

AMERICUS REED, II

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I. EDUCATIONAL BACKGROUND**A. Degrees**

Ph.D., 2000	<i>University of Florida, Warrington College of Business—Marketing Department</i>
M.S., 1995	<i>Georgia State University</i>
M.S., 1994	<i>Marketing Department (Research Methods) Management Department (Organizational Behavior)</i>
B.B.A., 1992	<i>Georgia State University</i>

II. TEACHING ACCOMPLISHMENTS**A. Teaching positions held**

2008 – Present	<i>The Whitney M. Young, Jr. Chair</i>
2007 – Present	<i>Associate Professor of Marketing (with Tenure)</i>
2004 – 2006	<i>Arthur Anderson Term Assistant Professor of Marketing</i>
2000 – 2004	<i>Assistant Professor of Marketing University of Pennsylvania, Wharton School of Business</i>

Other Positions

2003 – Present	<i>Partner and Co-Founder Persona Partners</i>
1994 – 1995	<i>Assistant Director Center for Business & Industrial Marketing, Georgia State University</i>
1993 – 1994	<i>Marketing Analyst: United Parcel Service</i>
1990 – 1995	<i>Chief Marketing Officer Reed Communications, Inc.</i>
1990 – 1993	<i>Strategic Coordinator: National Telephone Company</i>

B. Teaching Interests

Customer Analysis, Consumer Behavior, Marketing Research, Marketing Management, Principles of Marketing, Organizational Behavior, Social Psychology.

C. Courses Taught

Undergraduate marketing research (University of Florida)
Undergraduate consumer behavior (Wharton)
MBA Customer Analysis (Wharton)
*MBA Core Marketing Strategy (Wharton) ***Course Head**
Global Consulting Practicum (Wharton)
Ph.D. Seminar on consumer behavior (Wharton)
Executive Education (Wharton)
NFL Entrepreneurial Business Education Program
Leading the Effective Sales Force (LESF)

III. PUBLICATIONS AND RESEARCH

Research Interests: Effects of social identity on consumer decisions; Consumer attitude generation and recruitment; Impact of social influence mechanisms on brand preference; Impression management and self-presentational behavior; Social identity and group dynamics: inter-group and intra-group conflict processes

A. Publications

1. Articles published in refereed journals

1. Bhattacharjee, Amit, Jonathan Z. Berman, and Americus Reed, II (forthcoming) "Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish," *Journal of Consumer Research*.
2. Reed II, Americus, Mark Forehand, Stefano Puntoni and Luk Warlop, (forthcoming) "Identity-Based Consumer Behavior", *International Journal of Research in Marketing*.
3. Finnel, Stephanie, Americus Reed II, and Karl Aquino (2011) "Promoting Multiple Policies to the Public: The Difficulties of Simultaneously Promoting War and Foreign Humanitarian Aid," *Journal of Public Policy and Marketing*, 30(2), 246-263.
4. Lodish, Len and Americus Reed II, (2011) "When is Less More and How Much More? Thoughts on the Psychological and Economic Implications of Online Targeting and Obtrusiveness," Invited Discussant Paper, *Marketing Science*, 30(3), 405-408.
5. Forehand, Mark R., Andrew Perkins and Americus Reed II (2011), "When are automatic social comparisons not automatic? The effect of cognitive systems on user imagery-based self-concept activation." *Journal of Consumer Psychology*, 21(1), 88-100.
6. Hardy, Sam, Amit Bhattacharjee, Americus Reed, II and Karl Aquino (2010) "Moral Identity and Psychological Distance: The Case of Adolescent Parental Socialization," *Journal of Adolescence*, 33, 111-123.
7. Aquino, Karl, Dan Freeman, Americus Reed II, Vivien Lim and Will Felps (2009) "Testing a Social-Cognitive Model of Moral Behavior: The Interactive Influence of Situations and Moral Identity Centrality" Forthcoming, *Journal of Personality and Social Psychology*, 97(1), 123-144.
8. Verona, Edelyn, Naomi Sadeh, Steve Case, Americus Reed II and Amit Bhattacharjee (2008) "Self-Reported Use of Different Forms of Aggression in Late Adolescence and Emerging Adulthood" *Assessment*, 15 (4), 493-510.
9. Shang, Jen, Americus Reed, II and Rachel Croson (2008), "Identity Congruency Effects on Donations," *Journal of Marketing Research*, 45(3), 351-361.
10. Bolton, Lisa E., Americus Reed II, Kevin Volpp and Katrina Armstrong (2008) "How Does Drug And Supplement Marketing Affect A Healthy Lifestyle?" *Journal of Consumer Research* 34(5), 713-726.
11. Aquino, Karl, Americus Reed II, Stefan Thau, and Dan Freeman (2007) "A Grotesque and Dark Beauty: How Moral Identity and Mechanisms of Moral Disengagement Influence Cognitive and Emotional Reactions to War," *Journal of Experimental Social Psychology* 43, 385-392.
12. Reed II, Americus, Karl Aquino, and Eric Levy (2007) "Moral Identity and Judgments of Charitable Behaviors." *Journal of Marketing* 71(1), 178-193.
13. Verona, Edelyn, Americus Reed II, John Curtin and Michele Pole (2007) "Gender differences in emotional and overt/covert aggressive responses to stress." *Aggressive Behavior*, 33(1), 261-271.
14. Eder, Paul, Karl Aquino, Carl Turner and Americus Reed II (2006) "Punishing Those Responsible For the Prison Abuses at Abu Ghraib: The Influence of the Negative Reciprocity Norm (NRN)." *Political Psychology*, 27(6), 807-821. Lead Article.
15. Cohen, Joel B. and Americus Reed II (2006b) "Perspectives on Parsimony: How Long is the Coast of England? A Reply to Park and MacInnis (2006), Schwartz (2006), Petty (2006) and Lynch (2006)" *Journal of Consumer Research*, 33 (1), 28-30.

16. Cohen, Joel B. and Americus Reed II (2006a) "A Multiple Pathway Anchoring and Adjustment (MPAA) Model of Attitude Generation and Recruitment." *Journal of Consumer Research*, 33(1), 1-15. Lead Article with invited commentaries. * Winner 2009 JCR Best Article Award.
17. Aquino Karl, Marcus Stewart and Americus Reed II (2005) "How Social Dominance Orientation and Job Status Influence Perceptions of African-American Affirmative Action Beneficiaries." *Personnel Psychology*, 58, 703-744.
18. Reed II, Americus and Lisa E. Bolton (2005) "The Complexity of Identity" *Sloan Management Review*, spring, Vol. 46, No. 3, 17-22.
19. Bolton, Lisa E and Americus Reed II (2004), "Sticky Priors: The Perseverance of Identity Effects on Judgment" *Journal of Marketing Research*, 41(4), November, 397-410.
20. Reed II, Americus (2004), "Activating the Self-Importance of Consumer Selves: Exploring Identity Salience Effects on Judgments" *Journal of Consumer Research*, 31, (2) 286-295. Honorable Mention for the Ferber Award, Best JCR paper based on a dissertation.
21. Wooten, David B. and Americus Reed II (2004), "Playing it Safe: Susceptibility to Normative Influence and Protective Self-Presentation." *Journal of Consumer Research*. 31(3) 551-556.
22. Reed II, Americus and Karl Aquino (2003), "Moral identity and the expanding circle of moral regard towards out-groups." *Journal of Personality and Social Psychology*. 84(6) 1270-1286.
23. Aquino, Karl and Americus Reed II (2002). "The Self-importance of Moral Identity." *Journal of Personality and Social Psychology*. 83(6), 1423-1440.
24. Forehand, Mark R., Rohit Deshpande and Americus Reed II (2002). "Identity salience and the influence of differential activation of the social self-schema on advertising response." *Journal of Applied Psychology*, 87(6) 1086-1099.
25. Reed II, Americus (2002). "Social Identity as a Useful Perspective for Self-concept based Consumer Research." *Psychology and Marketing*, 19(3), Lead Article, 235-266.
26. Reed II, Americus, David B. Wooten and Lisa E. Bolton (2002). "The temporary construction of consumer attitudes". *Journal of Consumer Psychology*. 12(4) 375-388.
27. Wooten, David B. and Americus Reed II (2000). "A Conceptual Overview of Self-Presentational Concerns and Response Tendencies in Focus Groups." *Journal of Consumer Psychology*, 9(3), 141-153.
28. Wooten, David B. and Americus Reed II (1998). "Informational Influence and the Ambiguity of Product Experience: Order Effects on the Weighting of Evidence." *Journal of Consumer Psychology*, 7(1), 79-99.
29. Aquino, Karl and Americus Reed II (1998). "A Social Dilemma Perspective on Cooperative Behavior in Organizations: The Effects of Scarcity, Communication, and Unequal Access on the Use of a Shared Resource." *Group and Organization Management*. 23(4), 390-413.

2. Other articles

a. Chapters in books and Short Research Reports

30. Reed, II Americus and Mark Forehand (2012). Consumer Identity and Purchase Behavior. In J. Alba (Ed.), *Consumer Insights: Findings from Behavioral Research*, Marketing Science Institute (MSI).
31. Angle, Justin W., Mark Forehand and Americus Reed II (2012), "When Does Identity Salience Prime Approach and Avoidance: A Balance Congruity Model," In A. Ruvio and R. Belk, editors, *Identity and Consumption*.
32. Reed, II Americus, Joel B. Cohen and Amit Bhattacharjee (2009), "When brands are built from within: A social identity pathway to liking and evaluation." Debbie MacInnis, C. Whan Park and Joe Priester, (Eds.) *New Frontiers in Branding: Attitudes, Attachments and Relationships: Advertising and Consumer Psychology Conference*.
33. Aquino, Karl, Americus Reed, II, Marcus Stewart and Debra Shapiro (2005), "Self-Regulatory Identity Theory and Reactions Toward Fairness Enhancing Organizational Policies." S. Diener, Ed. *What Motivates Fairness in Organizations? Research in Social Issues in Management* pg. 129-148.

34. Bennett, Rebecca, Karl Aquino, Americus Reed II and Stefan Thau (2005), "The Normative Nature of Employee Deviance and the impact of Moral Identity." In S. Fox and P. Spector (Eds.) *Counterproductive Work Behavior: Investigations of Actors and Targets*. Washington, DC: APA. Pg 107-125.

3. Articles submitted to refereed journals

35. Reed II, Americus, Mark Forehand, "A Model of Identity Salience," To be submitted to the *Journal of Consumer Research* (2nd round).
36. Reed II, Americus, James E.B. Wilkie and Joel B. Cohen "When Identity and Object-Based Pathways Can Lead to Multiple Attitudes," To be submitted to the *Journal of Personality and Social Psychology* (1st Round).
37. Shang, Jen and Americus Reed, II "Moral Identity, Giving and Gender," To be submitted to *Journal of Experimental Social Psychology* (1st Round).
38. Bhattacharjee, Amit, Lisa Bolton and Americus Reed, II "License to Lapse: Lay Theories of Medicine, Remedy Marketing, and a Healthy Lifestyle" To be submitted to the *Psychological Science* (1st Round).
39. Reed II, Americus, Stephanie Finnel, Eric Levy and Karl Aquino "Charities, Connections, and Costs: "Why and When Moral Identity Triggers Preferences to Donate Time versus Money" To be submitted to *Journal of Personality and Social Psychology* (1st Round).
40. Reed II, Americus, Ivan Sucharski and Karl Aquino "Further Theoretical and Empirical Refinement of the Self-Importance of Moral Identity (SIMI) Scale." To be submitted to *Journal of Personality and Social Psychology* (1st Round).
41. Stephanie Finnel, Americus Reed, II, Kevin Volpp and Katrina Armstrong "The Joint Influence of Past, Present and Future selves on Hypertension medication compliance." To be submitted to the *Journal of Personality and Social Psychology* (1st Round)
42. Puntoni Stefano, Americus Reed, II and Peeter Verlegh "Two Be or not Two Be: Bicultural Consumers' Response to Message-Incongruent Culture Cues," To be submitted to the *Journal of Consumer Research* (1st Round).

4. Invited papers

a. Invited lectures / presentations at conferences

Society for Consumer Psychology, New Orleans, February 2008
Association for Consumer Research (Europe), Milan Italy 2007
Association for Consumer Psychology, Santa Monica California, June 2007
Association for Consumer Research, Orlando Florida, October 2006
Association for Consumer Research, Portland Oregon, October 2004
Association for Consumer Research, Toronto Canada, October 2003
Association for Consumer Research, Montreal Canada, October 1998

b. Other presentations, seminars, and colloquia

Cornell University, March 2009
University of Washington, Foster School, December 2008
Northwestern University, Kellogg Marketing Colloquia, April 2007
Harvard Business School, Marketing Colloquia, February 2006
University of Chicago, Marketing Colloquia, April 2005
Zicklin Center for Business Ethics, Wharton School, March 2005
Duke University Fuqua Seminar Series, January 2003
Notre Dame Sharing Scholarship Series, July 2002.

B. Research in Progress

- Identity driven models of symbolic preference formation and identity salience, strength and reinforcement effects on consumption
- Identity maintenance and the social implications of product claims
- Identity as an information organizing heuristic and retrieval cue in attitude generation and recruitment
- Identity driven self-regulatory controls, negative affect and rumination effects on aggression

- Identity and the moral self, moral cognition and moral behavior
- Identity and self-image effects on medical protocol adherence and reactions to remedy messages

1. Manuscripts in preparation

“An Integrative Theory of the Moral Self”

“Identity Defense”

“Identity-based vs. Object-based Evaluative Pathways: The Minimal Cognitive Overlap Assumption”

“Daddy Identity and Reactions to sexist and lewd marketing”

“When Identity Conflict triggers Mixed Emotions” with Patti Williams and Stephanie Finnel.

“Development of the Self Expression and Need for Self/Other Regulation (SENSOR) scale” with Nicole Verrochi and Reem Kassis

“Social Identity based Strategies of Memory Protection” with Mark Forehand and Katie Mercurio

“Moral decoupling, political motivation, Gender bias and process implications” with Amit Bhattacharjee, Jon Berman and Will Le

“The False Idol Effect: The Consequences Of Compounded Errors In Projecting Future Identities” with Reem Kassis

C. Editorial Activities / Reviewing

1. Editorial Review Boards

Journal of Consumer Research 2002 –2005;
2009–Present
Journal of Consumer Psychology 2000–2002;
2009—Present
Journal of Marketing 2005–2006
*International Journal of Nonprofit and Voluntary
Sector Marketing* 2008 – Present

...Ad hoc Reviewing continued

Journal of Personality and Social Psychology
Psychological Science
Personality and Social Psychology Bulletin,
Health Psychology
Developmental Psychology
British Journal of Social Psychology
American Psychologist

2. Ad hoc Reviewing

Journal of Marketing Research, *Marketing Science*
Journal of Public Policy and Marketing
Journal of Consumer Psychology,
Marketing Letters,
Journal of Advertising
Journal of Retailing

IV. PROFESSIONAL ACTIVITIES

A. University-Related Activities

- Middle States Accreditation for Penn Committee
- Faculty Liaison Wharton MBA Marketing Club
- MBA Marketing Concentration Co-Advisor
- Dean’s Advisory Council
- Undergraduate Marketing Concentration Advisor
- AMA Interview and Recruiting Committee
- Departmental Doctoral Program Committee
- Lab, Computing & Web Site Committee

B. Professional Affiliations and Memberships

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- Association for Psychological Science
- American Psychological Association
- Academy of Management

V. GRANTS, HONORS, AND AWARDS

- Wharton Excellence in Teaching Innovation (2011)
- JCR Best Paper Award (2009)
- Sheth AMA Doctoral Consortium Invited Faculty (2013, 2012, 2010, 2009, 2007, 2004)
- Student Representative (2000)
- ACR Doctoral Symposium Faculty Fellow (2009)
- Excellence in Undergraduate Teaching Award (2009)
- Finalist: (2008) Helen Kardon Moss Anvil Award
- Excellence in MBA Teaching (2008)
- TCR: Inspiring Scholarship for Collective and Personal Well-Being: Best Paper Award 2007
- Joint Wharton / SMU Research Grant (2007-2010)
- Fels Institute Grant for Ideas in Action Course
- Ferber Award (Honorable Mention) best paper published in JCR based on dissertation 2005
- JCR Outstanding Reviewer Award (2003-2004)
- MSI Young Scholar (2004)
- Templeton Foundation Positive Psychology Young Scholars Award 2003