

MARK R. FOREHAND

Pigott Family Professor of Marketing
Chair, Dept of Marketing
Michael G. Foster School of Business
Adjunct Professor in Department of Global Health
Adjunct Professor in Department of Health Services
University of Washington
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Seattle, WA 98195
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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

- Saint Clair, Julian and Mark Forehand (2020), "The Many-Faced Consumer: The Effects of Inter-Identity Competition and Association on Identity Prime Response," Forthcoming at *Journal of Consumer Research*.
- Dagogo-Jack, Sokiente and Mark Forehand (2018), "Egocentric Improvement Evaluations: Change in the Self as an Anchor for Brand Improvement Judgments," *Journal of Marketing Research*, 55 (6), 934-950.
- Angle, Justin, Sokiente Dagogo-Jack, Mark Forehand and Andrew Perkins (2017), "Activating Stereotypes with Brand Imagery: The Role of Viewer Political Identity," *Journal of Consumer Psychology*, 27 (1), 84-90.

- Reed II, Americus and Mark Forehand (2016), "The Ebb and Flow of Consumer Identities: The Role of Memory, Emotions and Threats," *Current Opinion in Psychology*, 10, pp. 94-100.
- Angle, Justin and Mark Forehand (2016), "It's Not Us, It's You: How Threatening Self-brand Association Leads to Brand Pursuit," *International Journal of Research in Marketing*, 33 (1), pp. 183-197.
- 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*, 20 (9), 1973-88. (doi: 10.1007/s10461-015-1277-6).

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).

BOOKS / BOOK CHAPTERS

Handbook of Research on Identity Theory in Marketing (2019), Reed II, Americus and Mark Forehand, eds. Edward Elgar Publishing Ltd.

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

"Something to Lose: When Personal Decline Motivates the Pursuit of Self-Improvement." with Sokiente Dagogo-Jack. Under review at *Journal of Consumer Psychology*.

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*.

"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.

"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

Sokiente Dagogo-Jack and Mark Forehand (2017), "When Comparisons Collide: Effects of Temporal and Social Comparisons on Self-Improvement," Society for Consumer Psychology, San Francisco, CA.

Connors, Scott, Katie Spangenberg, Andrew Perkins and Mark Forehand (2017), "How Health-Based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions

Among at Risk Populations.” Society for Consumer Psychology Conference, San Francisco, CA.

Connors, Scott, Katie Spangenberg, Andrew Perkins and Mark Forehand (2016), “How Health-Based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations.” Association for Consumer Research, Berlin, Germany.

Sokiente Dagogo-Jack and Mark Forehand (2015), “The Egocentric Effects of Personal Change on Perceptions of Brand Change,” Society for Consumer Psychology, Phoenix, AZ.

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

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
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
University of Connecticut

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 Dempsey 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

2017 **MBA Professor of the Year (voted by Evening MBAs)**
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

2017 **MBA Professor of the Quarter, Winter**
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).

2005- Brand Management, Undergraduate Program
University of Washington, (Average Instructor Rating 4.9 on a 0-5 point scale).

2007- Marketing Strategy, Masters in Health Administration
2012 University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).

- 2003- Marketing Management, Technology Management MBA Program
2004 University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).
- 1997- Principles of Marketing, Undergraduate Program
2003 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
2012 University of Washington, (Average Instructor Rating 4.9 on a 1-5 point scale).
- 2007- Yonsei Global Strategy and Leadership, EMBA Program
2011 University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).
- 2013- Nagase Management Program, EMBA Program
2014 University of Washington, (Average Instructor Rating 4.9 on a 1-5 point scale).
- 2013- Lucerne University International Education Program
2014 University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).
- 2012- PME Leadership Development Program
2013 University of Washington, (Average Instructor Rating 4.5 on a 1-5 point scale).
- 2002- Global Management Program
2010 University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).
- 2007- Global Strategy and Leadership Program
2008 University of Washington, (Average Instructor Rating 4.5 on a 1-5 point scale).
- 2005- KAIST Program: Developing Leaders in a Global Era
2006 University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).
- 2004- POSCO Strategy and Leadership Program
2005 University of Washington, (Average Instructor Rating 4.7 on a 1-5 point scale).

SCHOLARLY SERVICE

Associate Editor

- Journal of Consumer Psychology 2014-2017
Journal of Marketing Research—Periodic Guest AE

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, 2017

Conference Co-Chair

2014 Society for Consumer Psychology (Miami, FL)

Ad Hoc Reviewer:

Journal of Marketing Research
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