

MARK R. FOREHAND

Pigott Family Professor of Marketing
Michael G. Foster School of Business
University of Washington
Box 353226
Seattle, WA 98195
E-Mail: forehand@uw.edu

EDUCATION

1997	Graduate School of Business, Stanford University Ph.D. in Marketing	Stanford, CA
1992	Stanford University Bachelor of Arts, Major in Psychology-Decision Science Graduated with Highest Honors	Stanford, CA

ACADEMIC EMPLOYMENT

Sept. 2012- Present	University of Washington Professor of Marketing, Pigott Family Professorship
Sept. 2004- Sept. 2012	University of Washington Associate Professor of Marketing, Pigott Family Professorship
Sept. 1997- Sept. 2004	University of Washington Assistant Professor of Marketing

MARKETING PUBLICATIONS

- Reed II, Americus, Mark Forehand (2016), "The Ebb and Flow of Consumer Identities: The Role of Memory, Emotions and Threats," *Current Opinion in Psychology*, (forthcoming).
- Angle, Justin and Mark Forehand (2015), "It's Not Us, It's You: How Threatening Self-brand Association Leads to Brand Pursuit," *International Journal of Research in Marketing*, (forthcoming).
- Cunha, Marcus, Mark Forehand and Justin Angle (2015), "Riding Coattails: When Co-branding Helps versus Hurts Less Known Brands," *Journal of Consumer Research*, 41 (5), pp. 1267-1283.

- Reed II, Americus, Mark Forehand, Stefano Putoni and Luk Warlop (2012), "Identity-Based Consumer Behavior," *International Journal of Research in Marketing*, 29 (4), 310-321.
- Perkins, Andrew and Mark Forehand (2012), "Implicit Self-Referencing: The Effect of Non-volitional Self-association on Brand and Product Attitude," *Journal of Consumer Research*, 39 (1), pp. 142-156. (equal authorship).
- Mercurio, Kathryn and Mark Forehand (2011), "An Interpretive Frame Model of Identity Dependent Learning: The Moderating Role of Content – Identity Association," *Journal of Consumer Research*, 38 (3), pp. 555-577.
- Forehand, Mark R, Andrew Perkins and Americus Reed II (2010), "When are Automatic Social Comparisons not Automatic? The Effect of Cognitive Systems on User Imagery-Based Self-Concept Activation," *Journal of Consumer Psychology*, 21, pp. 88-100.
- Perkins, Andrew and Mark R. Forehand (2006). "Decomposing the Implicit Self-Concept: The Relative Influence of Semantic Meaning and Valence on Attribute Self-Association," *Social Cognition*, 24 (4), 387-408.
- Forehand, Mark R. and Andrew Perkins (2005). "Implicit Assimilation and Explicit Contrast: A Set/Reset Model of Response to Celebrity Voiceovers," *Journal of Consumer Research*, 32 (3), 435-441.
- Sood, Sanjay and Mark R. Forehand (2005). "On Self-Referencing Differences in Judgment and Choice," *Organizational Behavior and Human Decision Processes*, 98, 144-154 (equal authorship).
- Forehand, Mark R., John Gastil, and Mark A. Smith (2004). "Endorsements as Voting Cues: Heuristic and Systematic Processing in Initiative Elections," *Journal of Applied Social Psychology*, 34 (11), 2215-2233.
- Dimofte, Claudiu, Mark R. Forehand, and Rohit Deshpandé (2003). "Self-Identification Salience in Advertising Response: Ad Schema Incongruity as Elicitor of Ethnic Self-Awareness," *Journal of Advertising*, 32 (4) 7-17.
- Forehand, Mark R. and Sonya Grier (2003). "When is Honesty the Best Policy? The Effect of Stated Company Intent on Consumer Skepticism," *Journal of Consumer Psychology*, 13 (3), 349-356.
- Forehand, Mark R., Rohit Deshpandé and Americus Reed II (2002). "Identity Salience and the Influence of Differential Activation of the Social Self-Schema on Advertising Response," *Journal of Applied Psychology*, 87 (6), 1086-1099.
- Forehand, Mark R. and Rohit Deshpandé (2001). "What We See Makes Us Who We Are: Priming Ethnic Self-Awareness and Advertising Response," *Journal of Marketing Research*, 38 (3), 336-348.
- Forehand, Mark R. (2000). "Extending Overjustification: The Effect of Perceived Reward Giver Intention on Response to Rewards," *Journal of Applied Psychology*, 85 (6), 919-931.
- Forehand, Mark R. and Kevin Lane Keller. (1996). "Initial Retrieval Difficulty and Subsequent Recall in an Advertising Setting." *Journal of Consumer Psychology*, 5 (4), 299-323.

PUBLIC HEALTH PUBLICATIONS

- Solario, Rosa, Pamela Norton-Shelpuk, Mark Forehand, and Joshua Stern (2016). "Tu Amigo Pepe: Evaluation of a Multi-Media Marketing Campaign that Targets Young Latino Immigrant MSM with HIV Testing Messages," *AIDS and Behavior* (forthcoming).
- Solario, Rosa, Pamela Norton-Shelpuk, Mark Forehand, Marcos Martinez and Joel Aguirre (2014). "HIV Prevention Messages Targeting Young Latino Immigrant MSM," *AIDS Research and Treatment* (Article ID 353092; <http://dx.doi.org/10.1155/2014/353092>).
- Solario, Rosa, Mark Forehand and Jane Simoni (2013). "Latino Immigrant MSM's Beliefs on HIV Testing," *AIDS Research and Treatment* (Article ID 563537; <http://dx.doi.org/10.1155/2013/563537>).
- Meischke, Hendrika, Brooke R Ike, Carol Fahrenbruch, Alan Kuniyuki, Peggy Hannon, Malcolm R Parks, Mark Forehand, Marcia Weaver, and Jeffrey R Harris (2013). "Hypertension identification via emergency responders: A randomized controlled intervention study," *Preventative Medicine*, 57(6), pp. 914-9.
- Hannon PA, Harris J, Sopher C, Kuniyuki A, Ghosh D, Henderson S, Martin D, Weaver M, Williams B, Albano D, Meischke H, Diehr P, Lichiello P, Hammerback K, Parks M, Forehand M. (2012) "Improving Low-Wage, Mid-Sized Employers' Health Promotion Practices: A Randomized Controlled Trial," *American Journal of Preventative Medicine*, 43(2), pp. 125-133.
- Allen Cheadle, Margaret Hannon, Jeffrey R. Harris, Patricia Lichiello, Mark R. Forehand, Eustacia Mahoney, Susan Snyder, and Judith Yarrow, (2012) "A Framework for Disseminating Evidence-Based Health Promotion Practices," *Preventing Chronic Disease*, 9, E22.
- Diehr, Paula, Peggy A. Hannon, Barbara Pizacani, Mark Forehand, Jeffrey Harris, Hendrika Meischke, Susan J Curry, Diane P Martin, Marcia R Weaver, (2011). "Social Marketing, Stages of Change, and Public Health Smoking Interventions," *Health Education and Behavior*, 38 (2).

BOOK CHAPTERS

- Angle, Justin W., Mark Forehand and Americus Reed II (2012), "When Does Identity Salience Prime Approach and Avoidance: A Balance Congruity Model," Identity and Consumption, (Ayalla Ruvio and Russell Belk, eds).
- Reed II, Americus and Mark Forehand (2011), "Consumer Identity Salience," MSI Consumer Insights, (Joseph Alba, Ruth Bolton, Susan Keane, eds).
- Perkins, Andrew and Mark Forehand (2010). "Implicit Social Cognition and Indirect Measures in Consumer Behavior," Handbook of Implicit Social Cognition, B. Gawronski (Ed.)
- Mercurio, Kathryn and Mark Forehand (2010), "Consumer Memory Processes: Associative Network Models," Consumer Behavior, eds. Richard P. Bagozzi and Ayalla Ruvio, Wiley International Encyclopedia of Marketing, John Wiley & Sons.
- Perkins, Andrew, Mark Forehand, Dominika Maison and Anthony Greenwald (2008). "The Influence of Implicit Associations on Consumer Behavior: Measuring the Non-conscious," Handbook of Consumer Psychology, C. Haugtvedt (Ed.)

RESEARCH UNDER REVIEW

- “Brand Self-Reflection: Transferring Temporal Self-Evaluations to Brands.” With Sokiente Dagogo-Jack. Revision requested from *Journal of Marketing Research*.
- “Branding Implications of Native American Mascots.” with Justin Angle, Sokiente Dagogo-Jack and Andrew Perkins. Under second round review at *Journal of Consumer Psychology*.
- “The Many-Faced Consumer: The Effects of Inter-Identity Competition and Association on Identity Prime Response,” with Julian Saint Clair. Revision requested from *Journal of Consumer Research*.
- “Ideal and Actual Self-Concept Centrality: Implications for Implicit Motivation and Advertisement Perception,” with Andrew Perkins. Resubmission requested from *Journal of Consumer Research*.
- “A Return to the Self: A Review of Critical Constructs, Processes and an Agenda for Future Research on Social Identity,” with Americus Reed II. Resubmission requested from *Journal of Consumer Research*.

WORKING PAPERS

- “Who I Was and What I Do Not Want: Identity-based Strategic Memory Protection.” with Americus Reed and Kathryn Mercurio. Manuscript under preparation for *Journal of Consumer Research*.
- “Tracking Olfactory Anxiety,” with Justin Angle. Under second round review at *Journal of Consumer Psychology*.
- “Perceived Cost of Indulgence: A Range-Frequency Model of Caloric Menu Evaluation,” with Justin Angle, Marcus Cunha, and Juliano Laran. Manuscript under preparation for *Journal of Consumer Research*.
- “The Self-Associational Basis of Implicit Partisanship Biases and the Effects on Automatically Generated Attitudes,” with Andrew Perkins. Under preparation for *Journal of Consumer Psychology*.
- “Do Dimensions of Emotion Interact? The Case of Valence and Certainty Influence of Emotional Certainty and Valence on Decision Making Under Risk,” with Julian Saint Clair. Manuscript under preparation for *Journal of Consumer Psychology*.

PROJECTS UNDER PREPARATION

- “When Comparisons Collide: Interactive Effects of Temporal and Social Comparisons on the Pursuit of Self-Improvement Products” with Sokiente Dagogo-Jack. Data collection underway.
- “Filling the Void: Romantic Relationships and Materialism,” with Eric Levy and Shailendra Jain. Data collection complete.
- “Coping or Compensating: Dispositional Optimism as a Moderator of Implicit Threat Response,” with Sokiente Dagogo-Jack and Justin Angle. Data collection underway.

CONFERENCE PRESENTATIONS / PROCEEDINGS

- Cunha, Marcus, Mark Forehand and Justin Angle (2013), "Riding Coattails: When Co-branding Helps vs. Hurts Less-known Brands," Association for Consumer Research Chicago, IL.
- Mercurio, Kathryn, Mark Forehand and Americus Reed II (2013), "Savoring through Avoidance: Identity-Based Strategic Memory Protection," Association for Consumer Research Chicago, IL.
- Julian K. Saint Clair and Mark R. Forehand, "The Many-Faced Consumer." Society for Consumer Psychology Conference (2013), San Antonio, TX.
- Mercurio, Kathryn and Mark Forehand "Savoring through Avoidance: Identity-Based Strategic Memory Protection," Society for Consumer Psychology Conference (2013), San Antonio, TX.
- Saint Clair, Julian and Mark Forehand, "When Do Consumers Prefer Mistargeted Products? The Effect of Structure and Competition on Preference for Identity-(In)Consistency," Association for Consumer Research, (2012), Vancouver, BC Canada.
- Mark Forehand, Christian Wheeler, and Hilke Plassmann. Panelists for "Conversation on Automaticity," Society for Consumer Psychology Conference (2012), Las Vegas, NV.
- Levy, Eric, Mark Forehand, and Shailendra P. Jain, "The Effect of Social Threats on Consumer Materialism," Association for Consumer Research, (2011), Saint Louis, MO.
- Julian K. Saint Clair, Brad Owens, Richard Chan, and Mark R. Forehand, "Cognition or Motivation? The Influence of Emotion on Decision Making under Risk." Society for Consumer Psychology Conference (2011), Atlanta, GA.
- Justin W. Angle and Mark Forehand, "A Unified Theory of Consumer Response to Self-Threat," Association for Consumer Research, (2010), Jacksonville, FL.
- Americus Reed II, Andrew Perkins & Mark Forehand, "The Color of the Chameleon Depends on the Prime Type," Association for Consumer Research, (2009), Pittsburgh, PA.
- Justin W. Angle, Mark R. Forehand, & Anthony G. Greenwald, "Assessing the Social Implications of Native American Sports Team Mascots," Society of Personality and Social Psychology Conference, (2009), Tampa, FL.
- Kathryn Mercurio and Mark R Forehand, "Who I Am and What I Know: An Identity-Based Memory Model," Society for Consumer Psychology Conference, (2009), San Diego, CA.
- Forehand, Mark R., Americus Reed II, and Andrew Perkins, "The Shaping of Social Identity: Assimilation/Contrast Responses to Ad Exposure," Association for Consumer Research, (2008). San Francisco, CA.
- Mark R. Forehand, Andrew Perkins, and Americus Reed II, "Malleable Social Identity: Ad Exposure and Self-Concept Shifts," European Association for Consumer Research, Milan, (2007).
- Mark R. Forehand, Mark Staton and Brian Tietje, "Ambivalence Inoculates Against Attitude Change," Association for Consumer Research, (2006), Orlando, FL.
- Perkins, Andrew W. and Mark R. Forehand, "Implicit Attitude Formation as a Result of Group Membership and Consumption Stereotypes," Association for Consumer Research, (2006), Orlando, FL.

- Perkins, Andrew W. and Mark R. Forehand, "Implicit Attitudes produced as a result of associating self with neutral objects," with Andrew Perkins, Society for Personality and Social Psychology, (2006), Palm Springs, California.
- Forehand, Mark R., Americus Reed II, and Andrew Perkins, "Identity Reinforcement: The Dynamic Effects of Evaluation on the Implicit Self-Concept," Association for Consumer Research, (2003). Toronto, Ontario, CA.
- Forehand, Mark R., Roundtable discussant for: "Is it Worth It? If So, Research It: Exploring the Place of Diversity Research in Marketing," Association for Consumer Research, (2003). Toronto, Ontario, CA.
- Perkins, Andrew W. and Mark R. Forehand, "Measuring Implicit Self-Concept Domains with the Implicit Association Test," Association for Consumer Research, (2002). Atlanta, GA.
- Perkins, Andrew W. and Mark Forehand. (2002). "Exploring Implicit Self-Domains with the IAT." Advances in Consumer Research eds. Punam Anand Keller and Dennis W. Rook, Association for Consumer Research 30.
- Forehand, Mark and Andrew W. Perkins. (2001). "Unconscious Processing of Spokesperson Information: The Influence of Implicit Cognition." Proceedings of the Society for Consumer Psychology Conference (Heckler & Shapiro) American Psychological Association 123-126.
- Forehand, Mark R., chair of Special Session: "Empirical Tests of The Implicit Association Test," Society for Consumer Psychology, (2001). Scottsdale, AZ.
- Forehand, Mark R. and Sanjay Sood, "Thoughtful Choices and Heuristic Ratings," Association for Consumer Research, (1999). Columbus, OH.
- Forehand, Mark R. and Sonya Grier, "Paying Attention to Intention: Consumer Attributional Response to Corporate Volunteerism," Society for Consumer Psychology, (1999). Tampa, FL.
- Forehand, Mark R. and Satya Menon, co-chairs of Special Session: "The Good Samaritan Company and the Skeptical Consumer: Can Companies Do Well By Doing Good?" Society for Consumer Psychology, (1999). Tampa, FL
- Forehand, Mark R. "An Inferential Priming Model of Promotional Response," Association for Consumer Research, (1997). Denver, CO.
- Forehand, Mark and Rohit Deshpandé, "Cross-Language Advertising: A Social Identity Theory Approach," Association for Consumer Research, European Conference (1995).

INVITED PRESENTATIONS

Carson College of Business, Washington State University
 Hong Kong University of Science and Technology
 Terry College of Business, University of Georgia
 Boston University School of Management
 Carroll School of Management, Boston College
 Owen Graduate School of Management, Vanderbilt University
 UCLA Anderson School of Management
 Fuqua School of Business, Duke University
 Carlson School of Management, University of Minnesota
 The Wharton School, University of Pennsylvania
 Sauder School of Business, University of British Columbia
 UNC Kenan-Flagler Business School

RESEARCH GRANTS AND HONORS

- 2009- **Pigott Family Professorship**
2014- **RRP 12-528** “Barriers to Use of Pharmacotherapy for Alcohol Dependence”
2014- **HSR&D CDA 12-276** “Implementation Research for Evidence-based Care for Alcohol Dependence”
2012-15 **National Institutes for Mental Health: Grant 1R34MH098740-01A1** Mass media campaign to increase HIV testing
2011-14 **National Institutes for Health: Allergy and Disease Grant P30 AI027757** Marketing strategies to increase HIV testing among Hispanic MSM
2009-12 **Robert Wood Johnson Fund: Grant 66956.** Examining marketing approaches to increasing sales of healthy kids' menu items in quick-service restaurants.
2006-09 **CDC Grant 1P01CD000249-01 Center for Health Marketing and Communication.** Multi-million dollar grant to the University of Washington by the Centers for Disease Control to develop a Health Marketing Research Center. Investigator on the Science Core.
2005-08 **Marguerite Reimers Endowed Fund Research Fellow**
2004 **Neal and Jan Dempsy Faculty Research Fellowship**
2001 **University of Washington Royalty Research Grant Winner**

TEACHING HONORS AND AWARDS

- 2006 **PACCAR Award (\$35,000 Award for Teaching Excellence)**

MBA Professor of the Year Awards

- 2014 **MBA Professor of the Year (voted by Evening MBAs)**
2012 **MBA Professor of the Year (voted by Evening MBAs)**
2011 **MBA Professor of the Year (voted by Evening MBAs)**
2010 **MBA Professor of the Year (voted by second year MBAs)**
2009 **MBA Professor of the Year (voted by second year MBAs)**
2008 **MBA Professor of the Year (voted by second year MBAs)**
2006 **MBA Professor of the Year (voted by second year MBAs)**
2005 **MBA Professor of the Year (voted by Evening MBAs)**
2002 **MBA Professor of the Year (voted by second year MBAs)**

MBA Professor of the Quarter Awards

- 2014 **MBA Professor of the Quarter, Spring**
2012 **MBA Professor of the Quarter, Winter**
2011 **MBA Professor of the Quarter, Winter**
2010 **MBA Professor of the Quarter, Winter**
2009 **MBA Professor of the Quarter, Winter**
2008 **MBA Professor of the Quarter, Winter**
2007 **MBA Professor of the Quarter, Spring**
2005 **Evening MBA Professor of the Quarter, Spring**
2005 **MBA Professor of the Quarter, Winter**
2002 **MBA Professor of the Quarter, Winter**

Other Teaching/Service Awards

2013	Ron Crockett Award for Graduate Teaching
2012	PhD Student Mentor of the Year
2008	Undergraduate Professor of the Year
2004	Dean's Citizenship Award
2001	Distinguished Teaching Award Finalist University-wide teaching award
1999	Well's Fargo / Dean's Faculty Award for Undergraduate Teaching

TEACHING EXPERIENCE (DEGREE PROGRAMS)

2000-	Brand Management, MBA Program University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).
2003-	Brand Management, Evening MBA Program University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).
2007-	Marketing Strategy, Masters in Health Administration University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).
2005-	Brand Management, Undergraduate Program University of Washington, (Average Instructor Rating 4.9 on a 0-5 point scale).
2003- 2004	Marketing Management, Technology Management MBA Program University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).
1997- 2003	Principles of Marketing, Undergraduate Program University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).

TEACHING EXPERIENCE (EXECUTIVE PROGRAMS)

2003-	Executive Development Program University of Washington, (Average Instructor Rating 4.8 on a 1-5 point scale).
2007-	Minority Business Executive Program University of Washington, (Average Instructor Rating 4.8 on a 1-5 point scale).
2007-	Executive Masters in Health Administration University of Washington, (Average Instructor Rating 4.9 on a 1-5 point scale).
2007-	Yonsei Global Strategy and Leadership, EMBA Program University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).
2013-	Nagase Management Program, EMBA Program University of Washington, (Average Instructor Rating 4.9 on a 1-5 point scale).
2013-	Lucerne University International Education Program University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).
2012- 2013	PME Leadership Development Program University of Washington, (Average Instructor Rating 4.5 on a 1-5 point scale).
2002- 2010	Global Management Program University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).

- 2007-2008 Global Strategy and Leadership Program
University of Washington, (Average Instructor Rating 4.5 on a 1-5 point scale).
- 2005-2006 KAIST Program: Developing Leaders in a Global Era
University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).
- 2004-2005 POSCO Strategy and Leadership Program
University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).

SCHOLARLY SERVICE

Associate Editor

Journal of Consumer Psychology 2014-present

Editorial Review Boards

Journal of Consumer Research 2009-present

Journal of Consumer Psychology 2011-present

Association for Consumer Research Program Committee 2003, 2007, 2008, 2012, 2014

Conference Co-Chair

2014 Society for Consumer Psychology (Miami, FL)

Ad Hoc Reviewer:

Journal of Marketing Research (Guest AE)

Marketing Science

Journal of Marketing

International Journal of Research in Marketing

Marketing Letters

Journal of Advertising

Psychology and Marketing

Human Communication Research

California Management Review

Society for Consumer Psychology

Mentoring:

Dissertation Chair for Andrew Perkins, University of Washington, 2003

Placement: Rice University

Dissertation Chair for Kathryn Mercurio, University of Washington, 2010

Placement: University of Oregon

Dissertation co-Chair for Eric Levy, University of Washington, 2011

Placement: Cambridge University

Dissertation Chair for Justin Angle, University of Washington, 2012

Placement: University of Montana

Dissertation Chair for Julian Saint Clair, University of Washington, 2013

Placement: Loyola Marymount

Dissertation Chair for Sokiente Dagago-Jack, University of Washington, 2014

Placement: Boston College

ADMINISTRATIVE SERVICE, APPOINTMENTS, AND SPEAKING ENGAGEMENTS

University Level

Department of Global Health Curriculum Advisory Committee (2007-Present)
Advisory Committee on Intercollegiate Athletics (2006-2011)
UW Advisory Committee on Academic Advising (2006)
UW Speaker Series Presenter—Program for University Development (2005)

School Level

Masters Program Curriculum Committee (2012-2015)
Promotion and Tenure Committee (2012-2015)
Foster Brand Team (2008-2013)
Chair, Faculty Council (2009-2010)
Faculty Council Member (2008-2011)
Chair, Paccar Building Subcommittee for Behavioral Research Lab Design (2008-2011)
Internal Brand Ambassador for Foster Brand Launch (2008-2010)
Paccar Building Subcommittee for Classroom Design (2008-2010)
Co-chair, Michael G. Foster Diversity in Business Conference (2008)
Master Program Curriculum Committee (2008-2009)
MBA Curriculum Review Committee (2004-2005)
Business School Diversity Committee (2004-2005)
Advisory Board Subcommittee on Faculty-Industry Interaction (2004-2005)
Advisory Board Subcommittee on Faculty on Recruitment and Retention (2003)
MBA Employer Advisory Board Faculty Subcommittee (2002)
Faculty Speaker for:
 Advisory Board Events
 Alumni Outreach Events
 Business and Economic Development Center Programs
 MBA Road Shows
 MBA KEEP Programs
 MBA Admit Weekends
 MBA Reunion Events
 MBA Mentor Events
 Executive Program Developments
 Invest in Your Future (Undergraduate Program)

Department Level

Chair, Marketing Recruiting Committee (2007, 2008, 2009, 2013, 2014)
Chair, Marketing Department Branding Committee (2012-2014)
PhD Program Committee (1999, 2001, 2003, 2008-present)
Chair, Narver Chair Search Committee (2007-2009)
PhD Seminar Series Coordinator (2008)
Marketing Department Subject Pool Coordinator (1997-2004)