

## C. Miguel Brendl

### Curriculum Vitae

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KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY  
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### Education

<i>Ph.D.</i>	Psychology, Columbia University, 1995
<i>M. Phil.</i>	Psychology, Columbia University, 1994
<i>M.A.</i>	Psychology, Columbia University, 1992
"Diplom" (M.A.)	Psychology, University of Mannheim, Germany, 1990
"Vordiplom" exams (two B.A.'s)	Business Administration, University of Mannheim, 1988 Psychology, University of Mannheim, 1987

### Academic Appointments

- 2007 - *Associate Professor of Marketing with tenure*, Kellogg School of Management,  
Northwestern University  
*Associate Professor of Psychology* (courtesy joint appointment),  
Northwestern University  
*Associate Professor of Marketing on leave*, INSEAD, Fontainebleau
- 2005- 2007 *Associate Professor of Marketing with tenure*, INSEAD, Fontainebleau
- 1999-2005 *Assistant Professor of Marketing*, INSEAD, Fontainebleau
- 1998-1999 *Assistant Professor of Psychology* ("C1"), University of Heidelberg
- 1995-1998 *Assistant Professor of Psychology* ("C1"), University of Konstanz

### Publications

- Dai, Xianchi, Klaus Wertenbroch, and C. Miguel Brendl (2008), "Value as Information: The Value Heuristic in Frequency Judgments," *Psychological Science*, 19 (January), 18-19. (Winner, 2007 de Finetti Award, *European Association for Decision Making*; finalist, 2007 *INFORMS Decision Analysis Society* Student Paper Award)
- Markman, Arthur B., C. Miguel Brendl, and Kyungil Kim, (2007), "Preference and the Specificity of Goals," *Emotion*, 7 (August), 680-684.
- Markman, Arthur B., C. Miguel Brendl, & Kyungil Kim (2007), "From Goal-Activation to Action: How Does Preference and Use of Knowledge Intervene?", in *The Psychology of Action, Volume 2: Mechanisms of Human Action*, ed. Ezequiel Morsella, John A. Bargh, and Peter M. Gollwitzer, Oxford University Press.
- Brendl, C. Miguel, Amitava Chattopadhyay, Brett W. Pelham, and Mauricio Carvalho (2005),

- "Name Letter Branding: Valence Transfers when Product Specific Needs are Active," *Journal of Consumer Research*, 32 (December), 405-415.
- Markman, Arthur B. and C. Miguel Brendl (2005), "Goals, Policies, Preferences, and Actions," in *Applying Social Cognition to Consumer-Focused Strategy*, ed. Frank R. Kardes, Paul M. Herr, & Jacques Nantel, Mahwah, NJ: Lawrence Erlbaum Associates, 183-200.
- Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (2005), "Indirectly Measuring Evaluations of Several Attitude Objects in Relation to a Neutral Reference Point," *Journal of Experimental Social Psychology*, 41 (June), 346-368.
- Markman, Arthur B., and C. Miguel Brendl (2005), "Constraining Theories of Embodied Cognition," *Psychological Science*, 16 (January), 6-10.
- Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (2003), "The Devaluation Effect: Activating a Need Devalues Unrelated Choice Options," *Journal of Consumer Research*, 29(March), 463-473. (won in 2006 the *Journal of Consumer Research* Best Article of the Year 2003 award)
- Brendl, C. Miguel (2001), "Goals and the Compatibility Principle in Attitudes, Judgment, and Choice," in *Cognitive Social Psychology: The Princeton Symposium on the Legacy and Future of Social Cognition*, ed. Gordon B. Moskowitz, Mahwah, NJ: Lawrence Erlbaum Associates, 317-332.
- Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (2001), "How do Indirect Measures of Evaluation Work? Evaluating the Inference of Prejudice in the Implicit Association Test," *Journal of Personality and Social Psychology*, 81(November), 760-773. (Lead article)
- Brendl, C. Miguel (2000), "Subjective Experience in the Effect of Sample Size on Likelihood Judgments," in *The Message Within: The Role of Subjective Experience in Social Cognition and Behavior*, ed. Herbert Bless and Joseph P. Forgas, Philadelphia: Psychology Press, 69-87.
- Markman, Arthur B. and C. Miguel Brendl (2000), "The Influence of Goals on Value and Choice," *The Psychology of Learning and Motivation*, 39, 97-128.
- Brendl, C. Miguel, Arthur B. Markman, and E. Tory Higgins (1998), "Mentale Kontoführung als Selbst-Regulation. Repräsentativität für zielgeleitete Kategorien [Mental Accounting as Self-regulation. Representativeness to Goal-Derived Categories]," *Zeitschrift für Sozialpsychologie. Sonderheft Konsumentenpsychologie*, 29, 89-104. (Lead article)  
Translated into French in *Recherche et Applications en Marketing*, 2000, 15(1), 81-96.
- Brendl, C. Miguel and E. Tory Higgins (1996), "Principles of Judging Valence: What Makes Events Positive or Negative," *Advances in Experimental Social Psychology*, 28, 95-160.
- Brendl, C. Miguel, E. Tory Higgins, and Kristi M. Lemm (1995), "Sensitivity to Varying Gains and Losses: The Role of Self-Discrepancies and Event Framing," *Journal of Personality and Social Psychology*, 69 (June), 1028-1051. (Won German Psychological Society's dissertation award)
- Higgins, E. Tory and C. Miguel Brendl (1995), "Accessibility and Applicability: Some 'Activation Rules' Influencing Judgment," *Journal of Experimental Social Psychology*, 31(May), 218-

243.

### **Selected Articles Being Under Review, Revised or Prepared**

- Brendl, C. Miguel, Monika Heller, Arthur B. Markman, and Amitava Chattopadhyay, "Predicting a Referendum Choice from Implicitly Measured Attitudes"
- Dai, Xianchi, C. Miguel Brendl, and Dan Ariely, "Pleasure of a Consumption Experience Versus Desire to Continue Consuming: Conscious Counterparts of Unconscious Wanting and Liking?"
- Galli, Maria, C. Miguel Brendl, and Amitava Chattopadhyay, "Associating a Brand Name to Positive Affect: The Value of Temporal Overlap between the Brand Name and the Affective Stimulus"
- Galli, Maria, Amitava Chattopadhyay, and C. Miguel Brendl, "Persuasion Via Associative Mechanisms: Are We In Control?"
- Malavyya, Prashant and C. Miguel Brendl, "The Distinct Influence of Hedonic and Regulatory Focus Message Framing on Persuasion"
- Markman, Arthur B., C. Miguel Brendl, and Kyungil Kim, "The Devaluation Effect: Lack of Activation and Inhibition as Underlying Mechanisms"
- Mittelman, Mauricio, C. Miguel Brendl, and Amitava Chattopadhyay, "Grouping of Choice Options Reduces Preference for Variety"
- Sellier, Anne-Laure, C. Miguel Brendl, and Amitava Chattopadhyay, "Why Matching Emotions to Emotions Seems More Persuasive than Matching Cognitions to Cognitions".

### **Honors and Awards**

- Journal of Consumer Research Best Article Award*, 2006 (for best article published during 2003)
- Outstanding reviewer award, *Journal of Consumer Research*, 2005
- Research Fellow of the *Alexander von Humboldt Foundation*
- "Heinz Heckhausen Young Scientist" dissertation award by the *German Psychological Society*, 1996
- "Faculty Fellowship" at *Columbia University*, 1990-1995

### **Research Interests**

- Goals in evaluation and choice
- Automatic processes in evaluation and choice

### **Teaching Experience**

At the Kellogg School of Management

PhD courses: Consumer Information Processing

At INSEAD

Executive education: Advertising and Sales Promotions (4-hour module), Brand Turnaround

(4-hour module), faculty consultant for developing a marketing plan during a simulation

MBA courses: core course marketing (co-taught), elective in consumer behavior

PhD courses: introduction to social psychology, introduction to cognitive psychology, experimental design (co-taught)

Published teaching materials: coauthored case series with teaching note "Lay's potato chips in Hungary" (distributed through www.ecch.com, the European Case Clearing House)

As Assistant Professor of Psychology (University of Konstanz, University of Heidelberg)

"Affect and Cognition", "Attitudes and Persuasion", "Consumer Psychology", "Decision Making", "Evaluation of Social Stimuli: Attitudes, Prejudice, and Subjective Utility", Experimental Laboratory Class, "Introduction to Social Psychology", "Judgment and Decision Making", "Motivation and Action", "Social Information Processing: The Self, other People, and Groups", "Stereotypes, Prejudice, and Discrimination", "The Construction of Preferences: Unconscious and heuristic processes", "The Psychology of Valence: Positive-Negative Asymmetries", "What if ...? The Social Psychology of Counterfactual Thinking"

As Teaching Assistant (Columbia University, University of Mannheim)

"Human Experimental Psychology", "Introduction to Psychology", "Introduction to Social Psychology", "Psychological Science", "Psychometric Test Theory"

## **Editorial Review Boards**

Journal of Consumer Psychology (since 2004)

Journal of Consumer Research (since 2003)

## **Ad Hoc Reviewer**

Marketing and applied psychology

Applied Psychology: An International Review, Association for Consumer Research annual conferences, Journal of Applied Social Psychology, Journal of Consumer Research, Journal of Consumer Psychology, International Journal of Research in Marketing, Journal of Marketing Research, Marketing Science, Organizational Behavior and Human Decision Processes

Basic psychology

British Journal of Social Psychology, Cognition and Emotion, Cognitive Science, Emotion, European Journal of Social Psychology, Experimental Psychology, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, Lawrence Erlbaum Associates books, Personality and Social Psychology Bulletin, Personality and Social Psychology Review, Psychological Science, Psychologische Rundschau, Psychonomic Bulletin and Review, Social Cognition, Zeitschrift für Sozialpsychologie

Expert consultant or reviewer for grant giving agencies

Research Directorate of the European Commission, Research Grants Council of Hong Kong

## Service

INSEAD Social Science Research Center:

- founder, 1999 – 2002
- administrative committee member, 2002-2004
- director, 2004 - 2007

INSEAD marketing department PhD committee 1999 - 2007

International Liaison of the Society for Consumer Psychology, since March 2002 - 2007

Program Committee Member for the Association for Consumer Research North America  
Conferences 2004, 2007

Program Committee Chair, XI. Meeting of the German Society of Social Psychology, Konstanz,  
1997

## Thesis Advisor<sup>A</sup> or Theses Committee Member<sup>C</sup>

Petra Nägele (Diplom, Konstanz, 1997)<sup>A</sup>, Joachim Vosgerau (Diplom, Konstanz, 1999)<sup>A</sup>, Myriam Bell (Diplom, Konstanz, 1998)<sup>A</sup>, Claude Messner (Diplom, Konstanz, 1998)<sup>A</sup>, Monika Heller (Diplom, Konstanz, 2003)<sup>A</sup>, Anne-Laure Sellier (PhD, INSEAD, 2003)<sup>A</sup>, Vincent Ikechukwu Onyemah (PhD, INSEAD, 2003)<sup>C</sup>, Maria Galli (PhD, INSEAD, 2004)<sup>A</sup>, Joachim Vosgerau (PhD, INSEAD, 2005)<sup>C</sup>, Mauricio Mittelman (PhD, INSEAD, 2007)<sup>A</sup>, Ioanna Tziri (PhD, INSEAD, 2008)<sup>C</sup>

## Professional Societies

Association for Consumer Research (ACR), American Psychological Association (APA), American Psychological Association (APS), European Association of Experimental Social Psychology (EAESP), Society for Consumer Psychology (SCP), Society for Personality and Social Psychology (SPSP)

## Research Grants from Outside the Home Institution

- 8/96 - 7/98 "Valence: Information Processing of Positivity and Negativity", German Science Foundation grant BR1722/1-1, (ca. 80,000 US\$ in direct costs)  
8/98-7/00: Renewal (80,000 US\$ in direct costs)  
1/01-9/01: Renewal with Klaus Fiedler as Principal Investigator and myself as co-investigator
- 8/97-12/01 "Similarity, Goals, and Decision Making: How Representativeness Affects Choice" (with Arthur Markman, University of Texas, Austin). TransCoop grant of the German American Academic Council, (38,000 US\$ in direct costs).
- 1/98 – 12/98 "Theory and Configurality in Clinical Judgments of Experts and Novices" (with Yoav Ganzach, Tel Aviv University Business School), Lion Foundation, Switzerland, (5,000 US\$ in direct costs).

## Invited Conference Presentations

- Brendl, C. Miguel (1997), "Sensitivity to Varying Gains and Losses: The Role of Self-Discrepancies and Event Framing" (translated from German), Young Scientist Award address at *the 40th Congress of the German Psychological Society in Munich 1996* published in *Bericht über den 40. Kongreß der Deutschen Gesellschaft für Psychologie in München 1996*, ed. Heinz Mandl, Göttingen: Hogrefe, 95-101.
- Brendl, C. Miguel (1998), "Goal-Compatibility," conference *Future Directions in Social Cognition*, Princeton University, Princeton, New Jersey.
- Brendl, C. Miguel (2002), "Indirect Measures of Evaluation Correlate with Explicit Ratings, if they are Sensitive to Single Items", *Second Workshop for Implicit Diagnostics*, Berlin (sponsored by the German Science Foundation).
- Brendl, C. Miguel (2003), "Uncontrollable Evaluations and Choice," *New York University Marketing Camp*, New York, NY.
- Brendl, C. Miguel (2005), "Revealing the Structure and Process of Goals through Preferences," *Meeting of the International Social Cognition Network*, Würzburg.

## Presentations at Research Seminars

Princeton University<sup>P</sup> (1995), University of Heidelberg<sup>P</sup> (1995), University of Maryland at College Park<sup>P</sup> (1996), Institute for Opinion Research Allensbach, Germany (1998), McGill University<sup>B</sup> (1998), Northwestern University<sup>B</sup> (1998), University of California at Berkeley<sup>B</sup> (1998), University of Colorado at Boulder<sup>B</sup> (1998), University of British Columbia<sup>B</sup> (1998), University of Chicago<sup>B</sup> (1998), University of Jena, Germany<sup>P</sup> (1998), University of Toronto<sup>B</sup> (1998), University of Mannheim<sup>B</sup> (1999), University of Chicago<sup>B</sup> (2000), University of Basel, Switzerland<sup>P</sup> (2001), University of Florida, Gainesville<sup>B</sup> (2001), SUNY at Buffalo<sup>P</sup> (2002), London Business School (2002)<sup>B</sup>, University of Toronto (2003)<sup>B</sup>, University of Colorado at Boulder (2003)<sup>B</sup>, University of Paris X – Nanterre (2004)<sup>P</sup>, Erasmus University – Rotterdam (2004)<sup>B</sup>, Tilburg University (2005)<sup>B</sup>, Carnegie Mellon University (2006)<sup>B</sup>, University of Michigan (2006)<sup>B</sup>, Northwestern University (2007)<sup>B</sup>, University of Toronto (2007)<sup>B</sup>, Columbia University in the City of New York (2007)<sup>B</sup>, University of Jena<sup>P</sup> (2007), University of Cologne<sup>P</sup> (2007), University of Chicago (2007)<sup>B</sup>, University of Trier<sup>P</sup> (2007)

*B = business school; P = psychology department*

## Discussant

- Connectionism Workshop of the German Science Foundation* (1997, January), Ebrach, Germany.
- Special session "Judgment Correction: Antecedents, Consequences, and Explanations," *Annual Conference of the Association for Consumer Research* (2000, October) in Salt Lake City, UT.
- Special session "The Influence of Self-Regulatory Goals on Information Processing, Affective Responses, and Counterfactual Thinking," *Annual Conference of the Association for Consumer Research* (2002, October) in Atlanta, GA.

- Special session "The Application of Goal Systems Theory to Consumer Behavior," *Annual Conference of the Association for Consumer Research* (2004, October) in Portland, OR.
- Special session "The Role of Goal-Related Associations in Judgment and Behaviour," *Annual Conference of the Association for Consumer Research* (2004, October) in Portland, OR.
- Invited to the panel for the *Association for Consumer Research Preconference* (2006, October), "Exploring how neuroscience can inform consumer research" (organized by Carolyn Yoon and James Bettman)
- Discussion panel member of the *Association for Consumer Research 2007* "Epistemic Session: Rigor in Information Processing Research", Memphis, TN.

### Conference Presentations

- Brendl, C. Miguel (1995, September), "How Positive or Negative is an Event? Effects of Goals, Representativeness, and Category Accessibility," *Annual Meeting of the Person Memory Interest Group*, Front Royal, Virginia.
- Brendl, C. M. and E. Tory Higgins (1995), "Heuristic Decision Making: Representativeness of Means to Ends," *Proceedings and Abstracts of the Annual Meeting of the Eastern Psychological Association, Vol. 66*. Boston, MA.
- Brendl, C. M., E. Tory Higgins, and Arthur B. Markman (1995, September), "The Representativeness Heuristic and Loss-Aversion in Gambling Decisions," poster, *Joint Meeting of the European Association of Experimental Social Psychology and the Society of Experimental Social Psychology*, Washington, DC
- Brendl, C. Miguel (1996, October), "Valence: Information Processing of Positivity and Negativity," poster, *Meeting of the Society of Experimental Social Psychology*, Old Sturbridge Village, MA.
- Brendl, C. Miguel, E. Tory Higgins, and Arthur B. Markman (1996, July), "How Representativeness and Goals Influence Valence in Decision Making," *Eleventh General Meeting of the European Association of Experimental Social Psychology*, Gmunden, Austria.
- Brendl, C. Miguel, E. Tory Higgins, and Arthur B. Markman (1996, September), "The Influence of the Representativeness Heuristic on Decisions: Valence as Intervening Variable," (translation from German), *40<sup>th</sup> Congress of the German Psychological Society*, Munich, Germany.
- Brendl, C. Miguel (1997, January), "Dynamic Systems: A Computer Simulation with Implications for Psychology," (translation from German), *Connectionism Workshop of the German Science Foundation*, Ebrach, Germany.
- Brendl, C. Miguel (1997, June), "Implicitly Measuring Approach-Avoidance Motivation and Attitudes? Speed of Armextension and Armflexion," (translation from German), *XI. Meeting of the Society of Social Psychology within the German Psychological Society*, Konstanz, Germany.
- Brendl, C. Miguel (1997, November), "Approach vs. Avoidance Behavior and the Direction of Arm Movements," (translation from German), poster, *German Science Foundation's*

*Social Cognition Meeting* in Haßfurt, Germany.

- Brendl, C. Miguel, E. Tory Higgins, and Arthur B. Markman (1997, October), "Goals, Representativeness and Value in Choice," poster, *Meeting of the Society of Experimental Social Psychology*, Toronto, Canada.
- Brendl, C. Miguel and Curtis Hardin (1998, July), "Norm Theory: Ease of Mental Simulation Affects Judgments of Surprise," *Small Group Meeting of the European Association of Experimental Social Psychology on Subjective Experiences and Their Role in Information Processing*, Grasellenbach, Germany.
- Brendl, C. Miguel (1999, January), "Norm Theory: Ease of Mental Simulation Affects Judgments of Surprise," German Science Foundation work shop *Metacognition and Subjective Experience*, Bamberg, Germany.
- Messner, Claude, C. Miguel Brendl, and Arthur B. Markman (2000, September), "Lieben Arachnophobiker Spinnen? Was leistet der IAT und was vermag er nicht zu leisten? [Do Spider Phobics Love Spiders? What the IAT Can and Cannot Achieve]," *Congress of the German Psychological Society in Jena*.
- Brendl, C. Miguel and Arthur B. Markman (2000, October), "Current Goals Predict Current Preferences for Future Events," *Annual Conference of the Association for Consumer Research* in Salt Lake City, UT.
- Markman, Arthur B., C. Miguel Brendl, and Claude Messner (2001), "Goal Activation, Goal Inhibition, and Preference," Annual Meeting of the Psychonomic Society, Orlando, FL.
- Irwin, Julie, Arthur B. Markman, and C. Miguel Brendl (2001, October), "No More Vices and Virtues. A Better Approach to Sin (Tonight and Next Week)," *Annual Conference of the Association for Consumer Research* in Austin, TX.
- Brendl, C. Miguel and Arthur B. Markman (2002, February), "The Devaluation Effect. Activating a Need Devalues Unrelated Choice Options," *Society for Consumer Psychology Winter Conference 2002* in Austin, TX.
- Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (2002, October), "Implicit and Explicit Evaluations: A Declaration of Dependence" *Annual Conference of the Association for Consumer Research* in Atlanta, GA.
- Pelham, Brett W., Amitava Chattopadhyay, C. Miguel Brendl, and Evan T. Pritchard (2002, October), "Are Brands Containing Name Letters Preferred?" *Annual Conference of the Association for Consumer Research* in Atlanta, GA.
- Chattopadhyay, Amitava, Miguel Brendl, Brett Pelham, Mauricio Carvallo and Evan Pritchard (2003, May), "Are Brands Containing Name Letters Preferred?" *European Marketing Academy*, Glasgow, UK.
- Galli, M., Amitava Chattopadhyay, and C. Miguel Brendl (October 2003), "Is Deliberative Processing Necessary for Attitudinal Conditioning of a Brand?" *Annual Conference of the Association for Consumer Research*, Toronto, Canada.
- Brendl, C. Miguel, Amitava Chattopadhyay, Brett W. Pelham, Mauricio Carvallo (January 2004), "Name Letter Branding Affects Feeling Based Choices," *Annual Meeting of the Society of Personality and Social Psychology*, Austin, TX.

- Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (June 2004), "Indirectly Measuring Evaluations of Several Attitude Objects in Relation to a Neutral Reference Point," *Small Group Meeting on Conscious and Unconscious Attitudes by the European Association of Experimental Social Psychology*, Madrid, Spain.
- Markman, Arthur B., C. Miguel Brendl, and Kyungil Kim (2004, October), "Goal Strength, Preference, and the Structure of Goals," *Annual Conference of the Association for Consumer Research*, Portland, OR.
- Sellier, Anne-Laure, C. Miguel Brendl, and Amitava Chattopadhyay (2004, October), "Explaining the Elusive Matching Effect in Attitude Change: Experiential Contrast," *Annual Conference of the Association for Consumer Research*, Portland, OR.
- Brendl, C. Miguel, Arthur B. Markman, and Kyungil Kim (2004, October), "Goal Structure and Preferences: On Devaluation and Narrow Valuation," *Annual Conference of the Society of Experimental Social Psychology*, Fort Worth, TX.
- Malaviya, Prashant, and C. Miguel Brendl (2005, October), "The Influence of Hedonic and Regulatory Focus Message Framing on Persuasion," *Annual Conference of the Association for Consumer Research*, San Antonio, TX.
- Dai, Xianchi, Klaus Wertenbroch, and C. Miguel Brendl (2006, November), "Desirability Bias in Frequency Estimation: Desirability Begets Scarcity," *Annual Conference of the Society for Judgment and Decision Making*, Houston, TX.
- Mittelman, Mauricio, C. Miguel Brendl, and Amitava Chattopadhyay (2007), "Repetition Aversion", *Society for Consumer Psychology Winter Conference*, Las Vegas, NV.