

Lisa A. Cavanaugh

Curriculum Vitae – July 2015

Contact Information

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

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Employment

Assistant Professor of Marketing (July 2009 – present)

University of Southern California
Marshall School of Business

Education

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

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

Selected Honors and Awards

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

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,” (forthcoming at *Organizational Behavior and Human Decision Processes*)

Cavanaugh, Lisa A., Deborah J. MacInnis, and Allen Weiss (2015), “Perceptual Dimensions Differentiate Emotions,” (forthcoming 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,” (forthcoming at *Journal of Marketing Research*)

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,” (forthcoming 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

Cavanaugh, Lisa A., Joseph C. Nunes, and Young Jee Han, “Please See the Signal but Don’t Mention It: How Acknowledging Identity Signals Leads to Embarrassment,” (Third round at *Journal of Consumer Research*)

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

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

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

Working Papers and Papers In Preparation

Cavanaugh, Lisa A. “Consumer Behavior in Close Relationships,” (invited article in prep for *Current Opinion in Psychology*)

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

Ordabayeva, Nailya and Lisa A. Cavanaugh, “Identity, Social Distance, and Product Reviews” (3 studies completed, submission expected Fall 2015, Target journal: *Journal of Consumer Research*)

Cavanaugh, Lisa A. and Jennifer K. Lee, “Unhappy Togetherness and Risk” (2 studies completed)

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

Invited Talks

University of British Columbia, Vancouver, BC (Fall 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, 45th 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

“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

*presentation made by co-author

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,” 45th 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

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)

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)
- 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)
- 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)
- AMA Howard Dissertation Competition
- Society for Consumer Psychology Dissertation Proposal Competition

Service to Department and School

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

Assistant Professor

Advertising & Promotion, University of Southern California, Fall 2009 – Fall 2014
(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

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

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.

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

Professional Affiliations

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

Professional Experience

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