

SUSAN M. BRONIARCZYK

Marketing Department
McCombs School of Business
University of Texas at Austin

2110 Speedway, Stop B6700
Austin, TX 78712
Email: susan.broniarczyk@mcombs.utexas.edu

ACADEMIC POSITIONS

University of Texas at Austin, McCombs School of Business
Associate Dean for Research (2017-present)
Susie and John L. Adams Endowed Chair in Business (2014 – present)
Sam Barshop Centennial Professor, Marketing (2009 – 2014)
Full Professor, Marketing (2004 –2009)
Associate Professor, Marketing (1998-2004)
Assistant Professor, Marketing (1992-1998)
Instructor, Marketing (1991-1992)

Stanford University, Graduate School of Business, Visiting Scholar (Fall 2011)

University of Virginia, McIntire School of Commerce, Marketing Department
Frank Talbott, Jr. Visiting Professor (2003-2004)

EDUCATION

University of Florida	Ph.D. in Marketing
University of Illinois at Urbana-Champaign	B.S. in Business Administration Summa Cum Laude

HONORS, AWARDS, AND GRANTS

Society for Consumer Psychology, Fellow, 2022
Society for Consumer Psychology, APA Division 23, President 2014
American Marketing Association Sheth Doctoral Consortium Faculty Representative, 1996, 1999, 2002, 2004, 2006, 2007, 2008, 2013, 2014, 2022
Association for Consumer Research Doctoral Symposium Faculty Representative, 2004, 2005, 2007, 2008, 2012, 2013, 2015, 2018
McCombs Research Excellence Award, 2014
Haring-Sheth Distinguished Scholar, 2010
McCombs BBA Faculty Teaching Honor Roll, 2010, 2013, 2014, 2018
Society for Consumer Psychology Early Career Contribution Award, 2000
John A. Howard Doctoral Dissertation Award, American Marketing Association, 1992
Journal of Marketing Research O'Dell Award Winner, 2003
Journal of Marketing Research O'Dell Award Semi-Finalist, 1999
Journal of Retailing Davidson Best Article Award, 2005
Journal of Consumer Research Outstanding Reviewer Award, 1999-2000, 2012-2013
FINRA (formerly NASD) Investor Education Foundation Grant, #2005-080
Marketing Science Institute Grant, 1996
Zale Corporation Centennial Fellowship in Retail Merchandising, 1995-2008
American Marketing Association Doctoral Consortium Fellow, 1990
University of Florida Presidential Research Fellowship, 1987-90
Bronze Tablet, University of Illinois at Urbana-Champaign, 1987
Alpha Lambda Delta Senior Award, University of Illinois, perfect cumulative GPA, 1987

JOURNAL PUBLICATIONS

Ward, Adrian F., Jianqing (Frank) Zheng, and Susan M. Broniarczyk (2022), "I Share, Therefore I Know? Sharing Online Content – Even Without Reading It – Inflates Subjective Knowledge," *Journal of Consumer Psychology*, forthcoming.

Han, Jerry J. and Susan M Broniarczyk (2022), "The Complexities of Consumer Empowerment in the Modern Consumption Environment." *Current Opinion in Psychology*, 46: 101333.

Han, Jerry J. and Susan M. Broniarczyk (2021), "Multitasking as Consumer Compensatory Control," *Journal of Consumer Research*, 48 (October), 456-473.

Ward, Morgan K. and Susan M. Broniarczyk (2016), "Ask and You Shall (Not) Receive: Close Friends Prioritize Relational Signaling Over Recipient Preferences in Their Gift Choices," *Journal of Marketing Research*, 53 (December), 1001-1018.

Huang, Szu-chi, Susan M. Broniarczyk, Ying Zhang, and Mariam Beruchashvili (2015), "From Close to Distant: The Dynamics of Interpersonal Relationships in Shared Goal Pursuit," *Journal of Consumer Research*, 41 (February), 1252-1266.

Broniarczyk, Susan M. and Jill G. Griffin (2014), "Decision Difficulty in the Age of Consumer Empowerment," *Journal of Consumer Psychology*, 24 (October), 608-625.

Goodman, Joseph K., Susan M. Broniarczyk, Jill G. Griffin, and Leigh McAlister (2013), "Help or Hinder? When Recommendation Signage Expands Consideration Sets and Heightens Decision Difficulty," *Journal of Consumer Psychology*, 23 (2), 165-174 (lead article).

Morrin, Maureen, Susan M. Broniarczyk, and J. Jeffrey Inman (2012), "Plan Format and Participation in 401K Plans: The Moderating Role of Investor Knowledge," *Journal of Public Policy & Marketing*, 31 (2), 254-268.

Huang, Szu-Chi, Ying, Zhang, and Susan M. Broniarczyk (2012), "So Near and Yet So Far – The Mental Representation of Progress," *Journal of Personality and Social Psychology*, 103 (August), 225-241.

Morrin, Maureen, J. Jeffrey Inman, Susan M. Broniarczyk, Gergana Y. Nenkov, and Jonathan Reuter (2012), "Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/n Heuristic," *Journal of Marketing Research*, 49 (August), 537-550.

Ward, Morgan K. and Susan M. Broniarczyk (2011), "It's Not Me, It's You: How Gift Giving Creates Giver Identity Threat as a Function of Social Closeness," *Journal of Consumer Research*, 38 (June), 164-181.

Morrin, Maureen, Susan M. Broniarczyk, and J. Jeffrey Inman, "Fund Assortments, Gender, and Retirement Plan Participation (2011)," *International Journal of Bank Marketing*, 29 (5), 433-450.

Zhang, Ying, Szu-Chi Huang, and Susan M. Broniarczyk (2010), "Counteractive Construal in Consumer Goal Pursuit," *Journal of Consumer Research*, 37 (June), 129-142.

Griffin, Jill G. and Susan M. Broniarczyk (2010), "The Slippery Slope: The Impact of Feature Alignability on Search and Satisfaction," *Journal of Marketing Research*, 47 (April), 323-334.

Botti, Simona, Susan Broniarczyk, Gerald Haubl, Ron Hill, Yanliu Huang, Barbara Kahn,

Praveen Kopalle, Donald Lehmann, Joe Urbany, and Brian Wansink (2008), "Choice Under Restrictions," *Marketing Letters*, 19 (3), 183-199.

Morrin, Maureen, Susan Broniarczyk, J. Jeffrey Inman, and John Broussard (2008), "Saving for Retirement: The Effects of Fund Assortment Size and Investor Knowledge on Asset Allocation Strategies," *Journal of Consumer Affairs*, 42 (2), 206-222.

Morales, Andrea, Barbara Kahn, Leigh McAlister, and Susan M. Broniarczyk (2005), "Perceptions of Assortment Variety: The Effects of Congruency Between Consumer's Internal and Retailers' External Organization," *Journal of Retailing*, 81 (2), 159-169.
*2005 Davidson Award Winner

Mick, David Glen, Susan M. Broniarczyk, and Jonathan Haidt (2004), "Choose, Choose, Choose, Choose, Choose, Choose, Chose: Emerging and Prospective Research on the Deleterious Effects of Living in Consumer Hyperchoice," *Journal of Business Ethics*, 52, 207-211.

Broniarczyk, Susan M. and Andrew D. Gershoff (2003), "The Reciprocal Effects of Brand Equity and Trivial Attributes," *Journal of Marketing Research*, 40 (May), 161-175.

Capraro, Anthony, Susan M. Broniarczyk, and Rajendra Srivastava (2003), "Factors Influencing the Likelihood of Customer Defection: The Role of Consumer Knowledge," *Journal of Academy of Marketing Science*, 31 (2), 164-175.

Gershoff, Andrew D., Susan M. Broniarczyk, and Patricia M. West (2001), "Recommendation or Evaluation? Task Sensitivity in Information Source Selection," *Journal of Consumer Research*, 28 (December), 418-438.

Erdem, T., J. Swait, S. Broniarczyk, D. Chakravarti, J. Kapferer, M. Keane, J. Roberts, J.B. Steenkamp, F. Zettelmeyer (1999), "Brand Equity, Consumer Learning and Choice," *Marketing Letters*, 10 (August), 301-318.

West, Patricia M. and Susan M. Broniarczyk (1998), "Integrating Multiple Opinions: The Role of Aspiration Level on Consumer Response to Critic Consensus," *Journal of Consumer Research*, 25 (June), 38-51.

Broniarczyk, Susan M., Wayne D. Hoyer, and Leigh McAlister (1998), "Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction," *Journal of Marketing Research*, 35 (May), 166-176.
* 2003 O'Dell Award Winner

Broniarczyk, Susan M. and Joseph W. Alba (1994), "Theory Versus Data in Prediction and Correlation Tasks," *Organizational Behavior and Human Decision Processes*, 57 (January), 117-139.

Broniarczyk, Susan M. and Joseph W. Alba (1994), "The Importance of the Brand in Brand Extension," *Journal of Marketing Research*, 31 (May), 214-228.
*1999 O'Dell Award Semi-Finalist

Broniarczyk, Susan M. and Joseph W. Alba (1994), "The Role of Consumers' Intuitions in Inference Making," *Journal of Consumer Research*, 21 (December), 393-407 (lead article).

Alba, Joseph W., Susan M. Broniarczyk, Terence A. Shimp, and Joel E. Urbany (1994), "The

Influence of Prior Beliefs, Frequency Cues, and Magnitude Cues on Consumers' Perceptions of Comparative Price Data," *Journal of Consumer Research*, 21 (September), 219-235 (lead article).

BOOK CHAPTERS

Broniarczyk, Susan M. (2011), "Consumer Perceptions of Product Assortment," *Consumer Insights: Findings from Behavioral Research*, ed. Joseph W. Alba, Marketing Science Institute.

Broniarczyk, Susan M. and Kevin L. Keller (2011), "Consumer Perceptions of Brand Extensions," *Consumer Insights: Findings from Behavioral Research*, ed. Joseph W. Alba, Marketing Science Institute.

Broniarczyk, Susan M. (2008), "Product Assortment," *Handbook of Consumer Psychology*, Chapter 30, eds. Curt P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York, NY: LEA/Psychology Press, 755-779.

Broniarczyk, Susan M. and Wayne D. Hoyer (2005), "Retail Assortment: More ≠ Better," *Retailing in the 21st Century*, eds. Krafft and Mantrala, Springer Publishing, 225-238.

PROCEEDING PUBLICATIONS

Broniarczyk, Susan M. (2004), "A Deeper Look at Assortment," in *Advances in Consumer Research*, eds. Barbara Kahn and Mary Frances Luces, Vol. XXXI, Provo, UT: Association for Consumer Research, 392-394.

Advances in Consumer Research (2002), eds. Susan M. Broniarczyk and Kent Nakamoto, Vol. XXIX, Valdosta, GA: Association for Consumer Research.

Broniarczyk, Susan M. and Andrew D. Gershoff (1997), "Meaningless Differentiation Revisited," in *Advances in Consumer Research*, eds. Merrie Brucks and Debbie MacInnis, Vol. XXIV, Provo, UT: Association for Consumer Research, 223-228.

West, Patricia M. and Susan M. Broniarczyk (1997), "Hide or Seek: Factors Influencing Ambiguity Aversion Versus Ambiguity Preference," in *Advances in Consumer Research*, eds. Merrie Brucks and Debbie MacInnis, Vol. XXIV, Provo, UT: Association for Consumer Research, 123-124.

CONFERENCE PRESENTATIONS

"Beyond Scarcity: How Mere Simultaneous Presence Affects Consumer Online Decision Journey," with Frank Zheng. Presented at Society for Consumer Psychology Boutique Conference: Paucity in the Midst of Opulence, Honolulu, HA, July 2022.

"How Sharing Health Risk Word-of-Mouth Affects Health Risk Perception," with Frank Zheng. Presented at Society for Consumer Psychology, Dallas, TX, February 2018.

"Sharing without Reading Leads to Inflated Subjective Knowledge," with Frank Zheng and Adrian Ward. Poster Session, Society for Personality and Social Psychology Conference, San Antonio, TX, January, 2017.

“Sharing without Reading Leads to Inflated Subjective Knowledge,” with Frank Zheng and Adrian Ward. Presented at Society for Consumer Psychology, San Francisco, CA, February 2017.

“Juggling When Low in Control: The Effects of Control on Choice to Multitask,” with Jerry Han. Presented at Society for Consumer Psychology Conference, San Francisco, CA, February 2017.

“Juggling When Low in Control: The Effects of Control on Choice to Multitask,” with Jerry Han. Presented at Association for Consumer Research Conference, Berlin, Germany, October 2016.

“Sharing without Reading Leads to Inflated Subjective Knowledge,” with Frank Zheng and Adrian Ward, *The Psychology of New Technology Conference*, Los Angeles, CA, October, 2016.

“From Close to Distant: The Dynamics of Interpersonal Relationships in Shared Goal Pursuit,” with Szu-chi Huang, Ying Zhang, and Mariam Beruchashvili. Presented at Society for Consumer Psychology Conference, Phoenix, AZ, February 2015.

“Ask and You Shall (Not) Receive: Close Friends Prioritize Relational Signaling Over Recipient Preferences in Their Gift Choices,” with Morgan K. Ward. Presented at the Association for Consumer Research Conference, Chicago, Illinois, October 2013.

“You Really Shouldn’t Have: The Effect of Social Closeness on Recipients’ Responses to Identity-Inconsistent Gifts,” with Morgan K. Ward. Presented at the Association for Consumer Research Conference, St. Louis, Missouri, October 2011.*

“So Near and Yet So Far: The Mental Representation of Goal Progress,” with Szu-Chi Huang and Ying Zhang. Presented at the Association for Consumer Research Conference, St. Louis, Missouri, October 2011.

“Practicing What You Preach,” with Sunaina Chugani. Presented at the Association for Consumer Research Conference, St. Louis, Missouri, October 2011.

“Practicing What You Preach,” with Sunaina Chugani. Presented at the Society for Consumer Psychology Conference, Atlanta, Georgia, February 2011.

“Ask and You Shall (Not) Receive: Choosing Between a Gift Registry and Free Choice,” with Morgan Ward. Presented at Association for Consumer Research, Jacksonville, FL, Oct 2010.

“Practicing What You Preach,” with Sunaina Chugani. Presented at the European Association for Consumer Research Conference, Royal Holloway University of London, July 2010.

“It’s the Thought that Counts: Choosing Between a Registry and Free Choice Gift,” with Morgan K. Ward. Presented at the European Association for Consumer Research Conference, Royal Holloway University of London, June 2010.

“Decision Aids and Investor Decision Making,” with Maureen Morrin and Jeffrey Inman. Presented at Boulder Conference on Consumer Financial Decision-Making, Boulder, Colorado, June 2010.

“It’s Not Me, It’s You: The Downstream Effects of Identity Restriction in the Context of Gift-Giving,” with Morgan Ward. Presented at Society for Consumer Psychology Conference, St.

Petersburg, Florida, February 2010.

“The Moderating Effect of Fund Assortment Size on the 1/n Heuristic,” with Maureen Morrin and Jeff Inman. Presented at the Association for Consumer Research Conference, Pittsburgh, Pennsylvania, October 2009.

“Fund Assortments and 401(k) Plan Participation: The Moderating Effect of Gender,” with Maureen Morrin and Jeff Inman. Presented at Improving Financial Literacy and Reshaping Financial Behavior conference, Network Financial Institute at Indiana State, Indianapolis, Indiana, May 2009.

“Simplify or Intensify? Best Seller Signage on Consumer Decision Making from Large Product Assortments,” with Joseph K. Goodman, Jill Griffin, and Leigh McAlister. Presented at Association of Consumer Research Conference in San Francisco, CA, October 2008.

“Screening from Large Assortments: The Use of Include and Exclude Strategies in Consideration Set Construction,” with Joseph K. Goodman. Presented at Association of Consumer Research Conference in San Francisco, CA, October 2008.

“Search Paradox: The Role of Feature Alignability in the Rise and Fall of Satisfaction,” with Jill G. Griffin. Presented at Association of Consumer Research Conference in Orlando, Florida, Texas, September 2006.

“The Clash of Personalities: The Role of the Corporate Brand in Product Brand Portfolios,” with Joseph Goodman. Presented at Association of Consumer Research Conference in San Antonio, Texas, September 2005.

“Search Overinvestment: Too Much of a Good Thing”, with Jill G. Griffin. Presented at Society for Consumer Psychology, St. Petersburg, Florida, February 2005.

“When Less Is More: The Impact of Fund Assortment, Decision Alternatives, and Decision-Maker Style on Retirement Investing Behavior” with M.Morrin, J.Inman, and J.Broussard. Presented at Society for Consumer Psychology Conference in St. Petersburg, FL, Feb. 2005.

“When Less Is More: The Impact of Fund Assortment, Decision Alternatives, and Decision-Maker Style on Retirement Investing Behavior” with M.Morrin, J.Inman, and J.Broussard. Presented at Association of Consumer Research Conference in Portland, OR, October 2004.

“Tis Better to Give Than to Receive: Preference Estimates Conditioned on Own and Others' Preferences” with Andrew D. Gershoff. Presented at Society for Consumer Psychology Conference in San Francisco, California, February 2004.

“Too Many Choices: The Effect of Assortment on Anticipated and Actual Regret,” with Jill Griffin, Joseph Goodman, and Leigh McAlister. Presented at Association of Consumer Research Conference in Toronto, Canada, October 2003.*

“Integrating Multiple Opinions: The Role of Aspiration Level and Critic Diagnosticity,” with Patricia M. West. Presented at Association of Consumer Research Conference in Salt Lake City, Utah, October 2000.*

“The Interaction of Consideration Set and Shelf Set on Assortment Perceptions,” with Leigh McAlister. Presented at Association of Consumer Research Conference in Columbus, Ohio, October 1999.*

"Consumer Agent Selection: Sensitivity to the Difference Between Recommendation and Evaluation," with Andrew Gershoff and Patricia West. Presented at Association of Consumer Research Conference in Montreal, Canada, October 1998.

"The Role of Attribute Ambiguity and Brand Name in Meaningless Differentiation," with Andrew Gershoff. Presented at Association of Consumer Research Conference in Tucson, Arizona, October 1996.*

"Meaningless Differentiation Revisited," with Andrew Gershoff. Presented at Association of Consumer Research Conference in Tucson, Arizona, October 1996.

"Integrating Multiple Critic Opinions: The Effects of Critic Consensus and Informativeness," with Patricia M. West. Presented at Association of Consumer Research Conference in Tucson, Arizona, October 1996.*

"Integrating Multiple Critic Opinions: The Effects of Critic Consensus and Informativeness," with Patricia M. West. Presented at Society for Consumer Psychology Conference in Hilton Head, South Carolina, January 1996.*

"Arranging Category Displays to be Congruent with Consumers' Mental Representations: The Effect on Choice and on Perception of Variety Offered," with Leigh McAlister. Presented at Association of Consumer Research Conference in Boston, Massachusetts, October 1994.*

"Bases for Product Inference," with Joseph W. Alba. Presented at Association of Consumer Research Conference in Boston, Massachusetts, October 1994.*

"What Consumers 'Think' They Know and What Consumers 'Really' Know: Investigations Into the Determinants of Confidence and Performance," with J. Wesley Hutchinson and Joseph W. Alba. Presented at Association for Consumer Research Conference in Chicago, Illinois, October 1991.*

INVITED PRESENTATIONS

University Research Seminars and Camps

Georgia Tech, May 2020 (Virtual)

University of Toronto, April 2019

Duke University, October 2018

Swiss Consumer Research Summit, September 2018

University of Miami, February 2018

University of Maryland, November 2017

Dartmouth University, June 2016

University of Michigan, November 2015

Brigham Young University, April 2014

University of Illinois, Urbana-Champaign, October 2013

University of Southern California, November 2011

Stanford University, September 2011

Haring Symposium, University of Indiana, April 2010

University of Texas, San Antonio, February 2009

University of Alberta, September 2008

Cornell University, April 2008

Arizona State, March 2008

Erasmus, Rotterdam Research Camp, November 2007

Boston College Research Camp, June 2007
 University of Hong Kong Science and Technology, December 2006
 University of Houston, March 2006
 University of Minnesota, November 2005
 University of Texas, Finance Dept., April 2005
 University of Missouri, March 2004
 University of North Carolina, January 2004
 University of Virginia, Social Psychology group, October 2003
 Penn State University, March 2003
 University of Virginia, McIntire School, February 2003
 Olin School, Washington University, December 2002
 University of Pittsburgh, Sheth Research Camp, February 2002
 Southern Methodist University, December 2000
 University of Texas Social Psychology Seminar Series, October 2000
 University of Washington Research Camp, September 2000
 Columbia University Research Camp, May 2000
 University of Connecticut, April 2000
 Northwestern University, March 1998
 Cornell University, November 1997
 University of Colorado Camp, October 1997
 University of South Carolina, March 1997
 University of Chicago, February 1997
 Wharton Business School, April 1996
 University of Notre Dame, March 1996
 University of California at Berkeley, December 1995
 Ohio State University, April 1995
 Stanford University, March 1995
 University of Illinois, Urbana-Champaign, November 1991
 University of Illinois, Chicago-Circle, November 1991
 University of Michigan, October 1991
 University of Notre Dame, October 1991
 University of Southern California, October 1991

“Gift Registries & Consumer Decision-Making,” Wharton Baker Retailing Conference, June 2017.

“Brand Marketing,” Annual Giving Directors Conference, University of Texas at Austin, April 2009.

“Consumer Decision-Making: Assortment & Sequential Choices,” Procter & Gamble Beckett Ridge Innovation Center, Ohio, November 2007.

“When Choice Consumes: The Lure and Downsides of Product Assortment,” University of Texas LAMP (Learning Activities for Mature People), April 2006.

“Research Overview: Early Career Contribution Award,” Society for Consumer Psychology Conference, San Antonio, TX, February 2000.

“The Changing Nature of Retailing,” IDEM 5th International Symposium of Marketing, TEC de Monterrey, Mexico City, April 1998.

“Determinants of Consumer Assortment Perceptions,” Marketing Science Institute, Tempe, Arizona, March 1997.

"The Role of Brand-Specific Effects in Brand Extension," American Marketing Association Summer Educators' Conference, Chicago, Illinois, August 1992.

DISCUSSANT AND PANEL TALKS

Mid-Career Guidance Panel, Association for Consumer Research Conference, New Orleans, LA, October 2015.

"Research for Impact: Managerial Implications and Practice," American Marketing Association Sheth Doctoral Consortium, Northwestern University, June 2014.

"Frontiers in Consumer Behavior Research," American Marketing Association Sheth Doctoral Consortium, University of Michigan, June 2013.

"Surviving the Job Market: An Advisor Perspective," Association for Consumer Research Doctoral Symposium, Vancouver, British Columbia, October 2012.

"When Gifts Go Unappreciated," Association for Consumer Research Conference, St. Louis, Missouri, October 2011.

Brand Resilience Panel, Center for Customer Insight and Marketing Solutions, University of Texas, November 2010.

Private Label Brand Panel, Center for Customer Insight and Marketing Solutions, University of Texas, April 2010.

"Views from Branding Horizon," New Art and Science of Branding Conference, Marketing Science Institute, San Francisco, CA, September 2009.

"Goals," Association for Consumer Research Doctoral Symposium, San Francisco, CA, October 2008.

"Retailing Assortment," American Marketing Association Sheth Doctoral Consortium, University of Missouri, June 2008.

"New Assortment Directions," Society for Consumer Psychology Winter Conference, New Orleans, Louisiana, February 2008.

"Interplay Between Local and Foreign Brands," American Marketing Association Winter Educators' Conference, Austin, Texas, February 2008.

"Motivation and Affect: Applications to Branding and Assortment," Association for Consumer Research Doctoral Symposium, Memphis, Tennessee, October 2007.

"Choice Restriction," Wharton Invitational Choice Symposium, Philadelphia, Pennsylvania, June 2007.

"Building Marketing Implications for Behavioral Research," American Marketing Association Sheth Doctoral Consortium, Arizona State University, May 2007.

"Experimental Methods in Consumer Research," Association for Consumer Research Latin America Conference, Monterrey, Mexico, January 2006.

“Brands and Brand Relationships,” Association for Consumer Research Doctoral Symposium, San Antonio, Texas, October 2005.

“Trends in Consumer Behavior,” American Marketing Association Winter Educators’ Conference, San Antonio, Texas, February 2005.

“The Value of Programmatic Research,” American Marketing Association Winter Educators’ Conference, New Faculty Transitions, San Antonio, TX, February 2005.

“Doing Exemplary Research,” Association for Consumer Research Doctoral Symposium, Portland, Oregon, October 2004.

“Consumers and Brands: Take Three,” American Marketing Association Sheth Doctoral Consortium, Texas A&M University, June 2004.

“Brand Research Generation Conference,” Marketing Science Institute, Emory University, May 2004.

“Brand Relationships,” Marketing Science Institute Brand Orchestration conference, Orlando, Florida, December 2003.

Brand Session, Association for Consumer Research Conference, Salt Lake City, UT, October 2000.

“Integrating Multiple Opinions: The Role of Aspiration Level and Critic Diagnosticity.” American Marketing Association Sheth Doctoral Consortium, USC, August 1999.

Inference Session, Association for Consumer Research Conference, Nashville, TN, October 1993.

Brand Extension Session, Association for Consumer Research Conference, Vancouver, Canada, October 1992.

“Brand Learning,” HEC Invitational Choice Symposium, Jouy-en-Josas, France, 1998.

TEACHING EXPERIENCE

Brand Management

MBA: University of Texas at Austin, 2001-2002, 2004-Present;

Undergraduate: University of Texas at Austin, 2001-2002, 2004-Present; University of Virginia 2003-2004

Social Influences on Consumer Behavior, University of Texas at Austin, Freshman Signature Course, 2013

Consumer Behavior PhD Seminar, University of Texas at Austin, 1995- 2007, 2014, 2016, 2018

Retailing, Undergraduate, University of Texas at Austin, 1993-1998

Marketing Research, Undergraduate, University of Texas at Austin, 1991-1999

Advanced Research Business Honors, University of Texas, 1999

Executive Education: Texas Institute for Latin American Research, 1999
 LG Electronics, 2003, 2004

DOCTORAL DISSERTATION COMMITTEES

Chair:

		<u>Initial Placement</u>
Frank Zheng (MKT)	2020	Facebook
Szu-chi Huang (MKT)	2013	Stanford University
Morgan Ward (MKT)	2010	Southern Methodist University
Joseph Goodman (MKT)	2007	University of South Carolina
Jill Griffin (MKT)	2005	University of Evansville
Andrew Gershoff (MKT)	1999	Columbia University

Member:

Gunes Biliciler Unal (MKT)	2021		
Jiyoung Lee (MKT)	2019	Kristine Ehrich (MKT)	2004
Jerry Han (MKT)	2018	Alex Wang (ADV)	2002
Zheng Leitter (ACC)	2018	Andrea Morales (Wharton)	2002
Crystal Lee (MKT)	2017	Daniel Laufer (MKT)	2002
Dan Willard (PSYCH)	2016	Helene Jaillet (LIS)	2001
Eunjoo Han (MKT)	2016	Tony Capraro (MKT)	1999
Jacob Suher (MKT)	2016	Steve Edwards (ADV)	1998
Jae-Eun Namkoong (MKT)	2014	Hyojin Kim (ADV)	2005
Sunaina Chugani (MKT)	2013	Ashesh Mukherjee (MKT)	1998
Rebecca Walker (MKT)	2006	Brad McBride (MKT)	1995
Suzanne Kalar (ADV)	2004	Kalpesh Desai (MKT)	1995
Kevin Jackson (ACC)	2004	Maria Merino (MKT)	2004
Sandra vera Munoz (ACC)	1994	Karen H. Smith (MKT)	1993

PROFESSIONAL SERVICE

National

Associate Editor

Journal of Consumer Research, 2018 -
Journal of Marketing Research, 2012- 2018
Journal of Consumer Research, 2005-2008

Editorial Boards

Journal of Consumer Research, 1999 - Present
Journal of Marketing Research, 1998 – 2018
Journal of Consumer Psychology, 2007 – 2008, 2012-Present
Journal of Marketing, 2011-2013

Scientific Advisory Committee, *Consumer Psychology Review*, 2018-2020

Ad Hoc Reviewer

Journal of Consumer Psychology, 1991-2011

Journal of Consumer Research, 1994-1999
Journal of Marketing Research, 1993-1997
Journal of Marketing, 1998 – 2010;
Journal of the Academy of Marketing Science, *Marketing Letters*, *Marketing Science*,
Journal of Retailing
 Reviewer, SCP Dissertation Proposal Competition, 2014, 2015, 2016.
 MSI Panel, Communications and Branding in a Digital Era Competition, 2011
 Reviewer, INFORMS Society for Marketing Science Dissertation Competition, 2011
 Association for Consumer Research Conference, 1993-2000
 Society for Consumer Psychology Conference, 1997-2000
 American Marketing Association Educators' Conference: 1991, 1994 – 2000
 National Science Foundation, 1999, 2002, 2005
 John A. Howard, AMA Dissertation Award, 1995 – 1998, 2002, 2004, 2006, 2008-2011
 MSI Alden G. Clayton Dissertation Competition, 1996-1998, 2001, 2004 – 08, 2010-2014
 MSI- JCP Competition, Product Assortment and Variety-Seeking, 2004
 Procter & Gamble, Marketing Innovation Research, 1998

Journal and Award Committees

Member, Society for Consumer Psychology Fellow Award, 2022-25
 Chair, O'Dell Award Committee, *Journal of Marketing Research*, 2004, 2006, 2016
 Chair, Society for Consumer Psychology Early Career Award Committee, 2016, 2021
 Member, Journal of Consumer Psychology Park Best Paper Committee, 2019
 Member, Journal of Consumer Research Ferber Award Committee, 2019
 Member, American Marketing Association Irwin Distinguished Educator Committee, 2014
 Member, Association for Consumer Research Early Career Award Committee, 2010
 Member, Young Contributor Award, *Journal of Consumer Psychology*, 2004, 2008
 Member, Editor Search Committee, *Journal of Marketing Research*, 2005

Association for Consumer Research

Conference Associate Editor, 2009, 2020 Treasurer, 2003
 Constitution Taskforce, 2007 Conference Co-Chair, 2001
 Board of Directors 2022-2024 Advisory Board, 1999-2001, 2004
 Programming Committee, 1994, 1997, 2005, 2007, 2011, 2012, 2015, 2020

Society for Consumer Psychology, American Psychological Association, Division 23

Past-President, 2015; President, 2014; President-Elect, 2013
 Chair, Publications, 2013-2015
 SCP Conference Program Committee: 2023
 SCP Boutique Conference Program Committee: Florence (2012), Vienna (2015)

Outside Reviewer for Promotions 1 (1999), 1 (2001), 3 (2004), 2 (2005), 2 (2006), 3 (2007), 3 (2008), 3 (2009), 4(2010), 5(2011), 3(2012), 7(2013), 5 (2014), 3 (2015), 7 (2016), 2 (2017), 4 (2018), 2 (2019), 6 (2020), 4 (2021)

College and University

Member, McCombs Strategic Planning Core Committee, 2022
 Member, McCombs Endowment Committee, 2021 –
 Chair, Provost's Consultative Committee for McCombs Dean Search, 2020-21
 Member, McCombs COVID Leadership, 2020
 Chair, McCombs Faculty Affairs Fall Planning Taskforce, 2020
 Member, UT Research Restart Taskforce, 2020
 Member, UT Human-Subjects Research Restart Taskforce, 2020

Member, Provost Taskforce, Future of UT Libraries, 2018-2019
 Member, UT Graduate Housing Taskforce, 2018 – 2019
 Member, McCombs IT Taskforce, 2018-19
 Member, McCombs Alumni Conference Planning, 2019
 Member, McCombs Brand Steering Committee, 2017-2018
 Chair (2015-2017) and Member (2012-2015), Promotion & Tenure Committee, McCombs School of Business
 Member, Consultative Committee to the Provost on Dean Reappointment, 2014
 Member, Workplace Climate Committee, McCombs School of Business, 2013-15
 Member, Faculty Research Committee, McCombs School of Business, 2004 – 2012
 Member, Dean's Advisory Committee, McCombs School of Business, 2007 - 2012
 Member, Behavioral Lab Committee, McCombs School, 1993-1998, 2004 - Present
 Chair, Behavioral Lab Committee, McCombs School of Business, 1999-2003
 Member, Non-Tenure Track Merit Review Evaluation, McCombs School of Business, 2010-11
 Member, McCombs Facilities Master Plan Committee, McCombs School of Business, 2010-11
 Member, McCombs Strategic Guidance Committee, McCombs School of Business, 2008-9
 Member, Continuing Fellowship Committee, Graduate School, Univ. of Texas, 2006
 Member, Strategic Planning Committee, McCombs School of Business, 2002-2003
 Member, CBA Honors Program Committee, McCombs School of Business, 2000-2002
 Member, CBA/GSB Faculty Budget Committee, University of Texas, 1992-1993

Department

Graduate Advisor, Marketing Department, 2002 – 2003, 2004 – 2011
 Member, Executive Committee, Marketing Department, 2004 – 2008, 2010 – 2014, 2016-19
 Chair, Graduate Studies Committee, Marketing Department, 2005 – 2011
 Faculty Contact, MBA Brand and Product Management concentration, 2010-Present
 Chair, Buyer Behavior Area Committee, Marketing Department, 2000–2003, 2004-2008
 Chair, Marketing Department Institutional Review Board for Human Subjects, 2000-2003
 Coordinator, Human Subject Pool, Marketing Department, 1998-2003
 Coordinator of Marketing Research Colloquium, 1992-1997, 2000, 2002, 2003
 Chair and Member, Third Year Review Committee, 2010, Member 2018, Member 2021
 Post-Tenure Review Committee, Chair 2013, Member (2) in 2009, Member 2012, Member (2) 2020, Member 2021
 Member, MBA Curriculum Committee, 2008
 Member, Doctoral Admissions Committee, Marketing Department, 1994-2002, 2014 - 2016
 Member, Buyer Behavior Area Committee, Marketing Department, 1992-2000, 2008-Present
 Chair, Recruiting Committee, Marketing Department, 1998, 2000, 2006
 Co-Chair, Human Resource Committee, Marketing Strategic Planning, 1998-1999
 Recruiting Committee, Marketing Department, 1991-1997, 1999, 2002, 2005, 2008, 2014, 2015, 2021
 Budget Council Committee, Marketing Department, Fall 1992, Spring 1994, Spring 1998, Spring 1999, Spring 2000, Fall 2000

RESEARCH PRESS MENTIONS

“Ask and You Shall (Not) Receive: Close Friends Prioritize Relational Signaling Over Recipient Preferences in Their Gift,” featured on June 24, 2016 on NPR's All Things Considered (<http://www.npr.org/2016/06/24/483426485/new-study-explores-psychology-of-giving-wedding-gift>).

“Help or Hinder? When Recommendation Signage Expands Consideration Sets and Heightens Decision Difficulty,” featured in May 2014 *Texas Enterprise*

“So Near and Yet So Far— The Mental Representation of Progress” featured in July-August 2012: *PsyBlog, Texas Enterprise*

“It’s Not Me, It’s You: How Gift Giving Creates Giver Identity Threat as a Function of Social Closeness” featured December 2010, 2011 in: *Time Magazine, Bloomberg Businessweek, Science Daily, UPI, Hartford Courant, Texas Enterprise*

“Counteractive Construal in Consumer Goal Pursuit” featured December 2009 in: *Business Week, TV News (KLAS-TV, WBRC, WFIE-TV, KTTC, WMBF, KTVN), Arthritis Today, Times of India, Medical News Today*

“Saving for Retirement: The Effects of Fund Assortment Size and Investor Knowledge on Asset Allocation Strategies” featured November 2007 in *U.S. News & World Report*

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology

COMMUNITY SERVICE

St. Louise House/ Vincare Services Assisting Homeless
Development Committee, 2010 - Present
Board of Directors, 2000 - 2003
Volunteer, Outreach to Homeless Street Youth of Austin, 1997-2001

Coordinated Marketing Research Projects including:

Adaptive Learning Technology	Friends of the Zilker Summer Musical
Austin Museum of Art	St. Michael’s Academy
Austin Nature Center	Texas Union Council
Extend-A-Care of Austin	University of Texas Data Processing Center
Ford Career Center, McCombs School	University of Texas Digital Strategy