa A., Deborah J. MacInnis, and Allen Weiss, “Sadness is Cold, Guilt is Inside and Contentment is Soft: Perceptual Features Describe and Differentiate Emotions.”

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

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

Zemack-Rugar, Yael, Lisa A. Cavanaugh, and Gavan J. Fitzsimons, “When Any Cause Will Do: Re-Examining the Effects of Attaching Cause Marketing to Hedonic Products.”

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.”

## **Invited Talks**

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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, 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., 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.

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## Service to the Field

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)

Conference Program Committees & Reviewing:

- Association for Consumer Research Conference (2006 to present)
- Society for Consumer Psychology Conference (2006 to present)
- Association for Consumer Research Asia-Pacific Conference (2011)

Other Reviewing:

- NSF grant application (SES: Decision, Risk, & Management Science Program)
- AMA Howard Dissertation Competition
- Society for Consumer Psychology Dissertation Proposal Competition

## **Service to Department and School**

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- Marketing Department Ph.D. Admissions Committee, Member (2009, 2010, 2011, 2012)
- Marketing Department Faculty Screening Committee, Member (2009 - 2010)
- Marketing Department Faculty Recruiting Committee at AMA, Member (2009 - 2010)
- Marketing Department Seminar Series Faculty Host (2009, 2010, 2011, 2012, 2013)
- Marketing Department Research Methods Workshop, Co-Organizer (2012, 2013)
- University of Houston Doctoral Symposium, USC Faculty Representative (2010)
- Marshall New Faculty Orientation, Roundtable Speaker (2010- 2011)
- 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)
- Outstanding Undergraduate in Marketing Award Committee, Appointed Committee Member, University of Southern California (2009 – present)
- 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 – present)
- 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 2013  
(Cumulative 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 (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*

University of Southern California, Los Angeles, CA

- Young Han (2011, University of Alberta), dissertation committee member
- Elif Isikman (expected graduation: May 2014), dissertation committee member

### *Undergraduate Advising: 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)
- 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)

## **Selected Honors and Awards**

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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

### **Professional Affiliations**

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Association for Consumer Research

Association for Psychological Science

International Society for Research on Emotion

Society for Consumer Psychology

### **Professional Experience**

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Share Our Strength, Washington, DC—Manager, New Business Development, 2001 – 2003

Albuquerque Economic Development, Albuquerque, New Mexico—Manager, Strategic Marketing & Brand Development, 2000 – 2001

Peacecraft, Member, Board of Directors and Chair of Marketing & Public Relations, 2000 – 2002