

MAUREEN MORRIN
(as of September 2010)

Office:

Rutgers University
School of Business, BSB 225
Camden, NJ 08102
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102 Summit Lane
Bala Cynwyd, PA 19004
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ACADEMIC POSITIONS

Rutgers University School of Business, Camden, NJ

Full Professor with tenure, July 2009 to present
Associate Professor with tenure, July 2005 to June 2009
Associate Professor, July 2003 to June 2005
Assistant Professor, July 2002 to June 2003

University of Pittsburgh Joseph M. Katz Graduate School of Business, Pittsburgh, PA

Assistant Professor, January 1998 to May 2002
(taught at St. Joseph's University Fall 2001)

Boston University School of Management, Boston, MA

Assistant Professor, September 1994 to December 1997

EDUCATION

New York University Leonard N. Stern School of Business

Doctor of Philosophy, Marketing major, Psychology minor, 1994

Thunderbird The American Graduate School of International Management

Master of Business Administration, International Marketing concentration, 1985

Georgetown University School of Foreign Service

Bachelor of Science in Foreign Service, International Economics major, 1982

HONORS/AWARDS

- ACR Doctoral Symposium Faculty Fellow 2009
- Rutgers University Research Council Grant (\$2,000) 2008
- MSI-sponsored Sensory Marketing Conference Facilitator, Scent Marketing Track 2008
- Rutgers University Provost's Award for Teaching Excellence 2008
- Rutgers University School of Business Superior Achievement Award for Research 2006
- Consumer Behavior Track Chair, AMA Winter Conference, St. Pete, FL 2006
- Rutgers University School of Business Internal Research Grant (\$1,800) 2005
- NASD/FINRA Investor Education Foundation, P.I., two-year research grant (\$73,404) 2005
- MSI/JCP Research Proposal Competition on Assortment, Finalist 2004
- Bright Idea Award in Marketing and Brands, NJPRO/Seton Hall 2004
- Rutgers University School of Business Superior Achievement Award for Teaching 2004
- Rutgers University Research Council Grant (\$1,050) 2003
- Direct Marketing Association Fellowship, DMDNY Conference 2003
- Direct Marketing Association Fellowship, Advanced Institute in Direct Marketing 2001
- Faculty Representative at the Haring Symposium, Indiana University 2001
- University of Pittsburgh Central Research Development Fund Grant (\$3,525) 1999-2000
- University of Pittsburgh CIBER Grant (\$4,150) 1999-2000
- Boston University Dean's Development Grant (course relief) 1997
- Boston University Research Development Award (\$7,000) 1996
- AMA John Howard Dissertation Competition Honorable Mention 1995
- New York University Outstanding Teaching Award 1993-94
- AMA Doctoral Consortium Fellow 1993

JOURNAL ARTICLES

- Lwin, May O., Maureen Morrin, and Aradhna Krishna, (2010) "Exploring the Superadditive Effects of Scent and Pictures on Verbal Recall: An Extension of Dual Coding Theory" Journal of Consumer Psychology, 20(3), 317-326.
- Kaufman-Scarborough, Carol, Maureen Morrin, and Eric Bradlow, (2010) "Improving the Crystal Ball: Harnessing Consumer Input to Create Retail Prediction Markets," Journal of Research in Interactive Marketing 4(1), 30-45.
- Krishna, Aradhna, May Lwin, and Maureen Morrin, (2010) "Product Scent and Memory," Journal of Consumer Research 37(June), 57-67.
- Chebat, Jean-Charles, Maureen Morrin and Daniel-Robert Chebat, (2009) "Does Age Attenuate the Impact of Pleasant Ambient Scent on Consumer Response?" Environment & Behavior, 41(2), 258-267.
- Lee, Jonathan, Maureen Morrin and Janghyuk Lee (2009) "Managing Adoption Barriers in Integrated Banking Services," Journal of Services Marketing, 26 (7), 508-516.
- Nenkov, Gergana, J. Jeffrey Inman, John Hulland and Maureen Morrin, (2009) "The Impact of Outcome Elaboration on Susceptibility to Contextual and Presentation Biases," Journal of Marketing Research, XLVI (December), 764-776.
- Nenkov, Gergana Y., Maureen Morrin, Andrew Ward, Barry Schwartz and John Hulland (2008) "Reexamination of Maximization: Factor Structure, Reliability and Validity Studies, and Derivation of a Short Form," Judgment and Decision Making, 3 (5), 371-388.
- Morrin, Maureen, Susan Broniarczyk, Jeffrey Inman, and John Broussard (2008) "Saving for Retirement: Fund Assortment Effects on Asset Allocation Strategies of Novice Versus Expert Investors," Journal of Consumer Affairs, 42(2), 206-222.
- Krishna, Aradhna and Maureen Morrin, (2008) "Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues," Journal of Consumer Research, 34 (6), 807-818.
- Bechwati, Nada Nasr and Maureen Morrin, (2007) "Understanding Voter Vengeance," Journal of Consumer Psychology, 17(4), 277-291.
- Chebat, Jean-Charles and Maureen Morrin, (2007) "Colors and Cultures: Exploring the Effects of Mall Decor on French- and Anglo-Canadian Consumer Perceptions," Journal of Business Research 60, 189-196.
- Morrin, Maureen, Jonathan Lee and Greg Allenby, "Determinants of Trademark Dilution," (2006) Journal of Consumer Research, 33 (September), 248-257.
- Morrin, Maureen and Jean-Charles Chebat, "Person-Place Congruency: The Interactive Effects of Shopper Style and Mall Atmospherics on Consumer Expenditures," (2005) Journal of Service Research, 8 (2), 181-191.
- Schindler, Robert, Maureen Morrin and Nada Nasr Bechwati (2005), "Shipping Charges and Shipping Charge Skepticism: Implications for Direct Marketers' Pricing Formats," Journal of Interactive Marketing, 19(1), 41-53.
- Bechwati, Nada Nasr and Maureen Morrin (2003), "Outraged Consumers: Getting Even at the Expense of Getting a Good Deal," Journal of Consumer Psychology, 13 (4), 440-453.
- Morrin, Maureen and S. Ratneshwar (2003), "Does It Make Sense to Use Scents to Enhance Brand Memory?" Journal of Marketing Research, 40 (1), 10-25. Received Bright Idea in Marketing and Brands Award from NJPRO/Seton Hall, 9/2004.
- Morrin, Maureen, Jacob Jacoby, Gita Johar, Xin He, Alfred Kuss, and David Mazursky (2002), "Taking Stock of Stockbrokers: Exploring Momentum Versus Contrarian Investor Strategies and Profiles," Journal of Consumer Research, 29 (2), 188-198.
- Alon, Anat, Maureen Morrin, and Nada Nasr (2002), "Comparing *Journal of Consumer Psychology* and *Journal of Consumer Research*," Journal of Consumer Psychology, 12 (1), 15-20. Reprinted in *Consumer Behaviour*, ed. Margaret Hogg, University of Lancaster, Sage Publications, June 2005, vol. 1, as part of the Sage Library in Business and Management series.

- Jacoby, Jacob, Maureen Morrin, James Jaccard, Zeynep Gurhan, Alfred Kuss, and Durairaj Maheswaran (2002), "Mapping Attitude Formation as a Function of Information Input: On-line Processing Models of Attitude Formation," Journal of Consumer Psychology, 12 (1), 21-34.
- Jacoby, Jacob, Maureen Morrin, Gita Johar, Alfred Kuss, Zeynep Gurhan, and David Mazursky (2001), "Training Novice Investors to Become More Expert: The Role of Information Accessing Strategy," Journal of Psychology and Financial Markets, 2 (2), 69-79.
- Morrin, Maureen and Jacob Jacoby (2000), "Trademark Dilution: Empirical Measures for an Elusive Concept," Journal of Public Policy & Marketing, 19 (2), 265-276.
- Morrin, Maureen and S. Ratneshwar (2000), "The Impact of Ambient Scent on Evaluation, Attention and Memory for Familiar and Unfamiliar Brands," Journal of Business Research, 49 (2), 157-165.
- Morrin, Maureen (1999), "The Impact of Brand Extensions on Parent Brand Memory Structures and Retrieval Processes," Journal of Marketing Research, 36 (4), 517-525.
- Jacoby, Jacob, Gita Johar, and Maureen Morrin. (1998), "Consumer Behavior: A Quadrennium," Annual Review of Psychology, 49, 319-344.
- Jacoby, Jacob and Maureen Morrin (1998), "Not Manufactured or Authorized by...': Recent Federal Cases Involving Trademark Disclaimers," Journal of Public Policy & Marketing, 17 (1), 97-107.

BOOK CHAPTERS

- Morrin, Maureen, "Scent Marketing: An Overview," (2010), Sensory Marketing: Research on the Sensuality of Products, edited by Aradhna Krishna, chapter 6, pp. 75-86, New York: Routledge, Psychology Press.
- Morrin, Maureen, Jean-Charles Chebat, and Claire Gelinas-Chebat, "The Impact of Scent and Music on Consumer Perceptions of Time Duration," (2010), Sensory Marketing: Research on the Sensuality of Products, edited by Aradhna Krishna, chapter 9, pp. 123-134, New York: Routledge, Psychology Press.
- Michelfelder, Richard A. and Maureen Morrin (2005), "Product Diffusion Sales Forecasting Models," as Appendix F (pp. 817-827) of Gordon V. Smith and Russell L. Parr, Intellectual Property: Valuation, Exploitation, and Infringement Damages, Somerset, NJ: John Wiley and Sons.
- Douglas, Susan P., Maureen Morrin, and C. Samuel Craig (1994), "Cross-National Consumer Research Traditions," in Research Traditions in Marketing, edited by G. Laurent, G. Lilien, and B. Pras, Boston: Kluwer Academic Press, pp. 289-306.

PUBLISHED CONFERENCE PAPERS

- Shoaf, F. Robert, Joan Scattone, Durairaj Maheswaran, and Maureen Morrin (1995), "Gender Differences in Adolescent Compulsive Consumption," in Advances in Consumer Research Conference Proceedings, Vol. XXII, 500-504.
- Morrin, Maureen (1992), "Advertising and the Self: Is Negative Affect Effective?" in Enhancing Knowledge Development in Marketing, AMA Summer Marketing Educators' Conference Proceedings, 64-71.

INVITED LECTURES

- "Scent Marketing Research: Past, Present and Future," invited talk to be presented in doctoral seminar in Consumer Behavior, Baruch College, Zicklin School of Business, The City University of New York, NY, November 5, 2010.
- "Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/n Heuristic," invited talk presented at Brigham Young University, Orem, Utah, October 16, 2009.
- "Scent Marketing Research: An Overview," invited talk presented as Royal Bank Distinguished Visiting Speaker, Concordia University, Montreal, Canada, September 26, 2008.
- "Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues," invited talk presented at the Audencia School of Management, University of Nantes, France, June 12, 2008.

- “Exploring Solutions to the Fund Assortment Problem in Defined Contribution Plans,” invited talk presented at Temple University, Fox School, Philadelphia, March 21, 2008.
- “Exploring Solutions to the Fund Assortment Problem in Defined Contribution Plans,” invited talk presented at the University of Virginia, McIntire School, March 17, 2008.
- "Consumer Financial Decision Making: Some Initial Findings," invited talk presented at Johns Hopkins University, Carey School of Business, May 22, 2007.
- "Consumer Financial Decision Making: Some Initial Findings," keynote address presented to the Federal Reserve Bank of Cleveland, Pittsburgh Branch, session on non-traditional mortgage products, co-hosted by the Comptroller of the Currency and the Office of Thrift Supervision, May 16, 2007.
- "Consumer Psychology Research and Applications," invited talk presented at the Chicago School of Professional Psychology, February 24, 2006.
- "The Impact of Ambient Scent on Consumer Behavior: Recent Findings," invited talk presented at University of Montreal, HEC, January 25, 2006.
- "The Impact of Ambient Scent on Consumer Behavior: Recent Findings," invited talk presented at University of Kansas, Distinguished Visiting Scholars Series, October 21, 2005.
- "When Relying on Your Attitudes Leads to Poorer Quality Decision-Making Behavior" invited talk presented at University of Montreal, HEC, November 23, 2004.
- "When Less Is More: The Impact of Fund Assortment, Decision Alternatives, and Decision Maker Style on Retirement Investing Behavior" invited talk presented at Wharton, Decision Sciences Seminar, October 25, 2004
- "Atmospherics and Mall Shopper Response," invited talk presented at University of Montreal, HEC, March 2004.
- "401k Assortment and Investor Decision Making: Impact of Decision Flexibility," invited talk presented at Villanova University, February 2004.
- "Ambient Scent and Consumer Behavior," invited lecture presented in Ph.D. proseminar at New York University, November 21, 2003.
- “The Impact of Ambient Scent on Evaluation, Attention and Memory for Familiar and Unfamiliar Brands,” presented at University of Pittsburgh Brown Bag Seminar, October 1998.
- “Olfaction and Consumer Processing of Brand Information,” invited talk presented to Boston University Psychology department, December 1997.
- “Memory Models in Consumer Behavior,” invited lecture presented in Columbia University Marketing Ph.D. Seminar, New York, NY, February 1996.
- “The Impact of Brand Name Dilution on Memory Retrieval and the Formation of Consideration Sets,” invited talk presented at University of Connecticut seminar series, Storrs, CT, November 1995.
- “The Application of Memory Theory to Consumer Behavior Issues,” invited lecture presented to Boston University Psychology department, Boston, MA, October 1995.

CONFERENCE PRESENTATIONS

- “Is Olfactory Memory Unique?” with May Lwin and Aradhna Krishna, to be presented by Maureen Morrin, at Association for Consumer Research conference, Jacksonville, FL, October 9, 2010.
- “Dissociating the Positive Emotions of Hope and Hopefulness and their Differential Impact on Consumer Financial Risk-Taking: A Functional Magnetic Resonance Imaging Study,” with Martin Reimann, Gergana Nenkov, Deborah MacInnis and Antoine Bechara, to be presented by Martin Reimann, at Association for Consumer Research conference, Jacksonville, FL, October 8, 2010.
- “Decision Aids and Investor Decision Making,” with Susan Broniarczyk and Jeff Inman, presented by Maureen Morrin, at 1st Annual Boulder Summer Conference on Consumer Financial Decision Making, Boulder, Colorado, June 27, 2010.
- “Distinguishing the Psychological Impact of Threats to Hope and Hopefulness,” with Gergana Nenkov and Deborah MacInnis, presented by Gergana Nenkov, as part of special session, “The Distinct

- Effects of Hope in Consumption," at the Association for Consumer Research conference, Pittsburgh, PA, October 24, 2009.
- "Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/n Heuristic," with J. Jeffrey Inman and Susan Broniarczyk, presented by Maureen Morrin, as part of special session, "Dynamic Influences on Investors' Decisions," at the Association for Consumer Research conference, Pittsburgh, PA, October 24, 2009.
- "Fund Assortments and 401(k) Plan Participation: The Moderating Effect of Gender," with Susan Broniarczyk and J. Jeffrey Inman, presented by Maureen Morrin at the Pennsylvania Economic Association Annual Conference, Westchester, PA, June 5, 2009.
- "Fund Assortments and 401(k) Plan Participation: The Moderating Effect of Gender," with Susan Broniarczyk and J. Jeffrey Inman, presented by Maureen Morrin at the Networks Financial Institute of Indiana State University Conference on Improving Financial Literacy and Reshaping Financial Behavior, Indianapolis, IN, May 14, 2009.
- "Differentiating the Impact of Threats to Hope and Hopefulness on Retirement Savings," with Gergana Y. Nenkov and Deborah MacInnis, part of special session titled, The Good, the Bad, and the Ugly: Understanding Consumer Financial Decision Making Behavior, presented by Gergana Nenkov at Winter AMA Educator's Conference, Tampa FL, February 20-23, 2009.
- "The Impact of Ambient Scent and Music on Consumers' Estimations of Time Durations," with Jean-Charles Chebat and Claire Gelinas-Chebat, presented by Jean-Charles Chebat at 11th Annual SMA-Retail Strategy and Consumer Patronage Research Symposium, St. Petersburg, FL, November 5, 2008.
- "Beyond the Proustian Phenomenon: The Effect of Product-Embedded Scent on Memory for Product Information," with Aradhna Krishna, May Lwin, and Jochen Wirtz, part of special session titled, Cognition and Sensory Perception: The Impact of Input from Sensory Modalities on Imagery, Memory, Information Processing and Sensory Perception, presented by Maureen Morrin at the Association for Consumer Research, San Francisco, CA, October 25, 2008.
- "Re-Examination of Maximization: Psychometric Assessment and Derivation of a Short Form of the Maximization Scale," with Nenkov, Gergana Y., Barry Schwartz, Andrew Ward, and John Hulland, competitive paper presented by Gergana Nenkov, at the Association for Consumer Research, San Francisco, CA, October, 2008.
- "Scent Marketing Research: An Overview," presented at MSI co-sponsored Sensory Marketing Conference, University of Michigan, Ross School of Business, June 20, 2008.
- "Improving the Crystal Ball: Harnessing Consumer Input to Create Retail Prediction Markets," with Carol Kaufman-Scarborough, Greg Petro, and Eric Bradlow, competitive paper presented by Carol Kaufman-Scarborough at the 10th SMA Retail Strategy and Patronage Behavior Research Symposium in San Antonio, TX, November 7, 2007.
- "A Social Approach to Voter Vengeance," with Nada Nasr Bechwati, presented by Nada Nasr Bechwati as a competitive paper at the Association for Consumer Research, Memphis, TN, October 26, 2007.
- "Oh, the Smell of Spring: Consumer Memory for Product-Intrinsic Scent versus Color," with Aradhna Krishna, May Lwin and Jochen Wirtz, presented as part of a special session entitled, "An Appeal to the Senses: Consumer Perceptions and Evaluations in Multiple Sensory Modalities," at the Society for Consumer Psychology winter conference, Las Vegas, February 23, 2007.
- "The Perceptual Transfer of Product Package Haptic Cues," with Aradhna Krishna, presented by Aradhna Krishna as part of a special session entitled, "When Consumers Judge a Book by Its Cover: Emergent Research in Packaging Design," at the Society for Consumer Psychology winter conference, Las Vegas, February 23, 2007.
- "Re-Examination of Maximization: Reliability and Validity Studies and Derivation of a Short Form," with Gergana Yordanova, John Hulland, Andrew Ward and Barry Schwartz, presented by Gergana Yordanova at INFORMS Marketing Science conference, Pittsburgh, PA, June 9, 2006.

- "Does it Pay to Beat Around the Bush? Salesperson Motives and the Effects of Obfuscation versus Honesty in Communications," with Barbara Bickart and S. Ratneshwar, presented by Barbara Bickart, as part of special session titled, "Marketplace Motives and Consumer Meta-Skepticism," Association for Consumer Research conference, October 2, 2005, San Antonio, TX.
- "Colors and Cultures: Exploring the Effects of Mall Decor on Consumer Perceptions," with Jean-Charles Chebat, presented at the Royal Bank International Research Seminar, September 24, 2005, Montreal, Canada.
- "Person-Place Congruency: The Interactive Effects of Shopper Style and Atmospherics on Consumer Expenditures," with Jean-Charles Chebat, presented at the Summer APA Conference Division 23, Washington, DC, August 19, 2005.
- "Does It Pay to Beat Around the Bush? Persuasion Knowledge and Obfuscation Versus Honesty in Salesperson Communications," with Barbara Bickart and S. Ratneshwar, presented by S. Ratneshwar as part of special session titled, "Persuasion Knowledge and Its Effects on Marketing Communications," at Society for Consumer Psychology Winter Conference, St. Petersburg, Florida, February 25, 2005.
- "When Less Is More: The Impact of Fund Assortment, Decision Alternatives, and Decision Maker Style on Retirement Investing Behavior" with Susan Broniarczyk, Jeff Inman, and John Broussard, presented as part of special session titled, "Predicting, Encouraging, and Improving Consumer Decisions Through Product Assortments," at Society for Consumer Psychology Winter Conference, St. Petersburg, Florida, February 25, 2005.
- "When Less is More: The Impact of Fund Assortment, Decision Alternatives and Decision Maker Style on Retirement Investing Behavior," with Susan Broniarczyk, Jeff Inman, and John Broussard, presented as part of special session titled, "You (Still) Can't Always Get What You Want: Why Greater Choice is Demotivating," Association for Consumer Research conference, Portland, Oregon, October 9, 2004.
- "Shipping Charges and Shipping Charge Skepticism: Implications for Direct Marketers' Pricing Formats," with Robert Schindler and Nada Nasr Bechwati, presented by R. Schindler, Fordham University Pricing Conference, New York, NY, November 2003.
- "Outraged Consumers: What Lights Their Fire?" with Nada Nasr Bechwati, competitive paper presented by N. Bechwati, Association for Consumer Research Conference, Toronto, Canada, October 2003.
- "The Importance of Barriers to Adoption for Radical Versus Incremental Service Innovations in the Retail Banking Industry," with Jonathan Lee and Janghyuk Lee, presented at INFORMS Marketing Science Conference, University of Maryland, June 2003.
- "Taking Stock of Stockbrokers: Exploring Investor Decision Strategies Via Verbal Protocols," with Jacob Jacoby, Gita Johar, Xin He, Alfred Kuss, and David Mazursky, competitive paper presented at Association for Consumer Research conference, Austin, Texas, October 2001.
- "The Effect of Adding and Deleting Asymmetrically Dominated Decoys on Choice" with Adwait Khare and Vikas Mittal, presented by A. Khare as part of the special session titled, "You Can't Always Get What You Want: An Examination of Consumer Responses to Constrained Choices," Association for Consumer Research conference, Austin, Texas, October 2001.
- "Consumer Vengeance: Getting Even at the Expense of Getting a Good Deal," with Nada Nasr Bechwati, competitive paper, presented by N. Bechwati at Association for Consumer Research conference, Salt Lake City, Utah, October 2000.
- "Does It Make Sense to Use Scents to Enhance Brand Memory?" with S. Ratneshwar, competitive paper presented at Association for Consumer Research conference, Salt Lake City, Utah, October 2000.
- "A Model Selection Approach for Analyzing Repeated Measures Data Sets," competitive paper presented by Nada Bechwati at Association for Consumer Research conference, Columbus, Ohio, October 1999.

- “A Review and Analysis of the *Journal of Consumer Psychology* From 1992 to 1997,” with Anat Alon and Nada Nasr, competitive paper presented by A. Alon at Society for Consumer Psychology Winter conference, February 1999.
- “Distinguishing Better From Poorer Decision Makers: A Study of Risk Propensity in the Face of Gains and Losses” with Jacob Jacoby, Gita Johar, Alfred Kuss, and David Mazursky, competitive paper presented by T. Heath at Behavioral Decision Research in Management Conference, Miami, Florida, June 1998.
- “Olfaction and Consumer Information Processing,” competitive paper presented at Society for Consumer Psychology conference, Austin, Texas, February 1998.
- “Olfaction and Consumer Processing of Brand Information,” poster session presented at Association for Consumer Research conference, Denver, Colorado, October 1997.
- “The Impact of Atmospheric Odors on Consumer Information Processing,” competitive paper with S. Ratneshwar presented at Symposium on Retail and Service Environment Atmospheric Research, Montréal, Québec, October 1997.
- “Incongruity Effects in Brand Recall: When Is It Better to Be Different?” with Durairaj Maheswaran, competitive paper, presented at Society for Consumer Psychology (Division 23), American Psychological Association Conference, New York, NY, August 1995.
- “The Effects of Brand Name Dilution on Memory Retrieval and the Formation of Consideration Sets,” competitive paper presented at AMA Summer Marketing Educators’ Conference, Washington, DC, August 1995.

RECENT SERVICE

Internal

Campus Level:

- Task Force on Undergraduate Excellence (2008-2010)
- Chancellor Search Committee (2008-2009)
- Provost Search Committee (2007-2008)

School Level:

- SBC Dean Search Committee (2009-2010)
- SBC Faculty Composition Committee (2009-2010; chair Spring 2010)
- SBC AACSB Task Force (2009)
- SBC Research Committee (2007-2009)
- SBC Undergraduate Task Force (2005-2008)
- SBC FASIP/PFC (merit pay) Committee (2006, co-chair 2009)
- SBC Instructional Resources Committee (2004-2005)
- SBC MBA Curriculum Committee (2005)
- SBC Faculty Composition and Development Committee (2002-2003)

Department Level:

- Marketing Department Coordinator (2006-2008)
- Marketing Department Speaker Series (2005-2006)

External

Editorial Review Board member:

- Journal of Consumer Psychology* (July 2005-present)
- Journal of Marketing* (June 2009 to present)

Ad hoc journal reviewer for *American Business Law Journal*, *California Management Review*, *International Journal of Hospitality Management*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Journal of Applied Psychology*, *Journal of Business Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Public Policy & Marketing*, *Marketing Letters*, *Marketing Theory*, *Psychology and Marketing*.

Reviewer for AMA Howard Dissertation Award (2007 - 2010), SCP Dissertation Competition (2005-2010), JCP Young Contributor Award Committee (2007), Academy of Marketing Science Mary Kay Doctoral Dissertation Competition (2009).

Ad hoc conference reviewer for Academy of Marketing Science, American Marketing Association, Association for Consumer Research, Fordham Pricing Conference, Royal Bank International Research Seminar, Society for Consumer Psychology, Society for Marketing Advances.

SCP Program Committee (for 2009 conference), ACR Program Committee (for 2009 conference).

Doctoral Committee member for Gergana Yordanova Nenkov (U. Pittsburgh 2006; first placement Boston College) and Nada Nasr Bechwati (Boston University 1999; first placement University of Illinois).

TEACHING (mean score of 4.8 on 1-to-5 scale over past four years)

- Consumer Behavior: Undergraduate, MBA, Doctoral
- Customer Analytics: MBA
- Database Marketing: Undergraduate, MBA
- Independent Study in Marketing/Management in France: Undergraduate, MBA
- Marketing Management: Undergraduate, MBA, EMBA
- Marketing Theory and Strategy: Doctoral

INDUSTRY EXPERIENCE

Playtex Family Products Stamford, CT 1989-1990

Associate Brand Manager

Developed annual marketing plans for company's core brand, Playtex Tampons. Managed brand's profit and loss statement, volume forecasts, trade and consumer promotion plans, and advertising strategy.

James River Corporation Norwalk, CT 1987-1989

Assistant Brand Manager

Developed annual marketing plans for Bolt Paper Towels and Zee Paper Napkins. Responsible for volume forecasts, trade and consumer promotion budgets. Helped establish quality control system at recently acquired paper mill.

Ted Bates Advertising New York, NY 1985-1987

Account Executive

Managed broadcast and print campaigns for Kal Kan Pedigree Dog Food. As brand liaison for client and agency, provided strategic analyses of market positioning, media spending, and creative.

MEMBER

- Academy of Marketing Science
- Association for Consumer Research
- American Marketing Association
- Direct Marketing Association/DMEF
- Society for Consumer Psychology

CONSULTING

Consulting conducted on behalf of Citizens National Bank, First Insight, Intel, Harley-Davidson, Head, Perrigo, The Fresh Market, Verizon.