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Michael G. Foster School of Business
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EDUCATION

Ph. D. (Marketing), 1995, Stern School of Business, New York University. Minor areas: Psychology and Statistics.

M. Phil. (Marketing), 1992, Stern School of Business, New York University.

M. B. A. (Marketing), 1984, Indian Institute of Management, Ahmedabad, India.

B. E. (Hons) Chem. Eng., 1982, Birla Institute of Technology & Science, Pilani, India.

ACADEMIC APPOINTMENTS

Chair, Department of Marketing & International Business, Michael G. Foster School of Business, University of Washington, Seattle, WA, July 2012 - 2016.

James D. Currie Professor of Marketing, Michael G. Foster School of Business, University of Washington, Seattle, WA, September 2011.

James D. Currie Endowed Professorship in Marketing & Associate Professor of Marketing, Michael G. Foster School of Business, University of Washington, Seattle, WA, July 2010-August 2011.

Associate Professor of Marketing, Michael G. Foster School of Business, University of Washington, Seattle, WA, June 2008-June 2010.

Assistant Professor of Marketing & 3M Research Scholar, Kelley School of Business, Indiana University, 2002-08. *Received tenure and promotion to Associate Professor w.e.f. July 1, 2008.*

Assistant Professor of Marketing, Simon School of Business, University of Rochester, 1994-2001.

Instructor, Stern School of Business, New York University, 1993-94.

Visiting Positions

- Visiting Professor in Marketing, Cranfield School of Management, Cranfield University, UK, Summer'15.
- Visiting Professor in Marketing, Skolkovo Moscow School of Management, Russia, March'13.
- Montezemelo Visiting Professor in Marketing, Strategy, and Innovation, Judge Business School, University of Cambridge, UK, Summer'12.
- Visiting Associate Professor of Marketing, Richard Ivey School of Business, University of Western Ontario, Canada. Summer'10.
- Visiting Professor of Marketing, School of Inspired Leadership (SOIL), India, Summer 2009.
- Visiting Assistant Professor of Marketing, Indian School of Business (ISB), Winter 2008, Winter 2007.
- Visiting Assistant Professor of Marketing, Johnson Graduate School of Management, Cornell University, 2001-02.

INDUSTRY APPOINTMENTS

Branch Manager, Mudra Communications Ltd., India, an affiliate of DDB Needham Worldwide, an Omnicom Group agency, 1987-90.

Manager, New Business Development, Strategy, and Research, Ulka Advertising, India, an affiliate of FCB, 1985-1987.

Assistant Brand Manager, McDowell & Co. Ltd., India, 1984-85.

TEACHING

Executive Education

Marketing Strategy: Boeing (US), Esterline (US), Ingersoll Rand (US, Europe, China), Microsoft (US, and for a multi country audience; online and offline), ITRI (Taiwan), POSCO (S. Korea), Philip Morris (US).

Brand Management: Max Group (India), Mengnui Corp. (China).

Brand and Product Line Management, Competitor and Customer Analysis, Marketing Productivity, Value Proposition: 3M Corp (US).

Models of Advertising Processing & Judgments: Ogilvy & Mather (India).

Health Care Marketing: Wisconsin Medical Society (US).

Doctoral

Consumer Behavior & Behavioral Decision Theory: Simon School, University of Rochester, 1996-97.

Graduate

Marketing Management (EMBA): Foster School, University of Washington, Fall 2009, 2010, 2011.

Marketing Core (MBA): Foster School, University of Washington, 2008- ; Kelley School, Indiana University, 2002-2008; Simon School, University of Rochester, 1994-2001.

Marketing Core (Executive MBA): Foster School, University of Washington, 2009-.

Advertising & Promotion (MBA): ISB, Winter 2008; Johnson School, Cornell University, 2001-02; Simon School, University of Rochester, 1994-2001.

Consumer Behavior (MBA): ISB, Winter 2007.

Strategic Brand Management (MBA): Skolkovo Moscow School of Management 2013, Johnson School, Cornell University 2001-02.

Marketing Strategy (Executive MBA): Simon School, University of Rochester, 1995-96.

Undergraduate

Introduction to Marketing, Stern School, 1993-94.

RESEARCH INTERESTS

Branding, Categorization, Comparative Advertising, Economics of Information, Health Care Messaging, Motivational and Individual Differences (Self-regulation, Culture, Self-Constraint, Implicit Theories) in responses to marketing stimuli, Motivated Reasoning, Warranties.

ACADEMIC AWARDS & HONORS

Keynote Speaker, Cranfield Customer Management Forum, Cranfield School of Management, Cranfield University, UK, Summer'15.

Graduate (Doctoral) Faculty Mentor Award, Foster School of Business, University of Washington, 2012.

AMA-Sheth Doctoral Consortium Fellow

- University of Michigan, Ross School of Business, Ann Arbor, MI, 2013 (Invited).
- University of Washington, Foster School of Business, Seattle, WA, 2012.

AMS Doctoral Consortium Fellow, 2016

Fellow, Sidney Sussex College, University of Cambridge.

Outstanding Reviewer Award from the *Journal of Consumer Psychology*, 2011.

Teaching Excellence Award in the EMBA program from Regional 27 class, Foster School of Business, University of Washington, 2011.

Nominated for Graduate (Doctoral) Faculty Mentor Award, Foster School of Business, University of Washington, 2010.

Research Productivity Award, Foster School of Business, University of Washington, 2010.

Daniel Siegel Award for Outstanding Service and Contribution to the Full Time MBA community, Foster School of Business, University of Washington, 2010.

Teaching Excellence Award in the EMBA program from North America 11 class, Foster School of Business, University of Washington, 2010.

Teaching Excellence Award in the EMBA program from Regional 26 class, Foster School of Business, University of Washington, 2010.

PACCAR Award for Teaching Excellence in the Full Time MBA program, Foster School of Business, University of Washington, 2009.

MBA Core Professor of the Year, Foster School of Business, University of Washington, 2008-09.

MBA Core Professor of the Quarter, Foster School of Business, University of Washington, Winter 2009.

Conference Co-Chair

- Society for Consumer Psychology (SCP) Conference, San Diego, 2009.
- Haring Symposium, Kelly School of Business, Indiana University, 2008.
- American Psychological Association (APA) Division 23 Conference, 2005.

Research Productivity Award, Kelley School of Business, Indiana University, 2007.

3M University Relations Faculty Research Grant, Kelley School of Business, Indiana University, 2006-08.

Nominated for doctoral faculty mentor award, Kelley School of Business, Indiana University, 2005.

MBA Teaching Excellence Award, Kelley School of Business, Indiana University, 2004, 2005, 2008.

MBA First Year Professor of the Year, Simon School of Business, University of Rochester, 1997, 1998, 2001.

Finalist, Trustees Teaching Award in the MBA program, Kelley School of Business, Indiana University, 2005, 2006, 2007.

Teaching Honor Roll (Spring 1998-99, Spring 1997-98, Spring 1996-97, and Winter 1995-96), Simon School of Business, University of Rochester.

Received research (summer) support each year since 1994.

Undergraduate Teaching Excellence Award (Spring 1993-94), Stern School of Business, New York University.

Quoted in national and local media (Advertising Age, Fox TV, Indianapolis Star, New York Times, Rochester TV).

Member of the Kelley School MBA core faculty that was ranked # 1 for core teaching in the 2004 Business Week B-School Rankings and Profiles.

Listed as a four-star teacher at William E. Simon Graduate School of Business Administration in the 1998 Business Week B-Schools Rankings and Profiles.

PUBLISHED/FORTHCOMING/ACCEPTED RESEARCH MANUSCRIPTS

1. Mao, Huifang, Xingbo Li, Kalpesh Desai, & Shailendra P. Jain (2015), "The Influence of Self-Construal on the Use of Central and Non-central Features," *Marketing Letters*.
2. Pragya Mathur, Jain, Shailendra P., Meng-Hua Hsieh, Durairaj Maheswaran, & Charles D. Lindsey (2013), "The Influence of Implicit Theories and Message Frame on the Persuasiveness of Disease Prevention and Detection Advocacies," *Organizational Behavior and Human Decision Processes*.
3. Pragya Mathur, Shailendra P. Jain, & Durairaj Maheswaran (2012), "The Influence of Consumers' Implicit Theories and Brand Extensions on Brand Personality Impressions and Overall Brand Evaluations," *Journal of Consumer Psychology*.
4. Hsieh, Meng-Hua, Kyra Blower, Xingbo Li, Shailendra Pratap Jain, and Steven S. Posavac (2011), "Comparative Advertising Research: A Review and Research Agenda," forthcoming in *Cracking the Code: How Managers Can Drive Profits by Leveraging Consumer Psychology* (Ed. Steven Posavac).
5. Posavac, Steven, David Sanbonmatsu, and Shailendra Pratap Jain, "A Managerial Guide to Leveraging Focal Information Processing," (2011), forthcoming in *Cracking the Code:*

How Managers Can Drive Profits by Leveraging Consumer Psychology (Ed. Steven Posavac).

6. Wiles, Michael, Shailendra P. Jain, Saurabh Mishra, & Charles D. Lindsey (2010), "Stock Market Response to Regulatory Reports of Deceptive Advertising: The Moderating Effect of Omission Bias and Firm Reputation," *Marketing Science*, 19 (5), 828-845.
7. Mao, Huifang, Xueming Luo, & Shailendra P. Jain (2009), "Consumer Responses to Brand Elimination: An Attributional Perspective," *Journal of Consumer Psychology*, 19 (3), 280-289.
8. Posavac, Steve, J. Josko Brakus, Maria Cronley, & Shailendra P. Jain (2009), "On Assuaging Positive Bias in Environmental Value Elicitation," *Journal of Economic Psychology*, 30 (3), 482-489.
9. Jain, Shailendra P., Pragya Mathur, & Durairaj Maheswaran (2009), "The Influence of Consumers' Lay Theories on Approach/Avoidance Motivation," *Journal of Marketing Research*, 46 (1), 56-65.
10. Jain, Shailendra P., Charles Lindsey, Nidhi Agrawal, & Durairaj Maheswaran (2007), "For Better or For Worse? Valenced Comparative Framing and Regulatory Focus," *Journal of Consumer Research*, 34 (1), 57-65.
11. Jain, Shailendra P., Kalpesh Desai, & Huifang Mao (2007), "The Influence of Chronic and Situational Self-Constraint on Categorization," *Journal of Consumer Research*, 34 (1), 66-76.
12. Jain, Shailendra P., Rebecca J. Slotegraaf, & Charles D. Lindsey (2007), "Towards Dimensionalizing Warranty Information: The Role of Warranty Redemption Costs," *Journal of Consumer Psychology*, 17 (1), 70-80.
13. Jain, Shailendra P., Nidhi Agrawal, & Durairaj Maheswaran (2006), "When More may be Less: The Impact of Regulatory Focus on Responses to Different Comparative Frames," *Journal of Consumer Research*, 33 (1), 91-98.
14. Posavac, Steve, J. Josko Brakus, Shailendra P. Jain, & Maria Cronley (2006), "Selective Assessment and Positivity Bias in Environmental Evaluations," *Journal of Experimental Psychology: Applied*, 12 (1), 43-49.
15. Jain, Shailendra P. & Steve Posavac (2004), "Valenced Comparisons," *Journal of Marketing Research*, 41(1), 46-58.

16. Jain, Shailendra P. (2003), "Preference Consistency and Preference Strength: Processing and Judgmental Issues," *Journal of Applied Social Psychology*, 33 (5), 1088-1109.
17. Jain, Shailendra P. & Steve Posavac (2001), "Pre-purchase Attribute Verifiability, Source Credibility, and Persuasion," *Journal of Consumer Psychology*, 11(3), 169-180.
18. Jain, Shailendra P. & Durairaj Maheswaran (2000), "Motivated Reasoning: A Depth-of-Processing Perspective," *Journal of Consumer Research*, 27(4), pp. 358-371.
19. Jain, Shailendra P., Bruce Buchanan, & Durairaj Maheswaran (2000), "Comparative versus Noncomparative Advertising: The Moderating Impact of Pre-purchase Attribute Verifiability," *Journal of Consumer Psychology*, 9(4), 201-211.
20. Jain, Shailendra P. (1993), "Positive versus Negative Comparative Advertising," *Marketing Letters*, 4:4, 309-320.

PAPERS UNDER REVIEW/INVITED FOR REVISION

21. Wiggin, Kyra, Shailendra P. Jain, & Martin Reimann, "Of Curiosity and Willpower," *invited revision, Journal of Consumer Research*.
22. Shailendra Jain, Alicia Shen, Shalini Jain, & Xingbo Li, "Power and Message Framing," *under review, Personality and Social Psychology Bulletin*.

WORKING PAPERS/WORK-IN-PROGRESS

23. Wang, Lin, Shailendra P. Jain, & Jiangang Du,, "Shelf Placement for Baby Products".
24. Hsieh, Meng Hua & Shailendra P Jain, "Implicit Theories and Consumer Choice".
25. Teng, David, Shalini Jain, & Shailendra P. Jain, "Empathy Effect in Comparative Advertising," working paper.
26. Li, Xingbo, Michael Barone, & Shailendra P. Jain, "How Social Dominance Orientation and Self-brand Connections Shape the Effectiveness of Comparative Advertising".
27. Yang, Xiaojing, Shailendra P. Jain, Charles D. Lindsey, & Frank R. Kardes, "Effects of Matching and Mismatching Construal Levels on Resistance to Persuasion in Comparative Advertising".

28. Hsieh, Meng-Hua, Shailendra P. Jain, Xingbo Li, & Vanitha Swaminathan, “Self Construal and Brand Personality”.
29. Jain, Shailendra P., Pragya Mathur, Huifang Mao, Durairaj Maheswaran, & Matt Isaac, “Implicit Theories and Brand Extensions,” working paper.
30. Isaac, Matthew & Shailendra P. Jain, “The Vertical List Effect in Consumer Judgments,” work-in-progress.
31. Levy, Eric, Mark Forehand, & Shailendra P. Jain, “Filling the Relationship Void: How Romantic Failure Drives Materialism,” working paper.
32. Li, Xingbo & Shailendra P. Jain, “Why Consumers Help Victims Who Resemble Their Attachment Figures – An Attachment Anxiety Account,” working paper.
33. Yang, Xiaojing, Shailendra P. Jain, Charles Lindsey, & Frank Kardes, “Indirect Comparisons,” working paper.
34. Hsieh, Meng-Hua, Shailendra P. Jain, Durairaj Maheswaran, and Pragya Mathur, “The Effect of Implicit Theories on Framing Effects: The Case of Goal Versus Attribute Framing,” working paper.
35. Li, Xingbo, Shalini Jain, and Shailendra P. Jain, “Power Distance and Transparency”.
36. Jain, Shalini, Xingbo Li, & Shailendra P. Jain, “Are Essentialists More Abstract in their Construal?”
37. Jain, Shailendra & Ellen Garbarino, “Price-Quality Relationship and Essentialism.”

OTHER WORKS-IN-PROGRESS

38. Martin, Olga, Abhishek Borah, & Shailendra P. Jain, “Consumer Loyalty.”
39. Jain, Shailendra P., Huifang Mao, & Pragya Mathur, “Change and Construal”.
40. Gupta, Sachin, Shailendra P. Jain, & Sanjeev Kakkar, “Sustainability in Emerging Markets.”
41. Mao, Huifang, Shailendra P. Jain, & H. Shanker Krishnan, “Brand-Referencing”.
42. Jain, Shailendra P. & Xiaoqi Han, “The Effect of Construal Level on Consumers’ Inferences of Brand Personality in Cases of Brand Transgressions.”

43. Jain, Shailendra P. & Xiaoqi Han, “Discrete Emotions and Brand Extension Evaluations.”
44. Jain, Shalini, Sachin Gupta, & Shailendra P. Jain, “Implicit Theories and Belief in a Just World.”
45. Brigalia, Alessandro, Shailendra P. Jain, Josko Brakus, & Eric Levy, “An investigation of the effects of transgressions in political campaigning.”
46. Jain, Shailendra & Paul Baines, “Negative Political Advertising Through the Lens of Motivated Reasoning: Experimental and Field Evidence from the British Elections.”
47. Wang, Lin & Shailendra P. Jain, “Does Brand Anthropomorphization Help or Hurt a Brand facing Negative Information?”
48. Jain, Shailendra P., Detra Montoya, Steve Posavac, & Eric Levy, “Social Simplicity and Mental Construal.”
49. Lindsey, Charles D., Shailendra P. Jain, Arun Lakshmanan, & Mauricio Palmiera, “The Size Heuristic.”
50. Jain, Shailendra P. & Suresh Kotha, “Online Consumer Psychology.”
51. Jain, Shailendra P. & Gad Saad, “Endocrine Responses to Brand Attachment.”

CONFERENCE PROCEEDINGS

Hsieh, Meng-Hua and Shailendra P. Jain (2012), “Medium Susceptibility: The Role of Implicit Theories in Consumer Choice,” forthcoming in *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, St. Louis, MN: Association for Consumer Research.

Jain, Shailendra P., Nidhi Agrawal, & Durairaj Maheswaran (2006), “When More may be Less: The Effects of Regulatory Focus on Responses to Maximal/Minimal Comparative Frames,” *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research.

Yang, Xiaojing, Shailendra P. Jain, Charles D. Lindsey, & Frank Kardes (2006), “Perceived Variability, Category Size, and the Relative Effectiveness of ‘Leading Brand’ versus ‘Best in Class’ comparative Advertising Claims,” *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research.

Jain, Shailendra P., Charles D. Lindsey, Nidhi Agrawal, & Durairaj Maheswaran (2006), “Regulatory Focus and Direct Comparative Ad Framing,” *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research.

CONFERENCE PRESENTATIONS

Wiggin, Kyra, Shailendra P. Jain, and Martin Reimann, “My Curiosity Can Resist Anything but Temptation: The Incidental Effects of Curiosity on Inhibiting Self-Control,” paper presented at the 2014 *Advances in Consumer Research* conference.

Hsieh, Meng-Hua, Shailendra P. Jain, Xingbo Li, and Vanitha Swaminathan, “Self construal and Humanized Brands,” paper presented at the 2013 *Advances in Consumer Research* conference.

Wang, Kai-Yu, Xiaojing Yang, and Shailendra P. Jain, “Negative Consumption Episodes, Counterfactual Thinking, and Persuasion”, paper presented at the 2012 *Society for Consumer Psychology* conference.

Hsieh, Meng Hua and Shailendra P Jain, “Medium Susceptibility: The Role of Implicit Theories in Consumer Choice,” paper presented at the 2011 *Advances in Consumer Research* conference.

Levy, Eric, Mark Forehand, and Shailendra P. Jain, “The Effect of Social Threat on Consumer Self-Esteem and Materialism,” paper presented at the 2011 *Advances in Consumer Research* conference.

“The Influence of Self-Construal on the Use of Mutable and Immutable Features,” with Huifang Mao, Kalpesh Desai, & Xingbo Li, paper presented at the 2011 *Society for Consumer Psychology* conference.

“An Ontological Investigation of The Sources of Regret: The Effects of Expertise,” with Neel Das, paper presented at the 2009 *Society for Consumer Psychology* conference.

“When More may be Less: The Effects of Regulatory Focus on Responses to Maximal/Minimal Comparative Frames,” paper presented at the 2006 *Advances in Consumer Research* conference.

“Perceived Variability, Category Size, and the Relative Effectiveness of ‘Leading Brand’ Versus ‘Best in Class’ Comparative Advertising Claims,” paper presented at the 2006 *Advances in Consumer Research* conference.

“Regulatory Focus and Direct Comparative Ad Framing,” paper presented at the 2006 *Advances in Consumer Research* conference.

Discussant, Round Table Session: “The Manipulation and Measurement of Regulatory Focus in Consumer Research,” 2005 *Advances in Consumer Research* conference.

Discussant, Round Table Session: “Beyond Individualism/Collectivism: New Theoretical Perspectives in Culture Based Research,” 2005 *Advances in Consumer Research* conference.

“The Influence of Cultural Orientation on Categorization,” paper presented at the 2005 *Society for Consumer Psychology* conference.

“The Impact of Consumers’ Warranty Redemption Costs on Quality Perceptions,” paper presented at the 2005 *Society for Consumer Psychology* conference.

“Regulatory Focus and Comparative Message Framing,” paper presented at the 2005 *Society for Consumer Psychology* conference.

Chair (Competitive Paper Session: Trust and Credibility), 2003 *Advances in Consumer Research* conference.

“Disentangling the Insurance and Quality Signal Effects of Warranties”, with Steve Posavac, paper presented at the 1999 Conference, “Delivering Service Quality: Managerial Challenges for the 21st Century” at the Indian Institute of Management, Ahmedabad, India. Abstract published in a Book titled “Delivering Service Quality”. Eds. M. Raghavachari and K. V. Ramani, MacMillan India Limited.

“Positioning, Categorization Processes, and Low-Involvement Shopping”, with Debra Desrochers, paper presented at the 1997 *Advances in Consumer Research* conference and the 1996 *American Marketing Association* conference.

Discussant, 1996 *American Marketing Association* conference.

“Motivated Reasoning: A Depth-of-Processing Framework”, with Durairaj Maheswaran, paper presented at the 1995 *American Psychological Association* convention.

“Comparative Ads are Processed more Centrally than Noncomparative Ads”, paper presented at the 1995 *Society for Consumer Psychology* conference.

“Attributional Analysis of Valenced Comparisons”, paper presented at the 1994 *Society for Consumer Psychology* conference.

PROFESSIONAL SERVICE

Associate Editor: *Journal of Consumer Psychology*; Special Issue on Emotion, Self, and Identity, 2014.

Chair, Advisory Council, *Society for Consumer Psychology*, 2012-2014.

Member, *Association for Consumer Research International Task Force*, 2011.

Associate Editor, *Advances in Consumer Research Conference*, 2011.

Guest Associate Editor: *Journal of Consumer Psychology*, 2008.

Editorial Review Board: *Journal of Consumer Psychology*, 2005- , *Marketing Letters*, 2014-, *Journal of the Academy of Marketing Science*, 2016-.

Program Committee: *Various conferences (ACR, SCP)*.

Ad Hoc Reviewer: *Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Behavior, Journal of Experimental Psychology, Journal of Retailing, Journal of Service Research, Journal of Advertising, Personality & Social Psychological Bulletin, various conferences and dissertation competitions.*

RESEARCH PRESENTATIONS AT UNIVERSITIES/SCHOOLS

- Buffalo-Cornell-Rochester-Syracuse-Toronto Colloquium
- City University of New York
- Cornell University
- Cranfield University, UK
- DePaul University
- Emory University
- Hong Kong University of Science and Technology
- Imperial College, London, UK
- Indian School of Business
- Kelley School of Business, Indiana University
- London Business School
- Marketing Camp, University of Washington (Seattle)
- Marketing Camp, Vanderbilt University
- McGill University
- New York University (Department of Psychology)
- Nijenrode University, Netherlands
- Rollins College
- University of British Columbia-University of Washington Colloquium

- University of California (Riverside)
- University of Cambridge, UK
- University of Central Florida
- University of Chicago
- University of Houston
- University of Rochester
- University of Texas (San Antonio)
- University of Washington (Bothell)
- University of Washington (Seattle)
- University of Western Ontario
- University of Wisconsin (Parkside)

ADMINISTRATIVE SERVICE

Member, Provost/Faculty Tri-campus Committee on Pedagogy, 2014-.

Chair, Department of Marketing and International Business, Foster School of Business, University of Washington, 2012-.

Member, Adjudication Panel, University of Washington, 2012-.

Member, Management & Organizations Department Chair Search Committee, Foster School of Business, University of Washington (2011-12).

Member, Professorship Committee, Foster School of Business, University of Washington (2012-).

Member, Promotion & Tenure Committee, Foster School of Business, University of Washington (2011-12).

Member, Special Committee on Honorary Degrees, University of Washington (2010-).

Chair, Faculty Recruiting Committee, Marketing & International Business Department, Foster School of Business, University of Washington (2010-12, 2015-16).

Member, Faculty Recruiting Committee, Marketing & International Business Department, Foster School of Business, University of Washington (2009-10).

Coordinator, Research Seminar Series, Marketing & International Business Department, Foster School of Business, University of Washington (2009-12).

Member, Doctoral Program Committee, Marketing & International Business Department, Foster School of Business, University of Washington (2009-11).

Member, Faculty Awards Committee, Foster School of Business, University of Washington (2009, 2011).

Member, Masters' Program Committee, Foster School of Business, University of Washington (2009-12).

Member, Curriculum Review Committee (Full Time Day MBA program), Foster School of Business, University of Washington (2009-10).

Member, Accounting Department Chair Search Committee, Foster School of Business, University of Washington (2009-10).

Member, Global Policy Committee, Kelley School of Business, Indiana University (2005-06).

Member, Teaching Excellence Committee

- Kelley School of Business, Indiana University (2006-08).
- Simon School of Business, University of Rochester (1995-2001).

Member, Research and Doctoral Policy Committee, Marketing Department, Kelley School of Business, Indiana University (2003-08).

Member, Faculty Recruiting Committee, Marketing Department, Kelley School of Business, Indiana University (2003-05, 2007-08).

DOCTORAL DISSERTATION COMMITTEES

Chair (Marketing):

Olga Martin, University of Washington (in progress).

Xingbo Li, University of Washington (first placement College of Business, University of Louisville, Kentucky).

Kyra Wiggin, University of Washington.

Co-chair (Marketing):

Meng-Hua Hsieh, University of Washington (first placement Pamplin College of Business, Virginia Tech).

Eric Levy, University of Washington (first placement: Judge Business School, University of Cambridge).

Committee Member (Marketing):

Jane So (in progress).

Conor Henderson, University of Washington (first placement: University of Oregon).

Julian St. Clair, University of Washington (first placement: Loyola Marymount University).

Stephen Samaha, University of Washington (first placement: Pacific Lutheran University).

Arun Lakshmanan, Indiana University (first placement: SUNY, Buffalo).

Charles Lindsey, Indiana University (first placement: SUNY, Buffalo).

Huifang Mao, Indiana University (first placement: University of Central Florida).

Debra Desrochers, University of Rochester (first placement: University of Notre Dame).

Committee Member (Economics):

Robert Ridlon, Indiana University (first placement: SKK University, Korea).

External Reader, Proposal Defense Committee:

Aarti Ramaswami, Indiana University (Management).

Jeong-Yeon Lee, Indiana University (Management).

Debabrata Talukdar, University of Rochester (Marketing).

Chair, Proposal Defense Examination Committee (Economics):

Wen Cao, Indiana University, Economics Department.

FELLOWSHIPS & FUNDING

Full faculty summer support: Foster School (2008-), Kelley School (2002-08), Johnson School (2001-02), and Simon School (1994-2001).

‘Culture and Categorization’, project funded in part by CIBER, Indiana University, Bloomington, IN, Spring/Summer/Fall 2006.

“Consumer Behavior on the Internet”, project funded in part by a) Center for Brand Leadership and b) Center for Education and Research in Retailing, Indiana University, Bloomington, IN, Spring/Summer 2006.

George Burton Hotchkiss Fellowship, Stern School of Business, New York University, for outstanding performance in the Doctoral program, 1993-94.

Doctoral Fellowship, Stern School of Business, New York University, 1990-93.

OTHER MEMBERSHIPS

BrandMemo Scientific Committee

American Marketing Association
American Psychological Association
Association for Consumer Research
Society for Consumer Psychology
Soka Gakkai International (a Buddhist Non-Governmental Organization of the UN,
involved in promoting peace, culture, and education).