

Keith Wilcox

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Education

- 2004-2009 **The City University of New York, Baruch College (Graduate Center)**
Ph.D., Marketing, 2009
- 1999-2001 **The University of California, Berkeley, Haas School of Business**
Master of Business Administration, 2001
- 1993-1997 **The City University of New York, Baruch College**
Bachelor of Business Administration, Finance, 1997

Professional Appointments

- 2025-Present Ford Endowed Chair in Consumerism/E-Business/E-Commerce
Mays Business School, Texas A&M University
- 2021-2025 Macys Foundation Professor
Mays Business School, Texas A&M University
- 2015-2021 Barbara and Meyer Feldberg Associate Professor of Business
Columbia University, Columbia Business School
- 2014-2015 Associate Professor of Marketing
Columbia University, Columbia Business School
- 2012-2014 Assistant Professor of Marketing
Columbia University, Columbia Business School
- 2009-2012 Assistant Professor of Marketing
Babson College, Olin School of Business
- 2005-2009 Lecturer
The City University of New York, Baruch College

Honors & Awards

- 2024 Research Excellence Award
Mays Business School
- 2024 Outstanding Member of the Editorial Review Board
International Journal of Research in Marketing
- 2022 Best Talk Award
Society of Consumer Psychology Conference, JDM Track

2020	MSI Scholar Marketing Science Institute
2015	Outstanding Reviewer Award Journal of Consumer Research
2013	Citations of Excellence Award Emerald Group Publishing
2013	Young Marketing Scholar Marketing Science Institute
2009-2012	Joseph R. Weintraub Term Chair Babson College, Olin School of Business
2011	Best Conference Paper La Londe Conference
2009	Best Conference Paper Marketing and Public Policy Conference
2009	Babson Faculty Research Fund Award Babson College, Olin School of Business
2007	AMA-Sheth Foundation Doctoral Consortium Fellow The City University of New York, Baruch College
2006	Valuing Diversity Dissertation Scholarship American Marketing Association
2004-2006	Llewellyn Fellowship The City University of New York
1999-2001	Consortium for Graduate Study in Management Fellow The University of California, Berkeley, Haas School of Business

Publications

- Thompson, Debora, Amna Kirmani, Rebecca Hamilton, Andy Li, Christilene du Plessis, Daniel Fernandes, Guillaume Johnson, Brent McFerran, Jian Ni, Vladimir Pavlov, Francine Petersen, Lisa Scheer, Yan Vieites and Keith Wilcox (2025), “Cycles of Inequality in the Marketplace: Insights from Macro, Marketer and Consumer Perspectives,” *International Journal of Research in Marketing*, <https://doi.org/10.1016/j.ijresmar.2025.09.004>.
- Hoyer, Wayne D., Echo Wen Wan and Keith Wilcox* (2024), “Practical Relevance in Consumer Research,” *Journal of Consumer Research*, 51 (2), 428–438.

- Wilcox, Keith, Sandra Laporte and Gabriel Ward (2024), "How Traditional Production Shapes Perceptions of Product Quality," *Journal of Consumer Research*, 51 (2), 256-275.
- Köcher, Sören and Keith Wilcox (2021), "I Made It Work: How Using a Self-Assembled Product Increases Task Performance," *Journal of Consumer Psychology*, 32 (3), 492-499.
- Wilcox, Keith and Sonja Prokopec (2019), "Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions." *Journal of Consumer Research*, 46 (2), 371-387.
- Wilcox, Keith, Juliano Laran, Andrew Stephen and Peter Zubcsek (2016), "How Being Busy Can Increase Motivation and Reduce Task Completion Time," *Journal of Personality and Social Psychology*, 110 (3), 371-384.
- Puccinelli, Nancy, Keith Wilcox and Dhruv Grewal (2015), "Consumers' Response to Commercials: When the Energy Level in the Commercial Conflicts with the Media Context," *Journal of Marketing*, 79 (2), 1-18.
- Wilcox, Keith and Andrew Stephen (2013), "Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control," *Journal of Consumer Research*, 40 (1), 90-103.
- Wilcox, Keith, Anne Roggeveen and Dhruv Grewal (2011), "Shall I Tell You Now or Later? Assimilation and Contrast in the Evaluation of Experiential Products," *Journal of Consumer Research*, 38 (4), 763-773.
- Wilcox, Keith, Lauren Block and Eric Eisenstein (2011), "Leave Home Without It? The Effects of Credit Card Debt and Available Credit on Spending," *Journal of Marketing Research*, 48 (SPL), S78-S91.
- Laran, Juliano and Keith Wilcox* (2011), "Choice, Rejection, and Elaboration on Preference-Inconsistent Alternatives," *Journal of Consumer Research*, 38 (2), 229-241.
- Wilcox, Keith and Sangyoung Song (2011), "Discrepant Fluency in Self Customization," *Journal of Marketing Research*, 48 (4), 729-740.
- Wilcox, Keith, Thomas Kramer and Sankar Sen (2011), "Indulgence or Self-Control: A Dual Process Model of the Effect of Incidental Pride on Indulgent Choice," *Journal of Consumer Research*, 38 (1), 151-163.
- Wilcox, Keith, Beth Vallen, Lauren Block and Gavan Fitzsimons (2009), "Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision," *Journal of Consumer Research*, 36 (3), 380-393.
- Wilcox, Keith, Hyeong Min Kim and Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brands?" *Journal of Marketing Research*, 46 (1), 247-259.

*Co-first author

Book Chapters

- Wilcox, Keith and Judith Lynne Zaichkowsky (2019), “The Evolution of Counterfeit Luxury Consumption." *Research Handbook on Luxury Branding*, Eds. Felicitas Morhart, Keith Wilcox and Sandor Czellar, Edward Elgar Publishing, 268-303.
- Wilcox, Keith (2019), “How Signaling Motives and Identity Salience Influence Luxury Consumption." *Handbook of Research on Identity Theory in Marketing*, Eds. Americus Reed and Mark Forehand, Edward Elgar Publishing, 72-84.
- Block, Lauren and Keith Wilcox (2013), “Self-Control and Spending.” In *The Routledge Companion to Identity and Consumption*, Eds. Ayalla Ruvio and Russell Belk, Routledge, 227-234.

Other Publications

- Wilcox, Keith, Sandra Laporte and Gabriel Ward (2024), “Why Consumers Value Traditionally Made Products.” *Character & Context Blog*.

Work in Progress

- Shiri, Amin, Felipe Affonso and Keith Wilcox. “When Consumers Prefer Point Versus Range Estimates of Product Performance.” Revise & resubmit at *Journal of Marketing Research*.
- Ward, Gabriel, Nicholas Olson and Keith Wilcox. “Buildings from the Past, Brands for the Future: How Adaptive Reuse Increases Perceived Brand Innovativeness.” Revise & resubmit at *Journal of Consumer Research*.
- Mosley, Buffy and Keith Wilcox. “Dynamic Duo: How Text and Image Arousal Shape Consumer Engagement.” Revise & resubmit at *Journal of Marketing Research*.
- Wang, Yusu, Keith Wilcox and Jeffrey Lee. “Conspicuous Expression? How the Expression of Arousal Increases Perceived Status.” Reject & resubmit at *Journal of Consumer Research*.
- Shiri, Amin, Keith Wilcox and Xiang Wang. “How Intolerance for Uncertainty Increases Confidence in the Voracity of Fake News.” Manuscript in preparation for *Psychological Science*.
- Yanar, Evrim, Felicitas Morhart and Keith Wilcox. “Contentment and Satisfaction with Life as a Status Signal.” Data collection in progress.
- Hur, Elina, Nofar Duani, Keith Wilcox and Alix Barasch, “How the Virtual Presence of Others Increases Task Performance.” Data collection in progress.
- Shiri, Amin and Keith Wilcox. “Faith in Falsity: Why "Fake" Labels Resonate More Than Verified Truths.” Data collection in progress.

- Edwards, Devin, Keith Wilcox and Ralph Park, “Suspiciously Positive: How Profile Images Decrease Persuasion in Online Reviews and Social Media.” Data collection in progress.

Cases

- Kate Spade New York: Will Expansion Deepen or Dilute the Brand? (2015) Coauthor: Eva Ascarza.

Grants and Funding

- “The New Rich Life: The Role of Life Satisfaction in Status Signaling.” Qualtrics Behavioral Research Grant. 2021-2024. Swiss National Science Foundation. Principle Investigators: Felicitas Morhart and Keith Wilcox. Award amount: CHF 239,779.
- “Thinking About Financial Deprivation: Rumination and Decision Making Among the Poor.” Qualtrics Behavioral Research Grant. 2015-2016. Qualtrics. Principle Investigators: Rachel Meng, Keith Wilcox and Gita Johar. Award amount: \$5,000.
- “Thinking About Financial Deprivation: Rumination and Decision Making Among the Poor.” Research Grant. 2015-2016. Marketing Science Institute. Principle Investigators: Rachel Meng, Keith Wilcox and Gita Johar. Award amount: \$10,000.
- “Mobile Platforms, Location-Based Services, and their Impact on Consumers.” Research Grant. 2013-2014. Marketing Science Institute. Principle Investigators: Peter Pal Zubcsek, Keith Wilcox and Alan Cook. Award amount: \$14,300.
- “Depletion-as-Information.” Junior Faculty Provost’s Grant. 2013-2014. Columbia University. Principle Investigator: Keith Wilcox. Award amount: \$25,000.
- “Depletion-as-Information.” Eugene M. Lang Support Fund Research Grant. 2013-2014. Columbia University, Graduate School of Business. Principle Investigator: Keith Wilcox. Award amount: \$10,000.
- “Quantity Aversion.” CIBER Research Grant. 2012-2013. Center for International Business Education and Research, Columbia University. Keith Wilcox and Amy Dalton. Award amount: \$10,000.
- “The Role of Emotions In-Store.” Duke-Ipsos Research Grant. 2012-2013. Duke-Ipsos Research Center. Principle Investigators: Keith Wilcox and Amy Dalton. Award amount: \$10,000.
- “Pride: A License to Indulge and a Cue for Greater Self-Control.” Graduate Center Research Grant. 2007-2008. The City University of New York, Graduate Center. Principle Investigator: Keith Wilcox. Award amount: \$2,000.

Editorial Appointments

- Associate Editor *Journal of Consumer Research* (2021-2025)
- Associate Editor *International Journal of Research in Marketing* (2024-Present)
- Associate Editor *Journal of Marketing* (2025-Present)
- Associate Editor *Journal of Marketing Research* (2025-Present)
- Associate Editor *Oxford Bibliographies in Marketing* (2024-2025)
- Editorial Board *Journal of Consumer Psychology* (2015-Present)
- Editorial Board *Journal of Consumer Research* (2014-2021, 2025-Present)
- Article Associate Editor *Frontiers in Psychology* (2023)

Peer Reviewing

- Ad Hoc Reviewer *Health Psychology*
- Ad Hoc Reviewer *European Journal of Marketing*
- Ad Hoc Reviewer *PLOS ONE*
- Ad Hoc Reviewer *Journal of Experimental Social Psychology*
- Ad Hoc Reviewer *Psychological Science*
- Ad Hoc Reviewer *Journal of Personality and Social Psychology*
- Ad Hoc Reviewer *Personality and Social Psychology Bulletin*
- Ad Hoc Reviewer *Journal of Public Policy & Marketing*
- Ad Hoc Reviewer *Journal of Cognitive Psychology*
- Ad Hoc Reviewer *Journal of Business Ethics*
- Ad Hoc Reviewer *Marketing Letters*
- Ad Hoc Reviewer *International Marketing Review*
- Ad Hoc Reviewer *Journal of Macromarketing*
- Ad Hoc Reviewer *Journal of the American Society for Information Science and Technology*

Presentations

- When Consumers Prefer Point Versus Range Estimates of Product Performance. (Coauthors: A., Shiri & F. Affonso). Oregon State University, Marketing Speaker Series (2025).
- When Consumers Prefer Point Versus Range Estimates of Product Performance. (Coauthors: A., Shiri & F. Affonso). London Business School, Marketing Speaker Series (2025).
- Expressing Contentment on Social Media Increases Status Via Perceived Morality. (Coauthors: E., Yanar & F., Morhart). Society of Consumer Psychology Boutique Conference on Social Impact (2024).
- How Adaptive Reuse Increases Perceived Innovativeness (Coauthors: G. Ward & N Olson). Association for Consumer Research Conference (2024).
- Expressing Contentment on Social Media Increases Status Via Perceived Morality. (Coauthors: E., Yanar & F., Morhart). Vienna University of Economics and Business (2024).
- Expressing Contentment on Social Media Increases Status Via Perceived Morality. (Coauthors: E., Yanar & F., Morhart). Baruch College, City University of New York (2024).
- Faith in Falsity: Why "Fake" Labels Resonate More Than Verified Truths. (Coauthors A. Shiri and X. Wang). Association for Consumer Research Conference (2023).
- Grinners Gain More Followers: Signaling Status through High Arousal Emotional Expressions on Social Media. (Coauthors Y. Wang and J. Lee). Association for Consumer Research Conference (2023).

- Beyond Market Beliefs: The Moderating Role of Self-construal in Copycat Evaluation. (S. Jeon, F. van Horen, P. Verlegh) European Association for Consumer Research Conference (2023).
- Grinners Gain More Followers: Signaling Status through High Arousal Emotional Expressions on Social Media. (Coauthors Y. Wang and J. Lee). Erasmus University Rotterdam (2023).
- Grinners Gain More Followers: Signaling Status through High Arousal Emotional Expressions on Social Media. (Coauthors Y. Wang and J. Lee). University of Groningen (2023).
- Grinners Gain More Followers: Signaling Status through High Arousal Emotional Expressions on Social Media. (Coauthors Y. Wang and J. Lee). Fisher College of Business, Ohio State University, Marketing Camp (2023).
- The Less You Know the Better: How Persuasion Knowledge Increases Preference for Products with Ambiguous Attributes. (Coauthor: A., Shiri). Society of Consumer Psychology Conference (2023).
- Expressing Contentment on Social Media Increases Status Via Perceived Morality. (Coauthors: E., Yanar & F., Morhart). Society of Consumer Psychology Conference (2023).
- The Less You Know the Better: How Persuasion Knowledge Increases Preference for Products with Ambiguous Attributes. (Coauthor: A., Shiri). Association for Consumer Research Conference (2022).
- Contentment and Satisfaction with Life as a Status Signal. (Coauthors: E., Yanar & F., Morhart). Association for Consumer Research Conference (2022).
- Inferring Status from High Arousal Emotions. (Coauthor: Y., Wang, J., Lee). Association for Consumer Research Conference (2022).
- How Intolerance for Uncertainty Shape Sharing of Misinformation. (Coauthors: A., Shiri, X., Wang). Association for Consumer Research Conference (2022).
- How Intolerance for Uncertainty Shape Sharing of Misinformation. (Coauthor: A., Shiri). Society of Consumer Psychology Conference (2022).
- How Traditional Production Shapes Perceptions of Artisanal Product Quality. (Coauthors: G., Ward & S., Laporte). Texas A&M University, New Beginnings Symposium (2021).
- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). ESSEC, Marketing Speaker Series (2021).
- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). Dartmouth, Marketing Speaker Series (2020).
- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). Texas A&M, Marketing Speaker Series (2020).
- “We” Don’t Always Like Copycats: How Self-Construal Influences Evaluation of Product Imitation. (Coauthors: S. Jeon, F. van Horen & P. Verlegh). Association for Consumer Research Conference (2020).
- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). Stanford, Marketing Speaker Series (2020).
- Don’t Worry, Be Healthy: Subjective Feelings of Busyness Lower Self-Control. (Coauthor: E. Hur). Society of Consumer Psychology Conference (2020).
- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). HEC Paris, Winter Camp (2019).
- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). HEC Montreal, Marketing Speaker Series (2019).
- The Upside of Busyness: How Feeling Busy Influences Consumer Motivation. (Coauthor: J., Laran). Four-School Conference, Stern Business School, New York University (2019).

- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). Boston College, Marketing Speaker Series (2019).
- The Dual Effect of Subjective Busyness on Consumer Motivation. (Coauthor: J., Laran). Georgetown University, Marketing Speaker Series (2019).
- Is Beauty Only Skin-deep? The Self-Confirming Effects of Physical Attractiveness Stereotype. (Coauthors: Y., Jun & S., Matz). Society of Consumer Psychology Conference (2019).
- Do Altruistic Individuals “Share” More on Social Media? (Coauthor: T., Oh). Association for Consumer Research Conference (2018).
- The Costco Effect: When Utilitarian Products Undermine Self-control. (Coauthors: J., Liu & A., Dalton). Association for Consumer Research Conference (2018).
- The Dual Effect of Subjective Busyness on Consumer Motivation. (Coauthor: J., Laran). Association for Consumer Research Conference (2018).
- The Upside of Busyness: How Feeling Busy Can Increase Productivity. (Coauthor: J., Laran). Dortmund - International School of Management ISM, Marketing Speaker Series (Fall 2018)
- The Upside of Busyness: How Feeling Busy Can Increase Productivity. (Coauthor: J., Laran). Vrije Universiteit Amsterdam, Marketing Speaker Series (2018).
- The Upside of Busyness: How Feeling Busy Can Increase Productivity. (Coauthor: J., Laran). Behavioral Science 2018: Customer Experience Conference. Duke University (2018).
- Restraint that Blinds: Attention Narrowing and Consumers’ Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). Boston University, Marketing Speaker Series (2018).
- Restraint that Blinds: Attention Narrowing and Consumers’ Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). American Marketing Association Winter Conference (2018).
- The Dual Effect of Subjective Busyness on Consumer Motivation. (Coauthor: (J., Laran). Frontiers in Consumer Psychology Conference (2018).
- Quantity Aversion: Self-Control and Consumers’ Response to Product Quantity. (Coauthor: A., Dalton). Society of Consumer Psychology Boutique Conference on Vice and Virtue (2018).
- Is the Glass Half Empty? How Focusing on Energy Consumed Affects Mental Performance. (Coauthor: A., Madzharov). Society of Consumer Psychology Boutique Conference on Vice and Virtue (2018).
- The Downside of Purchase Consideration for Luxury Brands. (Coauthor: F., Petersen). Thought Leaders in Consumer-Based Strategy Conference (2017).
- The Dual Effect of Busyness on Motivation. (Coauthor: J., Laran). University of Miami Marketing Department (2017).
- The Dual Effect of Subjective Busyness on Consumer Motivation. (Coauthor: J., Laran). Association for Consumer Research Conference (2017).
- Is the Glass Half Empty? How Focusing on Energy Consumed Affects Mental Performance. (Coauthor: A., Madzharov). Society of Experimental Social Psychology Conference (2017).
- Restraint that Blinds: Attention Narrowing and Consumers’ Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). University of Pennsylvania, Marketing Camp (2017).
- Restraint that Blinds: Attention Narrowing and Consumers’ Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). Drexel University, Marketing Speaker Series (2017).

- Consumer Empowerment Empowering the Brand: Challenges and Opportunities. (Coauthors: V. Škare, P. Rydén, H. Muhammad, E. Kottika). Fourth International Conference on Contemporary Marketing Issues, Heraklion, Greece (2016).
- How Luxury Brand Consumption Promotes Costly Self-Signaling Behavior. (Coauthors: H., Hagtvedt & B., Kocher). University of St. Gallen, Marketing Speaker Series (2016).
- Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). Faculty of Business and Economics, HEC Lausanne, Speaker Series (2016).
- Education, Liberalism and Consumers' Response to Luxury Brands. (Coauthor: F., Petersen). Association for Consumer Research Conference (2016).
- Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). Frank Batten School of Leadership & Public Policy, University of Virginia, Speaker Series (2016).
- How Busyness Affects Motivation & Attentional Control. Northwestern University, Marketing Speaker Series (2016).
- How Busyness Affects Motivation & Attentional Control. Duke University, Marketing Speaker Series (2016).
- How Busyness Affects Motivation & Attentional Control. Saïd Business School, Oxford University, Marketing Camp (2016).
- Education, Liberalism and Consumers' Response to Luxury Brands. (Coauthor: F., Petersen). Association for Consumer Research Conference (2016).
- Rumination and Decision Making Among the Poor. (Coauthors: G., Johar & R., Meng). Boulder Summer Conference on Consumer Financial Decision Making (2016).
- Education, Liberalism and Consumers' Response to Luxury Brands. (Coauthor: F., Petersen). Monaco Symposium on Luxury (2016).
- Thinking About Financial Deprivation: Rumination and Decision Making Among the Poor. (Coauthors: G., Johar & R. Meng). Association for Consumer Research Conference Doctoral Symposium (2015).
- The Downside of Purchase Consideration for Luxury Brands. (Coauthor: F., Petersen). Consumer Competence Research Training Conference (2015).
- Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). University of Maryland, Marketing Camp (Fall 2015).
- Depletion-as-Information: The Role of Feelings in Resource Depletion. (Coauthor: C., Chen). Society of Consumer Psychology Conference (2015).
- Depletion-as-Information: The Role of Feelings in Resource Depletion. (Coauthor: C., Chen). European Marketing Academy Conference (2015).
- How Being Busy Affects Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zubeck). Ghent University, Marketing Speaker Series (2015).
- How Being Busy Affects Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zubeck). American University, Marketing Speaker Series (Spring 2015).
- How Missing Deadlines and Being Busy Affect Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zubeck). Association for Consumer Research Conference Doctoral Symposium (2014).
- Quantity Aversion: Self-Control and Consumers' Response to Product Quantity. (Coauthor: A., Dalton). University of Pittsburgh, Marketing Speaker Series (2014).
- How Missing Deadlines and Being Busy Affect Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zubeck). Behavioral Decision Research in Management Conference (2014).

- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Marketing in Israel Conference (2014).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Copenhagen Business School, Marketing Speaker Series (2014).
- Encouraging Ideal Behavior via Luxury Consumption. (Coauthors: H., Hagtvedt & B., Kocher). University of Ghent, Marketing Speaker Series (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). ESSEC, Winter Marketing Camp (2013).
- Depletion-as-Information: The Role of Feelings in Resource Depletion. (Coauthor: C., Chen). Association for Consumer Research Conference (2013).
- Tens, Hundreds or Thousands? How Nutritional Information Numerosity Nonconsciously Affects Unhealthy Food Choices. (Coauthor: S., Prokopec). Association for Consumer Research Conference (2013).
- Quantity Aversion: Self-Control and Consumers' Preference for Quality vs. Quantity. (Coauthor: A., Dalton). Association for Consumer Research Conference (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). University of Miami, Marketing Speaker Series (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Erasmus University, Marketing Speaker Series (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Fisher College of Business, Ohio State University, Marketing Camp (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Marketing Science Institute, Young Scholar's Conference (2013).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). Association for Consumer Research Conference (2012).
- Encouraging Ideal Behavior by Imagining Luxury Consumption. (Coauthors: H., Hagtvedt & B., Kocher). Association for Consumer Research Conference (2012).
- Does Imitation Benefit the Imitated Brand? The Effects of Target Ambiguity and Processing Mindset on Judgment. (Coauthors: J., Laran & S., Sen). KU Leuven, Marketing Camp (2012).
- Does Imitation Benefit the Imitated Brand? The Effects of Target Ambiguity and Processing Mindset on Judgment. (Coauthors: J., Laran & S., Sen). University of Florida, Marketing Speaker Series (2012).
- Does Imitation Benefit the Imitated Brand? The Effects of Target Ambiguity and Processing Mindset on Judgment. (Coauthors: J., Laran & S., Sen). Four-School Conference, Columbia Business School, Columbia University (2012).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). University of Houston, Marketing Speaker Series (2012).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). University of Alberta, Marketing Speaker Series (2012).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). Society of Consumer Psychology Conference (2012).

- Does Imitation Benefit the Imitated Brand? The Effects of Target Ambiguity and Processing Mindset on Judgment. (Coauthors: J., Laran & S., Sen). Society of Consumer Psychology (2012).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). Columbia University, Marketing Speaker Series (2011).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). Boston University, Marketing Speaker Series (2011).
- Far Away or So Close: The Influence of Counterfeits on Genuine Brand Preference. (Coauthors: J., Laran & S., Sen). Association for Consumer Research Conference (2011).
- (In)congruity in the Evaluation of Celebrity Co-Brands. (Coauthor: R., Carroll). Association for Consumer Research Conference (2011).
- Choice, Rejection, and Elaboration on Goal-Inconsistent Alternatives. (Coauthor: J. Laran). La Londe Conference (2011).
- How the Order of Information About an Experiential Product Impacts Affective Evaluation. (Coauthors: A., Roggeveen & D., Grewal). La Londe Conference (2011).
- Choice, Rejection, and Elaboration on Goal-Inconsistent Alternatives. (Coauthor: J., Laran). Society for Consumer Psychology Conference (2011).
- The Ironic Effects of Credit Card Balances and Credit Limits on Consumer Spending. (Coauthors: L., Block & E., Eisenstein). Society for Consumer Psychology Conference (2011).
- How the Order of Information About an Experiential Product Impacts Affective Evaluation. (Coauthors: A., Roggeveen & D., Grewal). Society for Consumer Psychology Conference (2011).
- Vicarious Goal Fulfillment: When the Presence of a Healthy Option Leads to an Indulgent Decision. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Society for Personality and Social Psychology Conference (2011).
- How the Order of Information About an Experiential Product Impacts Affective Evaluation. (Coauthors: A., Roggeveen & D., Grewal). Association for Consumer Research Conference (2010).
- The Ironic Effects of Credit Card Balances and Credit Limits on Conspicuous Consumption. (Coauthor: L., Block). Association for Consumer Research Conference (2010).
- The Ironic Effects of Credit Card Balances and Credit Limits on Conspicuous Consumption. (Coauthor: L., Block). Marketing and Public Policy Conference (2010).
- Pride: A License to Indulge or a Cue for Greater Self-Control? (Coauthors: T., Kramer & S. Sen). Association for Consumer Research Conference (2009).
- Vicarious Goal Fulfillment: When the Presence of a Healthy Option Leads to an Ironically Indulgent Decision. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Association for Consumer Research Conference (2009).
- Pride: A License to Indulge or a Cue for Greater Self-Control? (Coauthors: T., Kramer & S. Sen). University of Queensland, Marketing Speaker Series (2009).
- Vicarious Goal Fulfillment: When the Presence of a Healthy Option Leads to an Ironically Indulgent Decision. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). La Londe Conference (2009).
- Vicarious Goal Fulfillment: When the Presence of a Healthy Option Leads to an Ironically Indulgent Decision. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Marketing and Public Policy Conference (2009).
- Preference Fluency in Sequential Customization: The Unexpected Ease or Difficulty of Product Feature Decisions. (Coauthor: S., Song). Association for Consumer Research Conference (2008).

- Pride: A License to Indulge or a Cue for Greater Self-Control? (Coauthors: T., Kramer & S. Sen). University of Illinois Urbana Champaign, Marketing Speaker Series (2008).
- Pride: A License to Indulge or a Cue for Greater Self-Control? (Coauthors: T., Kramer & S. Sen). University of Southern California, Marketing Speaker Series (2008).
- Pride: A License to Indulge or a Cue for Greater Self-Control? (Coauthors: T., Kramer & S. Sen). Babson College, Marketing Speaker Series (2008).
- Pride: A License to Indulge or a Cue for Greater Self-Control? (Coauthors: T., Kramer & S. Sen). Lehigh University, Marketing Speaker Series (2008).
- Pride: A License to Indulge or a Cue for Greater Self-Control? (Coauthors: T., Kramer & S. Sen). Rutgers School of Business – Camden, Marketing Speaker Series (2008).
- If I Can Choose Vegetables, then I'll have Dessert: The Mere Presence of Healthy Food Items on Healthy versus Unhealthy Choice. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Marketing and Public Policy Conference (2007).
- The Importance of Being Hedonic: Consumer Responsiveness to Promotions for Hedonic and Utilitarian Products. (Coauthor: K., Bawa). Society for Consumer Psychology Conference (2007).
- What's in a Logo: Exploring Motivations to Purchase Counterfeit Brands. (Coauthors: H., Kim & S. Sen). Association for Consumer Research Conference (2006).

Courses Taught

Spring 2025	Analyzing Consumer Behavior, Mays Business School
Spring 2025	Seminar in Consumer Behavior, Mays Business School
Fall 2024	Consumer Behavior, Mays Business School
Fall 2024	Analyzing Consumer Behavior, Mays Business School
Fall 2023	Consumer Behavior, Mays Business School
Fall 2023	Analyzing Consumer Behavior, Mays Business School
Spring 2023	PhD Seminar on Consumer Behavior, Mays Business School
Spring 2023	Consumer Behavior, Mays Business School
Spring 2022	Seminar in Consumer Behavior, Mays Business School
Spring 2021	MBA Core Marketing, Columbia Business School
Fall 2020	MBA Core Marketing, Columbia Business School
Spring 2020	NYC Immersion Seminar: Luxury Brands, Columbia Business School
Fall 2019	MBA Core Marketing, Columbia Business School
Summer 2019	NYC Immersion Seminar: Luxury Brands, Columbia Business School
Fall 2018	MBA Core Marketing, Columbia Business School
Spring 2018	NYC Immersion Seminar: Luxury Brands, Columbia Business School
Fall 2017	MBA Core Marketing, Columbia Business School
Spring 2017	NYC Immersion Seminar: Luxury Brands, Columbia Business School
Fall 2016	MBA Core Marketing, Columbia Business School
Spring 2016	NYC Immersion Seminar: Luxury Brands, Columbia Business School
Fall 2015	MBA Core Marketing, Columbia Business School
Spring 2015	NYC Immersion Seminar: Luxury Brands, Columbia Business School
Fall 2014	MBA Core Marketing, Columbia Business School
Spring 2014	NYC Immersion Seminar: Luxury Brands, Columbia Business School
Fall 2013	EMBA Core Marketing, Columbia Business School
Fall 2013	Marketing Management, Columbia College
Summer 2013	EMBA Core Marketing, Columbia Business School
Fall 2012	EMBA Core Marketing, Columbia Business School

Spring 2011	MBA Core Marketing, Babson College
Spring 2011	MBA Consumer Behavior, Babson College
Fall 2011	Undergraduate Consumer Behavior, Babson College
Spring 2010	MBA Consumer Behavior, Babson College
Fall 2010	Undergraduate Consumer Behavior, Babson College
Spring 2009	MBA Consumer Behavior, Babson College
Fall 2009	Undergraduate Consumer Behavior, Babson College
Spring 2008	Undergraduate Marketing Management, Baruch College

Doctoral Dissertation Service

- Amin Shiri, doctoral student, Texas A&M, (Dissertation Chair)
- Gabriel Ward, doctoral student, Texas A&M, (Dissertation Co-Chair)
- Charlene Chen, Assistant Professor, Nanyang Business School (Dissertation Committee)
- Travis Tae Oh, Assistant Professor, Yeshiva University (Dissertation Committee)
- Youjung Jun, Assistant Professor, Yonsei School of Business (Dissertation Committee)

Service

- Association for Consumer Research Conference 2023 Co-Chair
- Society of Consumer Psychology Conference 2021 Outreach and Fundraising Co-Chair
- Society of Consumer Psychology Conference 2020 Associate Editor
- Society of Consumer Psychology Boutique Conference 2019 Co-Chair
- AMA Winter Academic Conference 2018 Associate Editor
- Society of Consumer Psychology Boutique Conference 2017 Co-Chair
- APA Conference 2012 (Division 23) Co-Chair
- Society of Consumer Psychology Conference, Ad Hoc Reviewer & Program Committee
- Association for Consumer Research Conference, Ad Hoc Reviewer & Program Committee
- MSI Clayton Dissertation Proposal Competition, Ad Hoc Reviewer
- Valuing Diversity Dissertation Scholarship, Ad Hoc Reviewer

Professional Experience

- Associate, Alvarez & Marsal
- Consultant, Seedco
- Advertising Account Executive, CMG Communications
- Advertising Account Executive, Mezzina/Brown