

Lea H. Dunn

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Education

Ph.D., Marketing, June 2014

Sauder School of Business, University of British Columbia, Vancouver, BC.

MSc of Business (Marketing), September 2009 – June 2010 (transferred to Ph.D. program)

Sauder School of Business, University of British Columbia, Vancouver, BC.

B.A.(Psychology), May 2007

Reed College, Portland, Oregon

Academic Appointments

Assistant Professor of Marketing, Michael G. Foster School of Business, University of Washington, Seattle, WA, July 2014 – Present.

Teaching

Doctoral

Consumer Behavior Research Seminar – Identity, Social Influence and Consumer-Brand Relationships, Michael G. Foster School of Business, University of Washington, Autumn 2015

Graduate

Teaching Assistant, *Consumer Behavior*, Sauder School of Business, University of British Columbia (MBA, for Prof. Dale Griffin), Spring 2013

Teaching Assistant, *Market Research*, Sauder School of Business, University of British Columbia (MBA, for Prof. Dale Griffin), Spring 2013

Teaching Assistant, *Topics in Marketing – Creativity*, Sauder School of Business, University of British Columbia (MBA, for Prof. Darren Dahl), Spring 2012

Undergraduate

Marketing Concept (MKTG 301), Michael G. Foster School of Business, University of Washington, Autumn 2014, Spring 2015, Winter 2016, Winter 2017

Teaching Interests

Introduction to Marketing, Consumer Behavior, Branding, Integrated Marketing Communications, Advertising, Social and New Media

Journal Publications

Dunn, Lea H. and JoAndrea Hoegg (2014), "The Impact of Fear on Emotional Brand Attachment," *Journal of Consumer Research*, 41 (June), 152-168.

Mentioned in *Bloomberg Businessweek, Inc., Fast Company, NPR, Huffington Post, CBC Radio, Chicago Tribune, Canada.com*

Dunn, Lea H. and Darren W. Dahl (2012), "Self-Threat and Product Failure: How Internal Attributions of Blame Impact Consumer Complaining Behavior," *Journal of Marketing Research*, 49 (October), 670 – 681.

Mentioned in *Financial Post, Vancouver Sun, Harvard Business Review: The Daily Stat, CKNW AM 980, CFX 1070, The Daily Finance, Science Daily*

Book Chapters

Dunn, Lea, Katherine White, and Darren W. Dahl (2012), That is So Not Me: Dissociating from Undesired Consumer Identities. In A. Ruvio and R. Belk (Eds.), *The Routledge Companion to Identity and Consumption*. Routledge: New York, NY.

Work in Progress

Achar, Chethana, Lea H. Dunn, and Nidhi Agrawal, "Stigmatized Risk in Vaccination Appeals: The Defensiveness of Moral Identity," *Revise and Resubmit at Journal of Consumer Research*.

Dunn, Lea H. and Kirk Kristofferson, "The Brand that Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," *Under review at Journal of Consumer Research*.

Dunn, Lea H., JoAndrea Hoegg and Abhishek Borah, "Social Media and Celebrity Endorsement: How Social Connections can Impact Endorsement Effectiveness," *Under review at Journal of Marketing*

Spangenberg, Katie, Lea Dunn, and Mark Forehand, "Self-Identity and Marketing Strategy," *Manuscript in preparation for Journal of the Academy of Marketing Science*.

Allard, Thomas, Lea H. Dunn and Katherine White, "When Undeserved Negative Reviews Yield Sympathetic Consumer Responses," *Manuscript in preparation for Journal of Consumer Research*

Dunn, Lea H., Katherine White, and Darren W. Dahl, "Mortality Salience and Gift Giving," *four studies completed, one in collection*.

Mukund, Anupama and Lea H. Dunn, "The Effect of Fear on Disclosure of Information," *four studies completed, one in collection*.

Dunn, Lea H. , Nivriti Chowdhry, and Rui (Juliet) Zhu, “Abstract Art as an Emotional Buffer for Consumer Processing,” *Two new studies run for manuscript revision in preparation for Journal of Consumer Psychology*

Martin, Olga and Lea H. Dunn, “Romantic Jealousy and Consumption,” *four studies completed, two in preparation.*

Martin, Olga and Lea H. Dunn, “Lust versus Love Dating Motivation,” *two studies complete, two in preparation.*

Dunn, Lea H., Katie Spangenberg, and Mark Forehand, “Brand Archetypes”, *three studies run, one in collection.*

Conference Presentations

Dunn, Lea H.* and Kirk Kristofferson (2017), “The Brand that Wasn’t There: How Product Displacement Positively Impacts Brand Outcomes,” *UW/UBC Research Camp, Vancouver, BC.*

Dunn, Lea H.*, JoAndrea Hoegg, and Abhishek Borah (2016), “Social Media and Celebrity Endorsement: How Social Connections Impact Believability,” *Association of Consumer Research, Berlin, Germany.*

Allard, Thomas*, Lea H. Dunn and Katherine White, “When Negative Reviews Yield Sympathetic Consumer Responses,” *Association of Consumer Research, Berlin, Germany.*

Achar, Chethana, Lea H. Dunn*, and Nidhi Agrawal (2016), “Stigmatized Risk Factors in Vaccination Appeals: The Defensiveness of Moral Identity,” *SCP Boutique Conference: Identity and Consumption, Chicago, IL*

Dunn, Lea H.*, JoAndrea Hoegg (2015), “Social Media and Celebrity Endorsement: How Social Connections can Impact Endorsement Effectiveness,” *UW/UBC research camp, Vancouver, BC*

Dunn, Lea H.* and JoAndrea Hoegg (2015), “Social Media and Celebrity Endorsement: How Social Connections can Impact Endorsement Effectiveness,” *Society for Consumer Psychology, Phoenix, AR*

Dunn, Lea H. * and Juliet (Rui) Zhu (2014), “Art as an Emotional Buffer,” *Emotions and Well-Being, special session for ACR, Vancouver, BC*

Dunn, Lea H.* and JoAndrea Hoegg (2013), “Impact of Fear on Brand Attachment,” *Emotions and Well-Being, special session for ACR, Vancouver, BC*

Dunn, Lea H.* and JoAndrea Hoegg (2013), “Impact of Fear on Brand Attachment,” *Association of Consumer Research, Chicago, IL*

Dunn, Lea H.* and JoAndrea Hoegg (2013), “Impact of Fear on Brand Attachment,” *Consumer Brand Relationships, Boston, MA.*

Dunn, Lea H.* and JoAndrea Hoegg (2013), “Impact of Fear on Brand Attachment,” *Society for Consumer Psychology, San Antonio, TX*

Dunn, Lea H.* and Juliet (Rui) Zhu (2013), "Abstract Art as an Emotional Buffer for Consumer Processing," *Society for Consumer Psychology*, San Antonio, TX.

Dunn, Lea H.* and JoAndrea Hoegg (2012), "Negative Affect and Brand Attachment," *UW/UBC research camp*, Seattle, WA.

Dunn, Lea H.* and Darren W. Dahl (2011), "When Complaining is Detrimental: How Internal Attributions of Blame Influence Product Evaluation," *Association of Consumer Research*, St. Louis, MO.

Dunn, Lea H.* and Kathryn C. Oleson (2008), "Social Identity Influence on Advertising Perception," *Society of Personality and Social Psychology*, Albuquerque, NM.

Other Presentations

Dunn, Lea H. (2013), "When Complaining is Detrimental: How Internal Attributions of Blame Influence Product Evaluation," seminar given at Simon Fraser University.

Dunn, Lea H. (2013), "Impact of Fear on Brand Attachment," dissertation proposal defense, University of British Columbia.

Dunn, Lea H. (2012), "Abstract Art as an Emotional Buffer for Consumer Processing," seminar given at University of British Columbia.

Dunn, Lea H. (2012), "When Complaining is Detrimental: How Internal Attributions of Blame Influence Product Evaluations," seminar given, University of British Columbia.

Invited Conferences

"Women in the Marketing Academy" (August 2016), New York, NY.

Disruption in Retail by Wharton's Baker Retail Center (October 2016), New York, NY.

Research Interests

Consumer brand attachment, identity and social group influence, social media, and the role of affect in consumer behavior.

Awards, Distinctions, and Scholarships

- Hugo E. Melilicke Memorial Fellowship, University of British Columbia, 2013/2014
- Paul Chwelos Memorial Graduate Scholarship (for excellence in teaching), University of British Columbia, 2012.
- Dean Earle D. MacPhee Memorial Fellowship, University of British Columbia, 2010-2012
- International Student Tuition Scholarship, University of British Columbia, 2009-2012
- Sauder School of Business Graduate Aware, University of British Columbia, 2010-2012
- Lusztiq Fellowship, University of British Columbia, 2010-2011
- Academic Commendation from the Division of Philosophy, Religion, and Psychology, Reed College, 2006 and 2007

Academic Service

Track Chair, *Working Papers, Society of Consumer Psychology* 2018.
Working Paper Committee, *Association for Consumer Research*, 2017.
Committee Member, *Katie Spangenberg*, 2017 – now.
Committee Member, *Edita Cao Dissertation*, 2016 – now.
Committee Member, *Olga Martin Dissertation*, 2016 - now
Subject Pool and Lab Coordinator, *UW*, 2015 – now.
Committee Member, *Foster Librarian Search*, 2016.
Committee Member, *Seminar Speakers and UW Marketing Camp*, 2015-2016
Committee Member, *UW Foster Marketing Camp*, 2015
Committee Member, *Faculty Recruitment*, 2014, 2015-2016.
Reviewer, *Journal of Consumer Research*, 2014 – 2017
Reviewer, *Journal of Retailing*, 2016
Trainee Reviewer, *Journal of Consumer Research*
Reviewer, *Association for Consumer Research conference*, 2010, 2011, 2013, 2015, 2016
Reviewer, *Society for Consumer Psychology conference*, 2012, 2014, 2016
Reviewer, *Consumer Brand Relationships conference*, 2013

Professional Affiliations

Association for Consumer Research
Society for Consumer Psychology
Society for Personality and Social Psychology