ANGELA Y. LEE

Kellogg School of Management (847) 467-5334 (Office)

Northwestern University (847) 491-2498 (Fax)

Evanston, IL 60208 [aylee@kellogg.northwestern.edu](mailto:aylee@kellogg.northwestern.edu)

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**ACADEMIC POSITIONS**

Mechthild Esser Nemmers Professor of Marketing, Kellogg School (2007-present)

PepsiCo Professor of International Marketing, Kellogg School (2006-2007)

Associate Professor of Marketing, Kellogg School (2001-2006)

Assistant Professor of Marketing, Kellogg School (1995-2001)

**VISITING ACADEMIC POSITIONS**

Visiting Professor of Marketing, National University of Singapore (February 2010, July 2012)

Shidler Visitor, University of Hawaii at Manoa (April 2012)

Visiting Professor of Marketing, Hong Kong University of Science and Technology (Fall 2008)

Visiting Associate Professor of Marketing, Cornell University (2000-2001)

**EDUCATION**

Ph.D. University of Toronto (Marketing)

M.Phil. University of Hong Kong (Economics)

B.B.A. University of Hawaii (Marketing & Travel Industry Management)

### HONORS, AWARDS AND GRANTS

* Fellow, Society of Experimental Social Psychology (2009)
* Mechthild Esser Nemmers Professorship (2007 to present)
* PepsiCo Research Chair in International Marketing (2006-2007)
* Winner of the Stanley Reiter Award (2006)
* Invited Speaker, Midwestern Psychological Association Meeting (2001, 2005)
* Consortium Faculty, AMA Sheth Foundation Doctoral Consortium (2003, 2004, 2008, 2010, 2012, 2013)
* MSI Young Scholar (2001)
* Winner of the Otto Klineberg Award (2000)
* McManus Research Chair (1996, 1998)
* Kraft Research Chair (1997)
* AMA Doctoral Consortium Fellow (1994)

**RESEARCH INTERESTS**

* Conscious and nonconscious influences of memory on judgment and choice
* Goal, motivation and self regulation
* Cross-cultural psychology
* Affect, emotion and metacognition

**ARTICLES**

1. Spassova, Gerri and Angela Y. Lee (2013), “Looking into the Future: A Fit between Self-Construal and Temporal Distance,” *Journal of Consumer Research,* 40(1), 159-171*.*
2. Sun, Jin, Hean Tak Keh and Angela Y. Lee (2012), “The Effect of Attribute Alignability on Service Evaluation: The Moderating Role of Uncertainty,” *Journal of Consumer Research¸*38(4), 831-847*.*
3. Nam, Myungwoo, Jing Wang and Angela Y. Lee (2012), “The difference between Differences: How Expertise Affects Diagnosticity of Attribute Alignability,” *Journal of Consumer Research,* 38(4), 736-750*.*
4. Lisjak, Monika, Angela Y. Lee and Wendi Gardner (2012), “Brands as Extended Self: When a Threat to the Brand is a Threat to the Self,” *Personality and Social Psychology Bulletin,* 38(9), 1120-1132*.*
5. Lisjak, Monika, Daniel Molden and Angela Y. Lee (2012), “Primed Interference: The Cognitive and Behavioral Costs of an Incongruity between Chronic and Primed Motivational Orientations,” *Journal of Personality and Social Psychology*, 102 (5), 889-909*.*
6. Martin, Reimann, Wilko Feye, Alan J. Malter, Josh Ackerman, Raquel Castaño, Nitika Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Maria Perez, Gratiana Pol, José Antonio Rosa, Carolyn Yoon, Chen-Bo Zhong (2012), “Embodiment in Judgment and Choice,” *Journal of Neuroscience, Psychology, and Economics*, 5 (2), 104-123*.*
7. Lee, Sujin, Angela Y. Lee and Mary Kern (2011), “The Role of Temporal Construal in the Motivation of the Selves,” *European Journal of Social Psychology,* 41, 191-200.
8. Hong, Jiewen and Angela Y. Lee (2010), “Feeling Mixed but Not Torn: The Moderating Role of Construal Level in Mixed Emotions Appeals,” *Journal of Consumer Research,* 37(3), 456-472.
9. Lee, Angela Y., Punam Keller and Brian Sternthal (2010), “Value from Regulatory Construal Fit,” *Journal of Consumer Research,* 36 (5), 735-747.
10. Lee, Angela Y. (2009), “Engaging the Consumer: The Opposing Forces of Regulatory Nonfit versus Fit,” *Journal of Consumer Psychology,* 19, 134-136*.*
11. Kim, Hakkyun, Akshay Rao and Angela Y. Lee (2009), “It’s Time to Vote: Fit Between Construal Level and Temporal Distance on Political Persuasion,” *Journal of Consumer Research,* 35(6)*,* 877-889*.*
12. Hong, Jiewen and Angela Y. Lee (2008), “Be Fit and Be Strong: Mastering Self-Regulation with Regulatory Fit,” *Journal of Consumer Research,* 34, 682-695*.*
13. Labroo, Aparna and Angela Y. Lee (2006), “Between Two Brands: A Goal Fluency Account of Brand Evaluation,” *Journal of Marketing Research,* 18, 374-385*.*
14. Aaker, Jennifer L. and Angela Y. Lee (2006), “Understanding Regulatory Fit,” *Journal of Marketing Research,* 43(1), 15-19.
15. Wang, Jing and Angela Y. Lee (2006), “The Role of Regulatory Focus in Preference Construction,” *Journal of Marketing Research,* 43(1), 28-38*.*
16. Van Osselaer, Stijn M. J., Suresh Ramanathan, Margaret C. Campbell, Joel B. Cohen, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo, and Nader T. Tavassoli (2005), “Choice Based on Goals,” *Marketing Letters,* 16, 335-346*.*
17. Lee, Angela Y. (2004), “The Prevalence of Meta-Cognitive Routes to Judgment,” *Journal of Consumer Psychology,* 14(4), 349-355.
18. Lee, Angela Y. and Aparna Labroo (2004), “Effects of Conceptual and Perceptual Fluency on Affective Judgment,” *Journal of Marketing Research,* 41(2), 151-165*.*
19. Lee, Angela Y. and Jennifer L. Aaker (2004), “Bringing the Frame into Focus: The Influence of Regulatory Fit on Processing Fluency and Persuasion,” *Journal of Personality and Social Psychology,* 86(2), 205-218*.* \* *Winner of the 2006 Stanley Reiter Award for best paper*
20. Lee, Angela Y. (2002), “Effects of Implicit Memory on Memory-Based versus Stimulus-Based Brand Choice,” *Journal of Marketing Research,* 39(4), 440-454.
21. Lee, Angela Y. (2001), “The Mere Exposure Effect: An Uncertainty Reduction Explanation Revisited,” *Personality and Social Psychology Bulletin,* 27(10), 1255-1266.
22. Aaker, Jennifer L. and Angela Y. Lee (2001), “I Seek Pleasures and We Avoid Pains: The Role of Self Regulatory Goals in Information Processing and Persuasion,” *Journal of Consumer Research*, 28 (June), 33-49.
23. Lee, Angela Y., Jennifer L. Aaker, and Wendi L. Gardner (2000), “The Pleasures and Pains of Distinct Self-Construals: The Role of Interdependence in Regulatory Focus,” *Journal of Personality and Social Psychology*, 78(6), 1122-1134.
24. Gardner, Wendi L., Shira Gabriel, and Angela Y. Lee (1999), “’I’ value Freedom, but ‘We’ Value Relationships: Self-construal Priming Mirrors Cultural Differences in Judgment,” *Psychological Science,* 10(4), 321-326.   
    \* *Winner of the 2002 Otto Klineberg Award for best paper on international and intercultural relations.*
25. Lee, Angela Y. and Brian Sternthal (1999), “Effects of Positive Mood on Memory,” *Journal of Consumer Research*, 26 (September), 115-127.
26. Monroe, Kent B. and Angela Y. Lee (1999), “Remembering vs. Knowing: Issues in Buyers’ Processing of Price Information,” *Journal of the Academy of Marketing Science,* 27 (Spring), 207-225.
27. Sherman, Jeffrey W., Angela Y. Lee, Gayle R. Bessenoff, and Leigh A. Frost (1998), “Stereotype Efficiency Reconsidered: Encoding Flexibility under Cognitive Load,” *Journal of Personality and Social Psychology*, 75(3), 589-606.
28. Lee, Angela Y. (1994), “The Mere Exposure Effect: Is It A Mere Case of Misattribution?” in *Advances in Consumer Research.* ed. Chris T. Allen and Deborah Roedder-John, Provo, UT: Association of Consumer Research, 21, 270-275.

**BOOKS AND CHAPTERS**

1. Lee, Angela Y. and Tonya Williams Bradford (forthcoming), “The Effects of Cultural Fit on Consumer Decision Making,” *Handbook on Culture and Consumer Behavior.* ed. Sharon Ng and Angela Y. Lee, Oxford University Press.
2. Lee, Angela Y. (2010), “Goal Driven Market Research: The Answer to a Shrinking Budget,” in *Kellogg on Marketing.* ed. Alice M Tybout and Bobby Calder, Wiley, pp.361-372.
3. Lee, Angela Y. and Gün R. Semin (2009), “Culture through the Lens of Self-Regulatory Orientations,” in *Understanding Culture: Theory, Research and Application.* ed. Robert Wyer, Ying-yi Hong, and C.Y. Chiu, New York: Psychology Press.
4. Lee, Angela Y. and E. Tory Higgins (2009), “The Persuasive Power of Regulatory Fit,” in *The Social Psychology of Consumer Behavior.* ed. Michaela Wänke, New York: Psychology Press, pp.319-333.
5. Shavitt, Sharon, Angela Y. Lee, and Carlos J. Torelli (2009), “Cross-Cultural Issues in Consumer Behavior,” in *The Social Psychology of Consumer Behavior.* ed. Michaela Wänke, New York: Psychology Press, pp.228-250.
6. Lee, Angela Y. (2008), “Rethinking Message Strategies: The Difference between Thin and Thick Slicing,” in *Kellogg on Advertising and Media*, ed. Bob Calder, Hoboken, NJ: Wiley & Sons, pp.139-158.
7. Lee, Angela Y. and Dilip Soman (Eds.) (2008), *Advances in Consumer Research,* Duluth, MN: Association of Consumer Research.
8. Shavitt, Sharon, Angela Y. Lee, and Timothy Johnson (2008), “Cross-Cultural Consumer Psychology,” in *Handbook of Consumer Psychology.* ed. C. Haugtvedt, P. Herr, and F. Kardes, Mahwah, NJ: Erlbaum, pp.1103-1132.
9. Molden, Daniel, Angela Y. Lee, and Tory E. Higgins (2008), “Motivations for Promotion and Preventions,” in *Handbook of Motivational Science.* ed. James Shah and Wendi Gardner, New York: Guildford Publications, pp.169-187.
10. Sternthal, Brian and Angela Y. Lee (2005), “Building Brands through Effective Advertising,” in *Kellogg on Branding.* ed. Alice M Tybout and Tim Caulkins, Wiley & Sons, pp.129-149.
11. Lee, Angela Y. (2004), “China Coping with SARS,” in *Kellogg on China: Strategies for Success.* ed. Anuradha Dayal-Gulati and Angela Y. Lee, Evanston, IL: Northwestern University Press, pp.227-236.
12. Dayal-Gulati, Anuradha and Angela Y. Lee (Eds.) (2004). *Kellogg on China: Strategies for Success.* Evanston IL: Northwestern University Press.
13. Lee, Angela Y. and Brian Sternthal (1998), “Putting Copy-Testers to the Test,” *Mastering Marketing,* Financial Times.

**WORKING PAPERS**

1. Koo, Minjung, Aparna Labroo and Angela Y. Lee, “The Role of Goal Vigilance in Self-Control: The Winning Strategy of Prevention Orientation,” under review at *Journal of Marketing Research*
2. Levontin, Liat, Danit Ein-Gar and Angela Y. Lee, “Emptying Pockets Triggers Resource Conservation and Replenishment,” under review at *Psychological Science*
3. Bradford, Tonya Williams and Angela Y. Lee, “Happiness and Empathy: The Role of Self-Construal in Charitable Gifting,” under revision for resubmission to *Journal of Personality & Social Psychology.*
4. Lisjak, Monika and Angela Y. Lee, “Saying “No” to Unprotected Sex and “Yes” to Condoms: Depletion Heightens Vigilance,” under revision for resubmission to *Journal of Consumer Research.*
5. Harding, Lora, Monika Lisjak and Angela Y. Lee, “The Persuasive Power of Regulatory Nonfit,” under revision for resubmission to *Journal of Consumer Research.*
6. Hong, Jiewen and Angela Y. Lee, “The Effect of Mixed Emotions on Variety Seeking” under revision for resubmission to *Journal of Consumer Research.*
7. Rucker, Derek, Angela Y. Lee and Pablo Brinol, “Learning More Yet Knowing Less: The Effects of Information Acquisition on Subjective Knowledge and Information Processing,” under revision for resubmission to *Journal of Consumer Research*

**RESEARCH IN PROGRESS**

“Embodiment and Perspective Taking,” (with Dongwon Min) *Manuscript in preparation*

“Regulatory versus Hedonic Goals: Understanding the Nature of the Goal Fluency Effect on Judgment” (with Aparna Labroo) *Manuscript in preparation*

“The Effect of Bilateral Affective Priming on Judgment” (with Jiewen Hong) *Manuscript in preparation*

“From Feeling Right to Doing the Right Thing: The Effect of Regulatory Fit on Morality” (with Jung Kim) *Manuscript in preparation*

“Colors and Happiness” (with Hal Ersner-Hershfield)

“Shaping Consumer Choice Using Alignable Attributes: The Moderating Role of Regulatory Orientation” (with Jin Sun & Hean Tat Keh)

**CONFERENCE PROCEEDINGS**

Labroo, Aparna A. and Angela Y. Lee (2005), “The Role of Goal-Related Associations in Judgment and Behavior,” *Advances in Consumer Research,* 32.

Angela Y. Lee (2003), “The Influence of Self-Regulatory Goal on Information Processing, Affective Responses and Counterfactual thinking,” *Advances in Consumer Research*, 31, 82-84.

Angela Y. Lee (2002), “Approach and Avoidance: The Role of Risk and Framing in Persuasion,” *Advances in Consumer Research,* 29, 309-310.

Aaker, Jennifer L. and Angela Y. Lee (2001), “What is Your Goal? The Impact of Goals on Counterfactual Thinking, Attitude Formation, and Predictions of the Future,” *Advances in Consumer Research,* 28, 276-277.

**INVITED TALKS**

**2013** University of Maryland

Chinese University of Hong Kong, Hong Kong

International Forum of Marketing Science & Applications, Nanjing, China

**2012** Nanyang Technology University, Singapore

University of Toronto

AMA-Sheth Doctoral Consortium

UCLA

Behavioral Research Forum, Israel

University of Hawaii, Manoa

University of Queensland, Brisbane, Australia

Ohio State University

University of Houston

**2011** International Forum of Marketing Science & Applications, Hangzhou, China

Chinese University of Hong Kong, Hong Kong

**2010** Cornell University

University of Toronto, Toronto, Canada

AMA-Sheth Doctoral Consortium

Virginia Tech

Kellogg Impact Series (Hong Kong)

University of Arizona

National University of Singapore, Singapore

**2009** SocialPsychology Department, Northwestern University

ACR Doctoral Symposium, Pittsburgh, PA

Koc University, Istanbul, Turkey

Kellogg Marketing Research Camp

Marketing Scholar Forum, Hong Kong

Yale Center for Customer Insight, Yale University

Southern Methodist University

University of Notre Dame

University of Alberta, Canada

**2008** Baptist University, Hong Kong

Purdue University

Marketing Scholar Forum, Beijing, PRC

AMA-Sheth Doctoral Consortium

University of British Columbia, Vancouver, Canada

University of Hawaii, Manoa

University of California, Berkeley

University of Pennsylvania

University of Minnesota

**2007** Erasmus University, Rotterdam, Netherlands

ACR Doctoral Symposium, Memphis TN

Marketing Scholar Forum, Shanghai, PRC

Yale University Marketing Camp

University of Korea

University of Michigan

Tulane University

**2006** International Conference on Cultural Influences on Behavior, Hong Kong

Chinese University of Hong Kong

Columbia University

Stanford University

Tilburg University, Netherlands

University of Toronto, Canada

Marketing Science Institute Young Scholars Reunion Meeting

Society of Personality and Social Psychology Pre-Conference on Attitudes Research

**2005** University of Iowa Marketing Camp

Midwest Psychological Association Annual Meeting

Social Psychologists of Chicago Annual Meeting

SCP Advertising & Consumer Psychology Conference

**2004** ACR Doctoral Symposium

AMA-Sheth Doctoral Consortium

University of Chicago

Hong Kong University of Science and Technology

Quaker Asian American Association

Sheth Foundation/Sudman Symposium on Cross-Cultural Survey Research

Northwestern University, Cognitive Psychology Seminar

**2003** ACR Doctoral Symposium

AMA-Sheth Doctoral Consortium

University of Chicago, Social Psychology Seminar

Northwestern University, Social Psychology Seminar

University of Washington

**2002** Cornell University

University of Illinois, Champagne-Urbana

Kellogg Research Speaker Series

New York University Marketing Camp

Rice University

University of Toronto

Zell Center for the Study of Risk Perceptions Speaker Series, Kellogg School

**2001** Midwestern Psychological Association Annual Meeting

Marketing Science Institute Young Scholars Conference

University of Pennsylvania

Organizational Behavior Colloquium, Kellogg School

Northwestern University, Cognitive Psychology Seminar

Northwestern University, Social Psychology Seminar

**1995 - 2000**

University of Chicago

University of Colorado, Boulder

Cornell University

University of Illinois Urbana-Champaign Marketing Camp

Hong Kong University of Science and Technology

Jiotung University, Shanghai, China

Ohio State University Marketing Camp

Northwestern University, Psychology Department

University of Pennsylvania

University of Pittsburgh

Stanford University

**CONFERENCE PRESENTATIONS**

“Embodied Cognition and Perspective Taking,” ACR Preconference on Embodied Cognition, Jacksonville FL (2010) \**Invited Talk*

“Choosing with Crying Smiles and Laughing Tears: Dual Effects of Mixed Emotions on Variety Seeking,” ACR Annual Conference, Jacksonville FL (2010)

“Effects of Bilateral Affective Priming on Judgment,” Society of Personality & Social Psychology Annual Conference, Albuquerque NM (2008)

“Effects of Bilateral Affective Priming on Judgment,” ACR Annual Conference, Memphis TN (2007)

“The Persuasive Power of Regulatory Fit,” Attitude Pre-Conference, Society of Personality & Social Psychology Annual Conference, Palm Spring CA (2006) \**Invited Talk*

“The Prevalence of Meta-Cognitive Routes to Judgment,” Midwest Psychological Association Annual Meeting, Chicago IL (2005) *\*Invited Talk*

“Happiness from Transaction vs. Relationship Wealth,” Advertising and Consumer Psychology Conference, Washington DC (2005) *\*Invited Talk*

“The Joy of Being a Good Citizen,” ACR Annual Conference, Portland OR (2004)

“Roots of the Interdependent Self: Family Size & Self-Definition in a Changing China,” Sheth Foundation/Sudman Symposium on Cross-Cultural Survey Research, Champaign-Urbana IL (2004) *\*Invited Talk*

“Are Happy People Mindless or Mindful Processors of Information?” ACR Annual Conference, Toronto, Canada (2003)

“The Effect of Conceptual and Perceptual Fluency on Brand Evaluation,” ACR Annual Conference, Toronto, Canada (2003)

“The Role of Regulatory Fit and Processing Fluency in Message Framing Effects,” Society of Consumer Psychology Winter Conference, New Orleans LA (2003)

“Stability vs. Change: The Effects of Regulatory Focus Compatibility Non Strategy Substitution,” Society of Consumer Psychology Winter Conference, New Orleans LA (2003)

“Approach vs. Avoidance: The Role of Regulatory Fit and Processing Fluency in Message Framing Effects,” Midwest Marketing Camp, Champagne-Urbana IL (2002)

“Approach and Avoidance: The Role of Risk and Framing in Persuasion,” ACR Annual Conference, Austin TX (2001)

“The Mere Exposure Effect: An Uncertainty Reduction Explanation Revisited,” Midwestern Psychological Association Annual Meeting, Chicago IL (2001) *\*Invited Talk*

“Pleasures and Pains of Distinct Self-Construals,” Marketing Science Institute Young Scholars Conference, Park City UT (2001) \**Invited Talk*

“Looking at Different Differences: Moderating Effects of Repetition on Judgment and Choice,” Society for Consumer Psychology Winter Conference, San Antonio TX (2000)

“Effects of Exposure on Memory-based vs. Stimulus-based Choice,” Society for Consumer Psychology Winter Conference, St. Petersburg, FL (1999)

“Looking at Different Differences: The Processing of Alignable vs. Nonalignable Features,” Marketing Science Conference, Los Angeles CA (1999)

“The Effects of Repetition on the Truth Effect for Different Types of Product Attributes,” ACR Annual Conference, Montreal, Canada (1998)

“The Effects of Mood and Arousal on Consumer Decision Making,” Asia Pacific ACR Conference, Hong Kong (1998)

“Remembering vs. Knowing: Implications for Processing Price Information,” Asian Pacific ACR Conference, Hong Kong (1998)

“The Effects of Positive Mood on Explicit vs. Implicit Memory,” ACR Annual Conference, Boston MA (1994)

“The Mere Exposure Effect: Is It a Mere Case of Misattribution?” ACR Annual Conference, Nashville, TN (1993)

“Different Types of Memory Accessibility,” American Psychological Association 101st Convention, Toronto, Canada (1993)

**TEACHING EXPERIENCE**

Research Methods in Marketing (Kellogg MBA)

Marketing Management (Kellogg MBA, Cornell MBA)

Consumer Behavior (Kellogg PhD, Cornell PhD)

Global Initiatives in Management – China, South Africa, Japan (Kellogg MBA)

Experimental Research in Consumer Behavior (University of Lausanne, Switzerland PhD)

Customer Insights Tools (Keio University, Japan MBA)

**NORTHWESTERN UNIVERSITY/KELLOGG SCHOOL SERVICE**

**Junior Faculty Mentoring**

Blakely McShane

Kelly Goldsmith

Michal Mairaman

Yi Qian

Peter Bouman

**PhD Advising**

Jung Kim (Chair)

Monika Lisjak (Chair, 2012)

Monika Bauer (Psychology Department, 2010)

Gale Lucas (Psychology Department, 2010)

Ashlee Humphreys (2008)

Jiewen Hong (Chair, 2008)

Jenny Sun (Peking University, 2008)

Kristy Dean (Psychology Department, 2006)

Jing Wang (Co-Chair, 2005)

Myung-Woo Nam (2004)

Ginger Pennington (Psychology Department, 2002)

Georgios Bakamitsos (2000)

Alexander Bezjian-Avery (1996)

**External Examiner**

University of Cape Town, South Africa 2003

University of Toronto, Canada 2005

**Committee**

Stanley Reiter Best Paper Award Committee (2013)

Kellogg School Diversity & Inclusion Steering Committee (2013)

Kellogg School Governance Conference Steering Committee (2011, 2012, 2013)

Northwestern University Institutional Review Board (2003-present)

Kellogg Behavioral Research Lab Committee (2005-present)

Northwestern University Technology Transfer Program Review Subcommittee (2005-6) Kellogg Leadership Taskforce (2004-2006)

Kellogg Student Affairs and Activities Committee (2002-2005)

Kellogg **Instructional Computing Committee(2003-2005)**

Kellogg Program Review Committee - Diversity of Faculty and Students (2004)

Kellogg Personnel Committee, Observer (1995-96)

Psychology Department Faculty Recruiting Committee (2001, 2004, 2005)

Cross-School Initiative in Culture, Language & Cognition, Steering Committee (2001-02)

**Service**

Faculty Advisor, China Business Conference (2012)

Fellow, Shepard Residential College, Northwester University (2005 – 2011)

Speaker, Kellogg Impact Series – Hong Kong (2010)

Kellogg Centennial Conference – Shanghai, Co-chair (2009)

Marketing Department Subject Pool Coordinator (2001-2008)

Guest lecturer in GIM – China, Japan (2000 - present)

China Business Conference Panel Moderator (2009)

Faculty Speaker, Marketing Conference MBA-Update (2008)

Panel Moderator, Women Business Association Conference (2008)

Marketing Faculty Recruiting Coordinator(1996, 2001, 2005, 2007)

Panel Moderator, Marketing Conference (2004, 2005, 2006, 2007)

Marketing Research Advisor, *Kellogg on Management* (2005-2006)

Keynote speaker, Twin Cities Kellogg Club (2005)

Guest lecturer in ENTR 901A: Understanding and Managing Risk (2005, 2006)

PhD Orientation Presenter (1998, 2001, 2004)

Zell Center for Risk Research Conference Executive Committee (2004): *Trust in Retailing*

Zell Center for Risk Research Conference Chair (2002): *The Risk of Misunderstanding Generation Y: The Need for New Marketing Strategies*

Panel Moderator, Committee of 200 (2002)

Faculty Presenter, CIM Week(2002)

Presenter, Kellogg Research Speaker Series (2002)

**SERVICE TO PROFESSIONAL ASSOCIATIONS**

**Service**

ACR, President (2013)

AMA Governance Committee, Member (2011-present)

ACR Embodied Cognition Preconference (2010), Co-Chair

ACR Annual Conference (2007), Co-Chair

SCP Young Contributor Award Selection Committee (2010), Chair

SCP Advertising & Consumer Psychology Conference (2005), Co-Chair

ACR Program Policy Committee, Member(2000, 2002, 2004, 2006, 2008)

**Editorial Board**

*Journal of Consumer Research,* 2007 – present (Associate Editor 2008-2010)

*Journal of Marketing Research*, 2003 – present

*Journal of Consumer Psychology,* 2002-2010, 2012 – present

**Ad Hoc Reviewer**

*National Science Foundation, Journal of Consumer Psychology, Journal of Marketing, Journal of Personality & Social Psychology, Personality & Social Psychology Bulletin, Organizational Behavior & Human Decision Process, MSI Doctoral Dissertation Proposal Competition, European Journal of Social Psychology, Journal of Experimental Social Psychology, Psychology & Marketing, International Journal of Research in Marketing, Journal of Applied Psychology, Journal of Economic Psychology*