

Lisa A. Cavanaugh

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Academic Positions

University of British Columbia, Sauder School of Business
Associate Professor of Marketing and Behavioral Science, with tenure (2017 – present)

University of Southern California, Marshall School of Business
Assistant Professor of Marketing (2009 - 2017)

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

Research Interests

Emotions, relationships, self and identity, social influence, prosocial consumption, consumer well-being

Selected Honors and Awards

2017 Outstanding Reviewer Award from Journal 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

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 for Consumer Research

2014 MSI Must Read— 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 Steven 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 Distinguished Faculty Fellow, 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. (2016), "Consumer Behavior in Close Relationships," *Current Opinion in Psychology*, 10, 101-106.
- Isikman, Elif, Deborah J. MacInnis, Gulden Ulkumen, and Lisa A. Cavanaugh (2016), "The Effects of Curiosity-Evoking Events on Activity Enjoyment," *Journal of Experimental Psychology: Applied*, 22(3), 319-330.
- 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., 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.
- Cavanaugh, Lisa A., Deborah J. MacInnis, and Allen Weiss (2015), "Perceptual Dimensions Differentiate Emotions," *Cognition and Emotion*.
- 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," *Journal of Consumer Psychology*, 26(2), 213-230.
- 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," *Journal of Business Research*, Special Issue edited by Morris B. Holbrook and Arch Woodside, 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.

Working Papers

- Ordabayeva, Nailya, Lisa A. Cavanaugh, and Darren W. Dahl, "Social Distance in Online Reviews."
- Lee, Jennifer K., Kristin Diehl, and Lisa A. Cavanaugh, "Lead by Example? Custom-made Product Examples from Close Others Lead Consumers to Make Dissimilar Choices"

Nelson, S. Katherine and Lisa A. Cavanaugh, “Baby Fever: Social Cues Shift the Desire to have Children”

Cavanaugh, Lisa A. and Jennifer K. Lee, “Relationship Reminders Shape Sensory Experience and Consumption Enjoyment”

Cavanaugh, Lisa A., Joseph C. Nunes, and Young Jee Han, “Please Don’t Praise It: How and When Compliments on Identity Signals Result in Embarrassment”

Selected Research in Progress

Cavanaugh, Lisa A. and Jennifer K. Lee, “Friends Without Benefits: How the Costs of Having a Relationship Influence Risk-taking.”

Lee, Jennifer K., Kristin Diehl, and Lisa A. Cavanaugh, “Worried About Frankensteining? Consumers Seek Less Variety When Combining Options, Particularly Uncertain Options.”

Ordabayeva, Nailya, Eda Sayin and Lisa A. Cavanaugh, “Socio-Economic Status and Sensory Experience.”

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 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, “The Social Relationships Paradox and Its Impact on Consumption Decisions.”

Invited Talks

Columbia Business School, Marketing Camp, New York, NY (2018)

University of Washington, Foster School of Business, UW-UBC, Seattle, WA (2018)

University of British Columbia, Sauder School of Business, Vancouver, BC (2016)

Vanderbilt University, Owen Graduate School of Management, Nashville, TN (2016)

Texas A&M, Mays Business School, College Station, TX (2016)

INSEAD, Fontainebleau, France (2016)

Rotterdam School of Management, Erasmus University, Rotterdam, Netherlands (2016)

Stony Brook University, Stony Brook, New York (2016)

WPromote Digital Marketing Agency, Los Angeles CA (2016)

University of British Columbia, Sauder School of Business, Vancouver, BC (2015)

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

Stanford GSB, Palo Alto, CA (2015)

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

University of Miami, Coral Gables, FL (2015)

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

Deutsch Agency, Los Angeles, CA (2014)

UCLA Anderson School of Management, UC/ USC Colloquium, Los Angeles, CA (2014)

University of Arizona, Eller College of Management, Tucson, AZ (2014)

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

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

Cal State University, School of Business and Economics, Northridge, CA (2013)
Marketing Science Institute (MSI) on Sources and Uses of Customer Insights, Chicago, IL (2011)
University of California—Irvine, The Paul Merage School of Business, Irvine, CA (2011)
Viterbi School of Engineering Speaker Series, USC, Los Angeles, CA (2011)
American Marketing Association Panel, Boston, MA (2010)
AMA-Sheth Foundation Doctoral Consortium, 45th Annual, Fort Worth, TX (2010)
UCLA Anderson School of Management, Los Angeles, CA (2010)
USC Social Psychology Speaker Series, Los Angeles, CA (2009)
Marketing Science Institute (MSI): The New Art & Science of Branding, San Francisco, CA (2009)
University of Southern California, Marshall School of Business (2008)
University of Maryland, Robert H. Smith School of Business (2008)
Washington University in St. Louis, Olin Business School (2008)
University of Virginia, McIntire School (2008)
University of Pittsburgh, Katz School of Business (2008)
Dartmouth College, Tuck School of Business (2008)
Boston College, Carroll School of Management (2008)
University of Michigan, Ross School of Business (2008)
Vanderbilt University, Owen School of Management (2008)
Queen's University, Queen's School of Business (2008)
University of Notre Dame, Mendoza College of Business (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

*Lee, Jennifer K., Kristin Diehl, and Lisa A. Cavanaugh (2018), “Let’s Be Unique Together: Customized Product Examples from Close Others Lead Consumers to Make Dissimilar Choices,” Society for Consumer Psychology, Dallas, TX, February.

Cavanaugh, Lisa A., Joseph C. Nunes, and Young Jee Han (2018), “Please Don’t Praise It: How Compliments on Identity Signals Result in Embarrassment,” Society for Consumer Psychology Boutique Conference – The Consumption of Vice and Virtue, Sydney, Australia, January.

*Lee, Jennifer K., Kristin Diehl, and Lisa A. Cavanaugh (2017), “Being Unique Makes Us Similar?: How Custom-made Product Examples from Close Others Lead Consumers to Make Dissimilar Choices,” Society for Judgment and Decision Making, Conference Vancouver, BC, November.

**Winner of the Best Student Poster of the 2017 SJDM (1st prize of 369 submissions)*

Chabot, Aimee et al. (2017), ACR Roundtable, “Friends with Money: The Interplay of Social and Financial Well-Being,” Association for Consumer Research, San Diego, CA, October.

*Lee, Jennifer K., Kristin Diehl, and Lisa A. Cavanaugh (2017), “Being Unique Makes Us Similar: How Example Designs and Their Creators Influence How We Customize,” Association for Consumer Research, San Diego, CA, October.

*Lee, Jennifer K. and Lisa A. Cavanaugh (2017), “Friends Without Benefits? How the Costs of Having a Relationship Influence Risk-taking,” Association for Consumer Research, San Diego, CA, October.

Ordabayeva, Nailya, Lisa A. Cavanaugh, and Darren W. Dahl (2017), “Social Distance in Online Reviews: When Negative Reviews Prove Positive for Brands,” Society for Consumer Psychology, San Francisco, CA, February.

Cavanaugh, Lisa A., Joseph C. Nunes, and Young Jee Han (2017), “Please Don’t Praise It: How Compliments on Identity Signals Result in Embarrassment,” Society for Consumer Psychology, San Francisco, CA, February.

Cavanaugh, Lisa A. (2016), “Creative Approaches to Tackling Difficult Topics,” Innovations & Best Practices in Experimental Methods (invited speaker), Association for Consumer Research Doctoral Symposium, Berlin, Germany, October.

Cavanaugh, Lisa A., Joseph C. Nunes, and Young Jee Han (2016), “Please Don’t Praise It: How Compliments on Identity Signals Result in Embarrassment,” Association for Consumer Research, Berlin, Germany, October.

Ordabayeva, Nailya, Lisa A. Cavanaugh, and Darren W. Dahl (2016), “Social Distance in Online Reviews: When Negative Reviews Prove Positive for Brands,” Association for Consumer Research, Berlin, Germany, October.

Wang, Yajin et al., ACR Roundtable (2016), “Luxury Brands, Conspicuous Consumption and Social Signaling,” Association for Consumer Research, Berlin, Germany, October.

Cavanaugh, Lisa A., Joseph C. Nunes, and Young Jee Han (2016), “Please Process the Signal, but Don’t Praise It: How and When Compliments on Identity Signals Result in Embarrassment,” Society for Consumer Psychology Boutique Conference: Identity and Consumption, Chicago, IL, July.

Ordabayeva, Nailya, Lisa A. Cavanaugh, and Darren W. Dahl (2016), “Social Distance in Luxury Product Reviews,” Monaco Symposium on Luxury, Monte Carlo, Monaco, April.

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," 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

Editorial Review Boards:

- *Journal of Consumer Research*, Editors: Inman, Campbell, Kirmani, and Price (2018 to present)
- *Journal of Consumer Research*, Editors: Dahl, Fischer, Johar, and Morwitz (July 2016 to present)

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)
- *Journal of Retailing* (2016 to present)
- *Current Directions in Psychological Science* (2016 to present)
- *Journal of the Association for Consumer Research* (2017 to present)

Conference Leadership

- Co-Chair of the 2018 SCP Doctoral Consortium, Society for Consumer Psychology, Dallas, TX
- Co-Chair of the 2018 Pre-Conference for Society for Consumer Psychology, Dallas, TX
- Co-Chair of the 2017 Forums Program, Association for Consumer Research, San Diego, CA
- Co-Chair of the 2016 Customer Journey and Consumer Experiences Workgroup for Disruption in Retail Conference, Wharton Baker Retail Center, New York, NY

Invited as Faculty for Doctoral Symposium and Consortia:

- Association for Consumer Research Doctoral Symposium Faculty (2014, 2015, 2016)
- Society for Consumer Psychology Doctoral Consortium Faculty (2015, 2016, 2017, 2019)
- University of Houston Doctoral Symposium Faculty (2010)
- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow (2010)

Conference Program Committees:

- Association for Consumer Research Program Committee (2014, 2016, 2018)
- Society for Consumer Psychology Program Committee (2015, 2016, 2017)
- Society for Consumer Psychology Pre-Conference Committee (2018)
- Consumer Behavior Special Interest Group of the American Marketing Association (2019)
- 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, 2016, 2017, 2018)
- Society for Consumer Psychology Conference (2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017)
- 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 (2014 - 2017)
- AMA Howard Dissertation Competition
- Society for Consumer Psychology Dissertation Proposal Competition

Service to School

Service to University of British Columbia and Sauder School of Business

Marketing Division

- Ph.D. Admissions Committee
- Marketing Seminar Series Faculty Host

Sauder School of Business

- Invited Lecture in RHL Industry Challengers Series (MBAs, MMs, and MBANs)
- Invited Guest Lecture for Seminar in Research Methodology (PhD)
- APT Document Committee

Service to University of Southern California and Marshall School of Business

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)

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)

University and School of Business Student Groups

- Campus Cursive at USC, Faculty Advisor (2014 – 2017)
- 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 – 2016)
- 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

Courses Taught

- Consumer Behavior (BCom)
- Emotional and Sensory Influences on Consumer Behavior (PhD)
- Business Strategy Integration - Global Immersion Experience, Japan (MBA)
- Marketing Strategy: SMEI (Executive)
- Advertising & Promotion, University of Southern California, Fall 2009 – Spring 2017 (Cumulative Instructor Rating: 4.8/5) * 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.
- Marketing Management, Duke University, Fall 2006 (Instructor Rating: 4.9/5) * Awarded Duke University's 2007 Dean's Award for Excellence in Teaching

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
 University of Rochester, Clinical and Social Sciences in Psychology

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, dissertation co-chair
- Megan Subler, committee member
- Elif Isikman (2014, Apple), 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

- Greta Devoney, Nico Dorado, Allison Gersten, Tara Lio, Joanne Yoon Park, Katie Stock, Roger Wang, Qianyu (Cherry) Xiao (2015-2016, research involvement)
- 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, Taylor Witte, Yimu Xue (2011- 2012, research involvement)

Honors and Awards

2018 Marketing Science Institute (MSI) Funding for “Lead by Example? Custom-made Product Examples from Close Others Lead Consumers to Make Dissimilar Choices,” with Lee and Diehl.

2017 Outstanding Reviewer Award from Journal 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

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 for Consumer Research

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

2012 Trojan Athletic Senate Faculty Appreciation Honoree

2010 Steven 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 Fellow, 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

American Marketing Association

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, NM—Manager, Strategic Marketing & Brand Development, 2000 – 2001

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