

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, Winter 2018, Winter 2020.

Graduate

Advertising & Promotion Management (MKTG 556) – Michael G. Foster School of Business, University of Washington, Seattle, WA, Spring 2019, 2020.

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

Advertising (MKTG 456), Michael G. Foster School of Business, University of Washington, Autumn 2017, Winter 2020.

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

Introduction to Marketing, Sauder School of Business, University of British Columbia, Fall 2011

Teaching Interests

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

Journal Publications

Dunn, Lea H., Katherine White, and Darren W. Dahl, “A Little Piece of Me: When Mortality Reminders Lead to Giving to Others,” *Conditional Accept at Journal of Consumer Research*.

Allard, Thomas, Lea H. Dunn and Katherine White, “When Undeserved Negative Reviews Yield Sympathetic Consumer Responses,” *Conditional Accept at Journal of Marketing*. *equal authorship for first two authors.

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, CFAW 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.

Simpson, Bonnie, Lea Dunn, and Katherine White (2019), A Framework for Considering Dissociative Identity Effects in Consumption. In A. Reed II and M. Forehand (Eds.), *Handbook of Research on Identity Theory in Marketing*. Edward Elgar Publishing Limited: Northampton, MA.

Under Review

Achar, Chethana, Lea H. Dunn, and Nidhi Agrawal, “Stigmatized Risk in Vaccination Appeals: The

Defensiveness of Moral Identity,” *Invited second round revision at Journal of Marketing Research.*

Kristofferson, Kirk and Lea H. Dunn, “The Brand that Wasn’t There: How Product Displacement Positively Impacts Brand Outcomes,” *Under Review at the Journal of Marketing Research.* *equal authorship for all authors.

Edelblum, Andrew, Joshua Beck, Lea H. Dunn, and Sokiente Daigogo-Jack, “Expanding Your Moral Universe: How Brand Activism Shapes Consumers’ Moral Beliefs,” *Under Review at the Journal of Consumer Research.*

Working Papers

Dunn, Lea H., JoAndrea Hoegg and Abhishek Borah, “Social Media and Celebrity Endorsement: How Social Connections can Impact Endorsement Effectiveness,” *Manuscript in Preparation for Journal of Advertising Research*

Research in Progress

Bhadarwaj, Anupama, Lea H. Dunn, and JoAndrea Hoegg, “The Effect of Fear on Disclosure of Information,” *five studies complete, one in collection, manuscript in preparation for Journal of Consumer Research.*

Bhadarwaj, Anupama, Lea H. Dunn, and Mark Forehand, “Belief in a Just World and Brand Failure”, *two essays for Anupama’s Dissertation, four studies run, three in preparation.*

Dunn, Lea H., “Brand Relationships versus Self-Brand Connection”, *one study completed, one in preparation.*

Dunn, Lea H. and Lisa Cavanaugh, “Social Isolation Imagery in Advertising and Consumer Brand Relationships,” *one study in preparation.*

Mesler, Rhiannon M., Bonnie Simpson, Kate White, and Lea H. Dunn, “Political Orientation and Covid-19 Behaviors,” *one study complete, one study in preparation.*

Dunn, Lea H. and Ana Barbara Funes Gonzalez, “Brand Relationship Supplement”, *one study completed.*

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

Dunn, Lea H. “Love Goal Activation and Brand Authenticity,” *one study in preparation.*

Dunn, Lea H. , Nivriti Chowdhry, and Rui (Juliet) Zhu, “Abstract Art as an Emotional Buffer for Consumer Processing,” *Four studies run.*

Conference Presentations

Dunn, Lea H. and Kirk Kristofferson (2020), “The Brand that Wasn’t There: How Product Displacement Positively Impacts Brand Outcomes,” *UW Marketing Camp*, Seattle, WA.

Dunn, Lea H., Katherine White, and Darren Dahl (2019), “A Little Piece of Me: When Mortality Reminders Lead to Product Donation,” *Association of Consumer Research*, Atlanta, GA.

Dunn, Lea H. and Kirk Kristofferson (2019), “The Brand that Wasn’t There: How Product Displacement Positively Impacts Brand Outcomes,” *Association of Consumer Research*, Atlanta, GA.

Allard, Thomas, Lea H. Dunn, and Katherine White (2019), “Feeling Bad for the Brand: Encouraging Positive Consumer Reactions to Unfair Negative Reviews through Empathetic Responding,” *Association of Consumer Research*, Atlanta, GA.

Dunn, Lea H.(2019) “Beyond Identity Salience: How the Dynamic Self Impacts Consumer Behavior”, *Association of Consumer Research*, Atlanta, GA. *Discussant*.

Dunn, Lea H., Katherine White, and Darren Dahl (2019), “A Little Piece of Me: When Mortality Reminders Lead to Product Donation,” *UW/UBC Research Camp*, Vancouver, WA

Dunn, Lea H., Katherine White, and Darren Dahl (2018), “Persistence through Possessions: The Impact of Mortality Salience on Desire to Give Things Away,” *UW Marketing Camp*, Seattle, WA.

Dunn, Lea H.*, Katherine White, and Darren Dahl (2018), “Persistence through Possessions: The Impact of Mortality Salience on Desire to Give Things Away,” *Society for Consumer Psychology*, Dallas, TX.

Bharadwaj, Anupama, Lea H. Dunn, and JoAndrea Hoegg (2018), “I’m Scared, Want to Listen? Incidental Fear’s Influence on Self-Disclosure to Brands,” *Society for Consumer Psychology*, Dallas, TX.

Dunn, Lea H.* and Kirk Kristofferson (2018), “The Brand that Wasn’t There: How Product Displacement Positively Impacts Brand Outcomes,” *Society for Consumer Psychology*, Dallas, TX.

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., Katherine White, and Darren Dahl (2019), “A Little Piece of Me: When Mortality Reminders Lead to Product Donation,” *Baruch College*, New York, NY.

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

Professors Institute (January 2019), Dallas, TX
“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

- Foster Undergraduate Business Council Marketing Professor of the Year, 2017/2018
- 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

Program Committee, *Association for Consumer Research*, Paris 2020.
Program Committee, *Society of Consumer Psychology*, Huntington Beach, 2020.
Competitive Paper Committee, *Society of Consumer Psychology* 2019
Track Chair, *Working Papers, Society of Consumer Psychology* 2018.
Working Paper Committee, *Association for Consumer Research*, 2017.
Committee Co-Chair, *Anupama Bhadarwaj*, 2017 – now.
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 – 2017.
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, *Psychology and Marketing*, 2019
Reviewer, *Journal of Marketing Research*, 2017 - 2019
Reviewer, *Journal of Consumer Research*, 2014 – 2019
Reviewer, *Journal of the Association for Consumer Research*, 2018 – 2019.
Reviewer, *Journal of Consumer Psychology*, 2017 – 2019.
Reviewer, *International Journal of Research in Marketing*, 2018 – 2019.
Reviewer, *Journal of Retailing*, 2016
Reviewer, *Canadian Journal of Administrative Sciences*, 2019
Reviewer, *SSRC*, 2018

Trainee Reviewer, Journal of Consumer Research
Reviewer, Association for Consumer Research conference, 2010 - 2019
Reviewer, Society for Consumer Psychology conference, 2012, 2014, 2016, 2017, 2018, 2019
Reviewer, Consumer Brand Relationships conference, 2013

Professional Affiliations

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