

Shailendra Pratap Jain
spjain@uw.edu
Michael G. Foster School of Business
457, PACCAR Hall, University of Washington
Seattle, WA 98195
Tel. 206-221-2946; Fax. 206-543-7472

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

- Hindustan Unilever Limited Visiting Chair Professor of Marketing, Indian Institute of Management, Ahmedabad, Summer'19.
- Visiting Professor of Marketing, Cranfield School of Management, Cranfield University, UK, Summer'15.
- Visiting Professor of Marketing, Skolkovo Moscow School of Management, Russia, March'13.
- Montezemelo Visiting Professor of 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

Assessing Market Potential and Customer Value: Multi-Discipline Management of Technology Program (Taiwan)

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 Strategy: 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.

Brand Strategy and Consumer Psychology: Foster School, University of Washington, 2017-18.

Graduate

Marketing Strategy (Full Time MBA): Foster School, University of Washington, 2008-2016; Kelley School, Indiana University, 2002-2008; Simon School, University of Rochester, 1994-2001.

Marketing Strategy (Evening MBA): Foster School, University of Washington, Spring 2018.

Marketing Management (Executive MBA): Foster School, University of Washington, Fall 2009, 2010, 2011. School of Inspired Leadership, India, Summer 2009.

Strategic Marketing Management (Technology Management MBA): Foster School, University of Washington, Summer 2008, 2018.

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, School of Inspired Leadership, India, Summer 2009; 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

Brand Strategy, Categorization, Comparative Advertising, Economics of Information, Health Care Messaging, Motivational and Individual Differences (Self-regulation, Culture, Self-Constraint, Lay Theories) in responses to marketing stimuli, Motivated Reasoning, Compulsive/Addictive Consumption, Indulgence, Materialism, Adverse Childhood Experiences and Consumption.

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, 2019.

Association for Consumer Research Conference Doctoral Consortium Faculty 2017, 2018, 2019.

Society for Consumer Psychology Conference Doctoral Consortium Faculty 2020.

AMA-Sheth Doctoral Consortium Fellow

- Indiana University, Kelley School of Business, Bloomington, IN, 2020 (Invited).
- 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 (Invited).

Fellow, Sidney Sussex College, University of Cambridge.

Outstanding Reviewer Award, *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) Boutique Conference, Seattle, 2019.
- Association for Consumer Research (ACR), Asia Pacific, Ahmedabad, 2019.
- 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, King 5 News Seattle, 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. Jain, Shailendra P. & T. J. Weiten (2019), “Consumer Psychology of Implicit Theories: A Review and Agenda”, *Consumer Psychology Review*.
2. Wiggan, Kyra, Martin Reimann, & Shailendra P. Jain (2019), “Curiosity Tempts Indulgence”, *Journal of Consumer Research*.

Select media mention: <https://www.scientificamerican.com/article/how-curiosity-makes-you-crave/>

3. Jain, Shalini S. & Shailendra P. Jain (2018), “Power Distance Belief and Preference for Transparency”, *Journal of Business Research*.
4. Antonetti, Paolo, Paul Baines, & Shailendra P. Jain (2018), “Guilt Trips: A model of longitudinal persuasion through transportation”, *Journal of Business Research*.
5. 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*.
6. 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*.
7. 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*.
8. 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).
9. Posavac, Steven, David Sanbonmatsu, & 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).
10. 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.

11. Mao, Huifang, Xueming Luo, & Shailendra P. Jain (2009), "Consumer Responses to Brand Elimination: An Attributional Perspective," *Journal of Consumer Psychology*, 19 (3), 280-289.
12. 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.
13. 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.
14. 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.
15. Jain, Shailendra P., Kalpesh Desai, & Huifang Mao (2007), "The Influence of Chronic and Situational Self-Construal on Categorization," *Journal of Consumer Research*, 34 (1), 66-76.
16. 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.
17. 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.
18. 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.
19. Jain, Shailendra P. & Steve Posavac (2004), "Valenced Comparisons," *Journal of Marketing Research*, 41(1), 46-58.
20. Jain, Shailendra P. (2003), "Preference Consistency and Preference Strength: Processing and Judgmental Issues," *Journal of Applied Social Psychology*, 33 (5), 1088-1109.
21. Jain, Shailendra P. & Steve Posavac (2001), "Pre-purchase Attribute Verifiability, Source Credibility, and Persuasion," *Journal of Consumer Psychology*, 11(3), 169-180.

22. Jain, Shailendra P. & Durairaj Maheswaran (2000), "Motivated Reasoning: A Depth-of-Processing Perspective," *Journal of Consumer Research*, 27(4), pp. 358-371.
23. 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.
24. Jain, Shailendra P. (1993), "Positive versus Negative Comparative Advertising," *Marketing Letters*, 4:4, 309-320.

PAPERS UNDER REVIEW/INVITED FOR REVISION

25. Desai, Naman, Shailendra P. Jain, Shalini Jain, & Arindam Tripathy, "The Impact of Mindsets on Opportunistic Financial Reporting", *under second round review*.
26. Chang, Sylvia & Shailendra P. Jain, "Consumer Responses to Brand Failure: The Case of Material and Experiential Brands", *under review*.
27. Dimitriu, Radu, Dima Moisiciev, & Shailendra P. Jain, "Consumer Schadenfreude and Choice Satisfaction", *under review*.
28. Cui, YuanYuan, Patrick Van Esch, & Shailendra P. Jain, "Just walk out: The effect of AI-enabled checkouts", *under review*.
29. Li, Xingbo, Michael Barone, Shailendra P. Jain, & Mina Kwon, "The Challenge of Being a Challenger: Social Dominance Orientation Shapes the Impact of 'Challenger Versus Leader' Comparisons," *revision invited*.
30. Jain, Shalini, Alicia Shen, Xingbo Li, & Shailendra P. Jain, "Power and Message Framing," *revision invited*.
31. Hsieh, Meng-Hua, Shailendra P. Jain, Xingbo Li, & Vanitha Swaminathan, "Self Construal and Brand Personality," *revision invited*.
32. Jain, Shailendra P., Pragya Mathur, Huifang Mao, Durairaj Maheswaran, & Matt Isaac, "Implicit Theories and Brand Extensions," *revision invited*.
33. Martin, Olga, T. J. Weiten, Shailendra P. Jain, & Abhishek Borah, "How Loyal Are You? A Scale for the Measurement of Dispositional Customer Loyalty," *resubmission invited*.

34. Vijayalakshmi, Akshaya, Soumya Mukhopadhyay, & Shailendra P. Jain, “The Influence of Product Engagement, Marketing Mix, and Social Influence on In-Store Consumer Behavior,” *resubmission invited*.

WORKING PAPERS/WORK-IN-PROGRESS

35. Wang, Lin, Shailendra P. Jain, & Jiangang Du, “Shelf Placement for Baby Products”.
36. Hsieh, Meng Hua, Shailendra P Jain, & Patrick van Esch, “Implicit Theories and Consumer Choice”.
37. Yang, Xiaojing, Shailendra P. Jain, Charles D. Lindsey, Frank R. Kardes, & Patrick van Esch, "Effects of Matching and Mismatching Construal Levels on Resistance to Persuasion in Comparative Advertising”.
38. Li, Xingbo, Shailendra P. Jain, & Aleksey Myroniv, “Why Consumers Help Victims Who Resemble Their Attachment Figures – An Attachment Anxiety Account”.
39. Pandey, Arpita, Sanjeev Tripathi, & Shailendra P. Jain, “Numerical Cognition and Rank Changes”.
40. Guyer, Joshua, Thomas Vaughan-Johnston, Shailendra P. Jain, & Leandre Fabrigar, “The Generalizability of Scarcity Information Across Branded Objects.”
41. Martin, Olga, Shailendra P. Jain, Martin Reimann, & Katherine Pounders, “Addictive Consumption: An emotion (dys)regulation framework”.
42. Isaac, Matthew and Shailendra P. Jain, “The Vertical List Effect in Consumer Judgments”.
43. Wiggin, Kyra, T J Weiten, Patrick van Esch, and Shailendra P. Jain, “Implicit Theories of Willpower, Curiosity, and Temptation.”
44. Reimann, Martin, Shailendra P. Jain, and Sylvia Chang, “Curiosity Leads Smokers to Reach for a Cigarette through a Desire for Rewards”.
45. Teng, David, Shalini Jain, and Shailendra P. Jain, “Empathy Effect in Comparative Advertising”.
46. Jain, Shailendra P., Huifang Mao, and Pragya Mathur, “Change and Construal”.
47. Jain, Shailendra P. and Russell Walker, “Big Data Big Challenges”.

48. Dima Moisieiev, Dimitriu, Radu, and Shailendra P. Jain, “Unmake up Your Mind: Why Some Reversible Purchase Decisions Leave Consumers More Satisfied than Others”.

OTHER WORKS-IN-PROGRESS

49. Jain, Shailendra P., Michael Stasio, Martin Reimann, and Sylvia Chang, “Perfectionism and maladaptive consumption”.
50. Kumbarger, Amol, Atul Kumar, and Shailendra P. Jain, “Awe Reduces Indulgence.”
51. Kim, Hyoyeon, Yexin Li, Jenny Olson, & Shailendra P. Jain, “Consumers support transgressing warm brands more than competent brands.”
52. Serin, Nuket, Jayati Sinha, & Shailendra P. Jain, “Sleep Deprivation and Maladaptive Consumption.”
53. Van Esch, Patrick, YuanYuan Cui, and Shailendra P. Jain, “Authentic versus Synthetic Scarcity.”
54. Jain, Shalini, Sachin Gupta, & Shailendra P. Jain, “Implicit Theories and Belief in a Just World.”

CONFERENCE PROCEEDINGS

Hsieh, Meng-Hua and Shailendra P. Jain (2012), “Medium Susceptibility: The Role of Implicit Theories in Consumer Choice,” forthcoming in *Association for 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,” *Association for 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,” *Association for 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,” *Association for Consumer*

Research. Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research.

CONFERENCE PRESENTATIONS

“Forgiving Brand Transgressions,” poster presented at 2019 *Association for Consumer Research North America* conference.

“Perfectionism, Shame, and Maladaptive Consumption,” poster presented at the 2019 *Society for Personality and Social Psychology* Conference.

“Assuming Ordinality: Best-to-Worst Inferences in Vertical Lists,” paper presented at 2019 *Association for Consumer Research Asia Pacific* conference.

“Guilt Trips: Modelling the Positive and Negative Effects of Guilt Appeals,” paper presented at 2019 *Association for Consumer Research Asia Pacific* conference.

“Perceived Similarity Influences Perceptions of Scarcity, Construal,” paper presented at Paper presented at the 2018 *Midwestern Psychological Association* conference.

“Perfectionism, Shame, and Maladaptive Consumption,” poster presented at the 2018 *Collaborative Perspectives in Addiction* Conference.

“Effects of Matching and Mismatching Construal Levels on Resistance to Persuasion in Comparative Advertising,” paper to be presented at the 2017 *Association for Consumer Research* conference.

“Construal Level and Choice,” paper presented at 2017 *IABS* conference.

“Shame, Guilt, and Addictive Consumption,” paper presented at 2017 *Society for Consumer Psychology Boutique* conference on Emotion.

“Power and Message Framing,” poster presented at the 2017 *Society for Personality and Social Psychology* conference.

“My Curiosity Can Resist Anything but Temptation: The Incidental Effects of Curiosity on Inhibiting Self-Control,” paper presented at the 2014 *Association for Consumer Research* conference.

“Self-construal and Humanized Brands,” paper presented at the 2013 *Association for Consumer Research* conference.

“Negative Consumption Episodes, Counterfactual Thinking, and Persuasion”, paper presented at the 2012 *Society for Consumer Psychology* conference.

“Medium Susceptibility: The Role of Implicit Theories in Consumer Choice,” paper presented at the 2011 *Association for Consumer Research* conference.

“The Effect of Social Threat on Consumer Self-Esteem and Materialism,” paper presented at the 2011 *Association for Consumer Research* conference.

“The Influence of Self-Construal on the Use of Mutable and Immutable Features,” 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 *Association for 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 *Association for Consumer Research* conference.

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

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

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

RESEARCH PRESENTATIONS

- Babson College
- Boston University
- 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
- Hindustan Unilever, Mumbai, India
- Imperial College, London, UK
- Indian Institute of Management, Ahmedabad, India (twice)
- Indian Institute of Management, Bangalore, India
- Indian School of Business, Hyderabad, India
- Kelley School of Business, Indiana University
- London Business School, London, UK

- Marketing Camp, University of Washington, Seattle
- Marketing Camp, Vanderbilt University
- McGill University, Montreal, Canada
- New York University (Department of Psychology)
- Nijenrode University, Breukelen, Netherlands
- Rollins College
- Trinity Business School, Dublin, Ireland
- University of British Columbia-University of Washington Colloquium
- University of California (Riverside)
- University of Cambridge, Cambridge, UK
- University of Central Florida
- University of Chicago
- University of Houston
- University of Kansas
- University of New Mexico
- University of Rochester
- University of South Florida
- University of Texas (San Antonio) (twice)
- University of Washington (Bothell)
- University of Washington (Seattle)
- University of Western Ontario, London, Canada
- University of Wisconsin (Madison)
- University of Wisconsin (Parkside)
- Utah State University

PROFESSIONAL SERVICE

Chair, Education and Training, *Society for Consumer Psychology*, 2019-.

Co-editor, *Journal of the Association for Consumer Research*, Addiction and Maladaptive Consumption.

Area Editor, *International Journal of Research in Marketing*, 2018-

Associate Editor, *Journal of Consumer Psychology*; 2017-.

Associate Editor, *Journal of Academy of Marketing Science*; 2017-.

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, *Association for Consumer Research Conference*, 2011.

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

Editorial Review Board: *Journal of Consumer Psychology*, 2005-2017, *Marketing Letters*, 2014-, *Journal of the Academy of Marketing Science*, 2016-17.

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

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

ADMINISTRATIVE SERVICE

Faculty Senator, University of Washington (2019-).

Teaching Observation, 2018-19, Foster School of Business, University of Washington.

Marketing Camp Coordinator, 2019-20, Foster School of Business, University of Washington.

Member, Teaching Credit Committee, Foster School of Business, University of Washington (2019-).

Member, Senate Executive Committee, University of Washington (2019-).

Member, Faculty Recruiting Committee, Marketing & International Business Department, Foster School of Business, University of Washington (2017-18).

Member, Faculty Senate, University of Washington (2017-2019).

Member, Provost/Faculty Tri-campus Committee on Pedagogy, University of Washington (2014-16).

Chair, Department of Marketing and International Business, Foster School of Business, University of Washington (2012-16).

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 (2012-13).

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):

T J Weiten, University of Washington (in progress).

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 (independent researcher/consultant).

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 (first placement: City University of Hong Kong).

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

“The Psychology of Consumer Addiction” (2017-2020), project funded by Carolan Research Institute.

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).