

**APARNA A. LABROO**

KELLOG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY  
2001 Sheridan Avenue, Evanston IL  
a-labroo@kellogg.northwestern.edu

**ACADEMIC POSITIONS**

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Professor of Marketing, Northwestern University (2013 – present)  
Patricia C. Ellison Professor of Marketing, University of Toronto (2011- 2013)  
Visiting Scholar, Northwestern University (2011-2012)  
Visiting Professor of Marketing, University of Chicago (Fall 2011)  
Associate Professor of Marketing, University of Chicago (2007-2011)  
Assistant Professor of Marketing, University of Chicago (2003-2007)

**EDUCATION**

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Ph.D. (Marketing), Cornell University (2004)  
M.B.A., Indian Institute of Management, Ahmedabad  
B.A. Honors (Economics), St. Stephen's College, India

**AWARDS, GRANTS, & HONORS**

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**Awards & Grants**

- Deans Award for Research Excellence, Rotman (2012)
- Deans Award for Teaching Excellence, Rotman EMBA (2012)
- Early Career Contribution Award, Society for Consumer Psychology (2010)
- Marketing Science Institute (MSI) Young Scholar (2007)
- Robert King Steel Faculty Fellow, University of Chicago (2008)
- Faculty Fellow, Kilts Center, University of Chicago (2004, 2006)
- Beatrice Foods Faculty Scholar, University of Chicago (2005; 2007)
- Cornell Doctoral Fellowship (1998-2002)
- Association for Consumer Research Embodiment Preconference Grant (\$2400.00)

**Honors**

- AMA Doctoral Consortium Invited Faculty Fellow (2012, 2013)
- Association for Consumer Research Co-chair (2013)
- Association for Consumer Research Embodiment Preconference Co-chair (2010)
- American Marketing Association Conference Consumer Behavior Track Co-chair (2011)
- Society for Consumer Psychology Doctoral Consortium Invited Faculty (2009-2012)
- Visiting Professor (BBDO), Advertising Educators Foundation (2005)
- AMA Doctoral Consortium Fellow, Cornell University (2001)

## **RESEARCH INTERESTS**

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My research investigates how feelings influence judgment and decision making, including consumer choices, self-control choices that involve trade-offs between immediate pleasure and long-term benefits, self-regulation and healthy choices, pro-social actions including charitable giving, creativity and cognitive performance. In these contexts, I investigate how feelings (incidental feelings that arise outside of the decision process, feelings that arise from the decision process itself, or sensory-motor physiological experiences) play a functional role in helping people accomplish their goals.

## **PUBLICATIONS**

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### **Journal Publications**

1. Isen A.M., Labroo A.A., & Durlach P. (2004). An influence of product and brand name on positive affect: Implicit and explicit measures. *Motivation and Emotion*. 28(1), 43-63.
2. Lee A.Y. & Labroo A.A. (2004). The effect of conceptual and perceptual fluency on brand evaluation. *Journal of Marketing Research*. 41(2), 151-165.
3. Labroo A.A. & Lee A.Y. (2006). Between two brands: A goal fluency account of brand evaluation. *Journal of Marketing Research*. 43(3), 374-385.
4. Labroo A.A. & Ramanathan S. (2007). The influence of experience and sequence of conflicting emotions on ad attitudes. *Journal of Consumer Research*. 33(4), 523-528.
5. Fishbach A. & Labroo A.A. (2007). Be better or be merry: How mood affects self-control. *Journal of Personality and Social Psychology*. 93(2), 158-173.
6. Labroo A.A., Dhar R., & Schwarz N. (2008). Of frog wines and frowning watches: Semantic priming, perceptual fluency, and brand evaluation. *Journal of Consumer Research*. 34(6), 819-831.
7. Labroo A.A. & Kim S. (2009). The "instrumentality" heuristic: Why metacognitive difficulty is desirable during goal pursuit. *Psychological Science*. 20(1), 127-134.
8. Labroo A.A. & Patrick V.M. (2009). Psychological distancing: Why happiness helps you see the big picture. *Journal of Consumer Research*. 35(5), 800-809.
9. Labroo A.A. & Mukhopadhyay A. (2009). Lay theories of emotion transience and the search for happiness: A fresh perspective on affect regulation. *Journal of Consumer Research*. 36(2), 242-254.
10. Labroo A.A., Lambotte S., & Zhang Y. (2009). The "name-ease" effect and its dual impact on importance judgments. *Psychological Science*. 20(12), 1516-1522.

11. Labroo A.A. & Nielsen J.H. (2010). Half the thrill is in the chase: Twisted inferences from embodied cognitions and brand evaluation. *Journal of Consumer Research*. 37(1), 143-158.
12. Labroo A.A. & Rucker D.D. (2010). The orientation-matching hypothesis: An emotion-specificity approach to affect regulation. *Journal of Marketing Research*. 47(5), 955-966.
13. Pocheptsova A., Labroo A., & Dhar R. (2010). Making products feel special: When metacognitive difficulty enhances evaluation. *Journal of Marketing Research*. 47(6), 1059-1069.
14. Hung I.W. & Labroo A.A. (2011). From firm muscles to firm willpower: Understanding the role of embodied cognition in self-regulation. *Journal of Consumer Research*. 37(6), 1046-1064.
15. Landwehr J.R., Labroo A.A., & Herrmann A. (2011). Gut liking for the ordinary: Incorporating design fluency improves automobile sales forecasts. *Marketing Science*. 30(3), 416-429.
16. Kim S. & Labroo A.A. (2011). From inherent value to incentive value: When and why pointless effort enhances consumer preference. *Journal of Consumer Research*. 38(4), 712-742.
17. Reimann M., Feye W., Malter A., Ackerman J., Castaño R., Garg N., Kreuzbauer R., Labroo A.A., Lee A.Y., Morrin M., Nenkov G.Y., Nielsen J.H., Perez M.E., Pol G., Yoon C., Zhong C.B., & Rosa J.A. (2012). Embodiment in judgment and choice. *Journal of Neuroscience, Psychology, and Economics*. 5(2), 104-123.

### **Book Chapters**

18. Isen A.M. & Labroo A.A., (2003). Some ways in which positive affect facilitates decision making. *Emerging Perspectives on Decision Research*, ed. Schneider S.L., Shanteau, J.R., NY: Cambridge, 365-393.
19. Labroo A.A. (2012). The psychology of giving: Small interventions that make a difference. *Flux: What marketing managers need to navigate the new environment*. ed Soberman D., Soman D., 261-279.

### **Business Publications**

20. Case Study: How to Beat a Bigger Rival, *Financial Times*, Feb 7, 2012

## **CONFERENCE PUBLICATIONS & PRESENTATIONS**

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### **Eat Sweet, See Deceit**

- Annual Conference of the Association for Consumer Research (2011)\*
- Annual Conference of the Society for Consumer Psychology (2010)\*

### **Lethargic Mind**

- Annual Conference of the Association for Consumer Research (2011)\*

Hunger in the Belly, Chaos in the Mind, and the Genesis of Creativity

- Embodiment Preconference at the Association for Consumer Research Meeting (2010)

Spreading Activation Model and Embodiment

- Annual Conference of the Association for Consumer Research (2010)\*

From Firm Muscles to Firm Willpower

- Annual Conference of the Association for Consumer Research (2010)\*

Penny Wise Lb. Foolish

- Annual Conference of the Association for Consumer Research (2010)\*

Choice as Magic

- Annual Conference of the Association for Consumer Research (2010)\*

Getting to Know is Getting to Like

- Annual Conference of the Association for Consumer Research (2010)\*

The “Orientation-Matching” Hypothesis: Emotion Specificity in Affect Regulation

- Annual Conference of the Association for Consumer Research (2010)\*
- Annual Conference of the Society for Consumer Psychology, St Pete (2010)\*

Making your Heart Fonder or Mind Wander?: In Control and Wanting to Do More

- Annual Conference of the Society for Consumer Psychology, St Pete (2010)\*
- Annual Conference of the Association for Consumer Research, Pittsburgh (2009)\*

Goal Progress or Commitment: The Attribution of Mood

- Annual Conference of the Society for Consumer Psychology, St Pete (2010)\*

Is Price a Devil to be Disguised?: Positive Effects of Price Visibility

- Annual Conference of the Society for Consumer Psychology, St Pete (2010)\*

Value from Complicating Their Lives: Feeling Masterful from Pointless Effort

- Annual Conference of the Association for Consumer Research, Pittsburgh (2009)\*

When Process and When Outcome Focus Increases Goal Engagement

- Annual Conference of the Association for Consumer Research, Pittsburgh (2009)\*

“Passions of the Soul: On Happiness and Materialism”

- Annual Conference of the Society for Consumer Psychology, San Diego (2009)\*
- Annual Conference of the Association for Consumer Research, San Francisco (2008)\*

“The “Name-Ease” Effect and its Dual Impact on Importance Judgments”

- Annual Conference of the Society for Consumer Psychology, San Diego (2009)\*
- Annual Conference of the Association for Consumer Research, Pittsburgh (2009)\*

“The Mere Luxury Effect”

- Annual Conference of the Society for Consumer Psychology, San Diego (2009)\*
- Annual Conference of the Association for Consumer Research, San Francisco (2008)\*

“The Instrumentality Heuristic”

- Annual Conference of the Society for Consumer Psychology, San Diego (2009)\*
- Annual Conference of the Association for Consumer Research, San Francisco (2008)\*

- “Same Context, Opposite Effects: A Matter of Processing Style”
- Annual Conference of the Association for Consumer Research, San Francisco (2008)\*
- “Designed to Sell: Field Evidence Showing an Impact of Aesthetics on Real Choice”
- Annual Conference of the Association for Consumer Research, San Francisco (2008)\*
- “Noticing Change in Our World: The Role of Emotions in Stimulus Discrimination”
- Annual Conference of the Association for Consumer Research, Orlando (2007)\*
- “Lay Theories of Emotion Transience and the Search for Happiness”
- Annual Conference of the Association for Consumer Research, Orlando (2007)\*
- “Avoiding Threat or Seeking Nurturance? The “Orientation-Matching” Hypothesis”
- Annual Conference of the Society for Consumer Psychology, Las Vegas (2007). \*
- “Be Better or Be Merry? How Mood Influences the Pursuit of Accessible Goals”
- Annual Conference of the Association for Consumer Research, Orlando (2006)\*
  - Social Psychologists of Chicago (SPOC) Meeting (2007).
- “To Fight the Odds or Chase the Prize? How Regulatory Focus Affects Self-Control”
- Annual Conference of the Association for Consumer Research, Orlando (2006)\*
  - Annual Conference of the Society for Consumer Psychology, San Diego (2009)\*
- “Of Frowning Watches and Frog Wines: Semantic Priming and Perceptual Fluency”
- Annual Conference of the Association for Consumer Research, San Antonio (2005)\*
- “The Effect of Goal Compatibility on Processing Fluency”
- Annual Conference of the Association for Consumer Research, Portland (2004)\*
- “The Effect of Perceptual and Conceptual Fluency on Brand Evaluation”
- Annual Conference of the Society for Consumer Psychology, Toronto (2003)\*
  - Annual Conference of the Association for Consumer Research, Toronto (2003)\*
- “The Influence of Audio, Verbal, Visual Primes on Consumer Behavior”
- Cognitive Studies Annual Forum, Cornell (1999)
  - Annual Conference, Society for Consumer Psychology, New Orleans (2003)\*
- “Positive Affect and Multiple Encoding: Happy are not bound by Cognitive Structures”
- Annual Conference, Society for Consumer Psychology, New Orleans (2003)\*
- “Positive Affect Cues Fairness during Consumer Judgment”
- Annual Conference of the Society for Consumer Psychology, Scottsdale (2001)\*
  - Annual Conference of the Association for Consumer Research, Atlanta(2002)\*
- “Positive Affect, Being Strategic and Responding to Change”
- Annual Conference, Judgment and Decision Making, New Orleans, (2000)

## INVITED TALKS

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**2013** University of Pittsburgh, Koç University, Istanbul, AMA Doctoral Consortium Faculty Michigan, INSEAD (Singapore Campus Marketing Camp)

- 2012** Virginia Tech, University of Minnesota, Marketing Camp, University of Maryland, Chinese University Hong Kong, Tilburg University, University of Washington, Doctoral Consortium Faculty, ACR, Doctoral Consortium Faculty, Washington Seattle AMA, Doctoral Consortium Faculty, SCP, Conversations on Emotion, Invitational Session, SCP.
- 2011** Stanford University, University of Toronto, York, UCLA, University of Utah, University of Alberta, UIUC, University of Michigan, Psychology Department, University of Manitoba, SPSP Attitudes Preconference Invited Speaker, Association for Consumer Research Doctoral Consortium Faculty, St Louis, Society for Consumer Psychology Doctoral Consortium Faculty, Las Vegas
- 2010** Wharton Business School, University of Tulane, University of Toronto, Kellogg Business School, Wisconsin Madison, HKUST Marketing Camp, Tilburg Marketing Camp, Social Psychologists of Chicago Conference, Doctoral Consortium Faculty, SCP, Doctoral Consortium Faculty, ACR, Booth Alumni Association.
- 2009** Yale Business School (CCI invited speaker); NUS Singapore Society for Consumer Psychology Doctoral Consortium Career Panel, San Diego
- 2008** Chicago Business School Marketing Workshop; Columbia Business School
- 2007** Stanford Business School; Kellogg Business School; Social Psychologists of Chicago
- 2006** Kellogg Seminar Series, Northwestern University
- 2004** University of Chicago, Department of Psychology
- 2002** UC Berkeley; Harvard University; Northwestern University; MIT; Stanford University; University of British Columbia; University of Chicago; University of Toronto; University of Southern California; University of Western Ontario.

## **TEACHING EXPERIENCE**

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### **Rotman**

1. Executive Education: EMBA Marketing Strategy; Omnium Global Executive MBA Program (Latin America)
2. MBA: India Study Tour (2013)
3. PhD: Seminar in Consumer Behavior, Advanced Doctoral Seminar

### **Chicago Booth**

1. MBA  
Marketing Strategy (2004-2011)  
Integrated Brand Communication (2005-2011)
2. PhD  
Advanced Behavioral Seminar: Emotion, Metacognition, Wellbeing  
Readings Seminar I: Memory and Learning (with Günter Hitsch)  
Readings Seminar II: Dynamics in Choice (with JP Dube)

Affect and Emotion Proseminar  
Independent Readings Course (Sara Kim, 2009)  
Independent Readings Course (Soraya Lambotte, 2010)

## **Cornell**

1. Undergraduate/Masters  
Marketing Management (2003)

## **DOCTORAL STUDENT MENTORING**

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### **PhD Committees/ Service**

- 2006 D. Faro (LBS); J. Zhang (Miami)
- 2007 A. Gneezy (USD); Y. Zhang (UT Austin)
- 2009 M. Koo (SKKU Korea) [supervised her summer paper];  
Y. Zhang (NUS); J. Choi (KU Korea)
- 2011 S. Kim [supervised her summer paper; supervised her curriculum paper]
- 2012 K. Lee (U Washington St. Louis); Millie Elsen [External Member]

### **School-wide Service**

#### Booth

- Examining Committee Member, Behavioral Science/Management and Organizational Doctoral Degree Qualifying Exam (2006, 2009, 2011)
- Member Faculty Panel, Fall Admit Weekend (2005)
- Summer Business Scholars Program Research Presentation (Summer 2009)
- Kilts Center Steering Committee Research Presentation (2010)
- Booth Alumni Atlanta Chapter Faculty Representative and Speaker (2010)

#### University of Toronto

- Recruiting Committee, Scarborough (2012-13)
- Tenure and Promotion Committee Mazar (2012-13)
- PhD Committee, Rotman (2011-12, 2012-2013)
- Tenure and Promotion Committee Zhao, Rotman (2011-12)
- Research Evaluation Committee Cote, Rotman (2011-12)
- Teaching Evaluation Committee Goldfarb, Rotman (2011-12)
- Recruiting Committee, Rotman (2011-12)

### **Field-wide Initiatives Supporting Doctoral Research**

- Association for Consumer Research Doctoral Consortium Faculty (2011, 2012)
- Society for Consumer Psychology's Consortium Faculty (2009, 2010, 2011, 2012)
- AMA Doctoral Consortium Faculty (2012, 2013)

## **EDITORIAL SERVICE**

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### **Associate Editor**

Journal of Consumer Psychology (2012 – to date)  
Association for Consumer Research (2011) Conference Competitive Papers

### **Editorial Review Boards**

Frontier in Emotion Science (2012 – to date)  
Journal of Consumer Research (2009-to date)  
Journal of Marketing Research (2010-to date)  
Journal of Retailing (2011-to date)

### **Ad Hoc Reviewer (Journals/ Grants)**

Cognitive Science; Economic Journal; European Journal of Social Psychology  
International Journal of Hospitality Management; Journal of Consumer Psychology  
Journal of Consumer Research; Journal of Economic Psychology;  
Journal of Experimental Psychology: General; Journal of Marketing Research  
Journal of Personality & Social Psychology; Management & Information Systems  
Quarterly; Motivation & Emotion; Organization Behavior & Human Decision Processes;  
Psychological Science; Social Psychological & Personality Science  
Hong Kong Research Foundation; Israeli Science Foundation (ISF); National Science  
Foundation (NSF), Social Sciences & Humanities Research Council (SSHRC)

### **Ad Hoc Reviewer (Conferences/ Dissertation Competitions)**

AMA Howard-Sheth Dissertation Competition  
Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)

## **CONFERENCES**

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### **Organizer/ Co-chair**

Association for Consumer Research Annual Conference (2013)  
American Marketing Association Winter Conference, Consumer Behavior Track (2012)  
ACR Preconference on Embodiment, 2010

### **Conference Program Committees**

Association for Consumer Research Annual Conference: 2006-7, 2007-8, 2010-11  
Society for Consumer Psychology: 2008-9; 2009-10; 2010-11; 2011-12, 2012-13  
Association for Consumer Research Competitive Paper AE: 2010-11, 2011-12

## **PROFESSIONAL EMPLOYMENT**

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Business Development Manager, British Council, New Delhi, India  
Account Manager, J. Walter Thompson, New Delhi, India  
Management Trainee, Lintas India Ltd., Mumbai, India



## SELECT MEDIA MENTIONS

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### 1. From: Wanting the Best and Inferring Value from Pointless Effort

- Daily Mail. Feb 23, 2012. The Thrill Really IS in the Chase.  
[www.dailymail.co.uk/sciencetech/article-2104806/The-thrill-realli-IS-chase-Scientists-reveal-jourey-goal-exciting-outcome.html](http://www.dailymail.co.uk/sciencetech/article-2104806/The-thrill-realli-IS-chase-Scientists-reveal-jourey-goal-exciting-outcome.html)
- New York Times Sunday Ed. Sept 10, 2011. Wanting the Hard to Get Simply Because It Is. [www.nytimes.com/2011/09/11/us/11cncwarren.html](http://www.nytimes.com/2011/09/11/us/11cncwarren.html)
- TIME. Aug 12, 2011. Why Being Hard to Get Attracts Consumers (and Men).  
[www.Healthland.time.com/2011/08/12/why-being-hard-to-get-attracts-consumers-and-men](http://www.Healthland.time.com/2011/08/12/why-being-hard-to-get-attracts-consumers-and-men)
- Financial Times. Aug 19, 2011. Something for the weekend.  
[www.ft.com/intl/cms/s/2/89b2f13c-ca52-11e0-a0dc-00144feabcd0.html#axzz1nSDWkiKR](http://www.ft.com/intl/cms/s/2/89b2f13c-ca52-11e0-a0dc-00144feabcd0.html#axzz1nSDWkiKR)

Also featured in: Globe & Mail, Vancouver Sun, Today Online, Huffington Post, The Atlantic Wire, Times of India, UPI.com, and BioScholarNews.

### 2. From: Firm Muscles to Firm Willpower.

- Scientific American. Oct 20, 2010. Clenched Muscles Assist Self Control.  
[www.scientificamerican.com/podcast/episode.cfm?id=clenched-muscles-assist-self-contro-10-10-20](http://www.scientificamerican.com/podcast/episode.cfm?id=clenched-muscles-assist-self-contro-10-10-20)
- Business Week. Oct 21, 2010. Clenching Muscles May Boost Willpower.  
[www.businessweek.com/lifestyle/content/healthday/con644629.html](http://www.businessweek.com/lifestyle/content/healthday/con644629.html)

Also featured in: Discovery News, Readers Digest, MSN, USA Today, Telegraph, Financial Times, Examiner, Tribune, LA Times, Women's Health, Men's Health, Fitness Magazine, Boston Globe, US News, Hindustan Times, Health.com, MedGuru, Daily Mail UK, National Post Canada, Indian Express, Science Daily, EurekaAlert, Psychology Today.

### 3. From: The Orientation-Matching Hypothesis: An Emotion-Specificity Approach to Affect Regulation

Featured in: Financial Times, Leadership Magazine

### 4. From: The “Name-Ease” Effect and its Dual Impact on Importance Judgments

- Miller Mc-Cune. January 11, 2010. Name That Finding, Devalue Those Results.  
<https://www.miller-mccune.com/culture-society/name-that-finding-devalue-those-results-6225/>
- Pacific Standard. January 11, 2012. Name That Finding, Devalue Those Results.  
<http://www.psmag.com/culture-society/name-that-finding-devalue-those-results-6225/>
- Psychology Today. August 25, 2010. A Piece of Cake Heuristic.  
<http://www.psychologytoday.com/blog/second-thought/201008/the-piece-cake-heuristic>

**5. From: Lay Theories of Emotion Transience and the Search for Happiness: A Fresh Perspective on Affect Regulation**

Featured in: Times of India, Indian Express, Hindustan Times

**6. From: The “Instrumentality” Heuristic: Why Metacognitive Difficulty is Desirable during Goal Pursuit**

Featured in: Psychology Today

**7. From: Psychological Distancing: Why a Positive Mood Helps See the Big Picture**

ABCNews. November 19, 2008. Can You Smile Your Way to Success.  
<http://abcnews.go.com/Technology/DyeHard/story?id=6285001&page=1>

**8. From: Of Frog Wines and Frowning Watches**

Forbes. November 10, 2009. Building a Better Brand: How Feelings Shape Product Evaluation  
<http://forbesindia.com/printcontent/5322>

Pacific Standard. March 21, 2008. Message on a Bottle.  
<http://www.psmag.com/blogs/news-blog/message-on-a-bottle-4684/>

Also featured in: Economist Intelligence Unit, Miller McCune, IT World Canada

**9. From: Half the Thrill is in the Chase**

Psychology Today. February 15, 2012. Willpower for Making Smarter, Healthier Choices.  
<http://www.psychologytoday.com/blog/the-science-willpower/201202/try-willpower-experiment-making-smarter-healthier-choices>