

Keisha M. Cutright



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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing, The Wharton School, 2011 to present
Dorinda and Mark Winkelman Distinguished Scholar, 2014-2015

EDUCATION

Duke University, Fuqua School of Business
Ph.D., Marketing, 2011

The Ohio State University
Summa Cum Laude, Bachelor of Science in Business Administration, 2003

RESEARCH INTERESTS

- Consumer Behavior, Needs for Order and Structure, Personal Control, Religion, Branding

JOURNAL PUBLICATIONS

- 1) Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar (2014), "Finding Brands and Losing Your Religion?" *Journal of Experimental Psychology: General*, 143 (6), 2209-2222.
- 2) Cutright, Keisha M. and Adriana Samper (2014), "Doing it the Hard Way: How Low Control Drives Preferences for High Effort Products and Services." *Journal of Consumer Research*, 41 (3), 730-745.
- 3) Yang, Lin, Keisha M. Cutright, Tanya L. Chartrand & Gavan J. Fitzsimons (2014), "Distinctively Different: Exposure to Multiple Brands in Low Elaboration Settings." *Journal of Consumer Research*, 40 (5), 973-992.
- 4) Cutright, Keisha M., James R. Bettman, & Gavan J. Fitzsimons (2013), "Putting Brands in their Place: How a Lack of Control Keeps Brands Contained." *Journal of Marketing Research*, 50 (3), 365-377.
- 5) Cutright, Keisha M. (2012), "The Beauty of Boundaries: When and Why We Seek Structure in Consumption." *Journal of Consumer Research*, 38 (5), 775-790.
- 6) Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay & Gavan J. Fitzsimons (2011), "When Your World Must Be Defended: Choosing Products to Justify the System." *Journal of Consumer Research*, 38 (1), 62-77.



- 7) Banfield, Jillian C., Aaron C. Kay, Keisha M. Cutright, Eugenia C. Wu, and Gavan J. Fitzsimons (2011), "A Person by Situation Account of Motivated System Defense," *Social Psychological and Personality Science*, 2(2), 212-219.
- 8) Wu, Eugenia C., Keisha M. Cutright & Gavan J. Fitzsimons (2011), "How Asking "Who Am I?" Affects What Consumers Buy: The Influence of Self-Discovery on Consumption." *Journal of Marketing Research*, 48 (2), 296-307.
- 9) Shachar, Ron, Tülin Erdem, Keisha M. Cutright, & Gavan J. Fitzsimons (2011), "Brands: The Opiate of the Nonreligious Masses?" *Marketing Science*, 30 (1), 92-110
- 10) Cavanaugh, Lisa A., Keisha M. Cutright, Mary Frances Luce & James R. Bettman (2011), "Hope, Pride, and Processing During Optimal and Nonoptimal Times of Day." *Emotion*, 11 (1), 38-46.

BOOK CHAPTER

- 11) Cutright, Keisha M., Adriana Samper & Gavan J. Fitzsimons (2013), "We are What We Buy?" in *The Routledge Companion to Identity and Consumption*, ed. Ayalla Ruvio and Russell Belk. New York: Routledge, 91-98.

WORKING PAPERS

- Wu, Eugenia C. & Keisha M. Cutright, "In God's Hands: How Religion Dampens the Effectiveness of Fear Appeals." Revising for resubmission to *Journal of Marketing Research*.
- Cutright, Keisha M., Gavan J. Fitzsimons & James R. Bettman, "Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption."

SELECTED RESEARCH IN PROGRESS

- With Shalena Srna and Adriana Samper, "How Dress Influences Purchase Behavior"
- With Chadwick Miller and Adriana Samper, "Resource Constraints and the Desire for Warmth versus Competence"
- With Boyoun (Grace) Chae and Joey Hoegg, "Personal Control and Price/Quality Inferences"
- With Claire Tang, Adriana Samper and Nathan Martin, "Influence of Personal Control and Environmental Cues on Consumer Cheating"
- With Claire Tang, Adriana Samper and Kelly Herd, "Creating the Unthinkable: Hard to Imagine, Easy to Act"

CONFERENCE PRESENTATIONS

- Cutright, Keisha M., Gavan J. Fitzsimons & James R. Bettman, "Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption." Society for Consumer Psychology, February 2015.



- Cutright, Keisha M., Gavan J. Fitzsimons & James R. Bettman, “Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption.” Association for Consumer Research, October 2014.
- Wu, Eugenia and Keisha M. Cutright, “In God’s Hands: How Religion Dampens the Effectiveness of Fear Appeals.” Society for Consumer Psychology, March 2014.
- Cutright, Keisha M. and Adriana Samper, “Doing it the Hard Way: How Low Control Drives Product Preferences.” Society for Consumer Psychology, March 2014.
- Cutright, Keisha M. and Adriana Samper, “Doing it the Hard Way: How Low Control Drives Product Preferences.” Association for Consumer Research, October 2013.
- Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar, “Finding Brands and Losing Your Religion?” Association for Consumer Research, October 2012.
- Cutright, Keisha M., James R. Bettman, & Gavan J. Fitzsimons, “Putting Brands in their Place: How the Need for Structure Keeps Brands Contained.” Society for Consumer Psychology, February 2012.
- Cutright, Keisha M., “The Beauty of Boundaries: When and Why We Seek Structure in Consumption.” Association for Consumer Research, October 2011.
- Shachar, Ron, Tulin Erdem, Keisha M. Cutright & Gavan J. Fitzsimons, “Brands: The Opiate of the Non-Religious Masses?” Society for Consumer Psychology, February 2011.
- Cutright, Keisha M., Linyun W. Yang, Tanya L. Chartrand & Gavan J. Fitzsimons, “When Opposites Attract: Exposure to Multiple Brands in Low Persuasion Knowledge Settings.” Association for Consumer Research, October 2010.
- Wu, Eugenia C., Keisha M. Cutright & Gavan J. Fitzsimons, “How Asking “Who Am I?” Affects What You Buy: The Influence of Self-Discovery on Consumption.” Society for Consumer Psychology, February 2010.
- Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay & Gavan J. Fitzsimons, “When Your World Must Be Defended: Consuming to Justify the System.” Association for Consumer Research Annual Conference, October 2009.
Session co-chair: “Consuming in Self-Defense: Consumer Responses to Self-Threat”
- Cavanaugh, Lisa A., Keisha M. Cutright, Mary Frances Luce & James R. Bettman, “Hope, Pride, and Processing During Optimal and Nonoptimal Times of Day.” Association for Consumer Research Annual Conference, October 2009.
- Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay & Gavan J. Fitzsimons, “When Your World Must Be Defended: Consuming to Justify the System.” Society for Consumer Psychology Annual Conference, February 2009.
Session co-chair: “Shaken to the Core: Consumer Response When Beliefs are Threatened”
- Shachar, Ron, Tulin Erdem, Keisha M. Cutright & Gavan J. Fitzsimons, “Brands: The Opiate of the Non-Religious Masses?” Association for Consumer Research Annual Conference (working paper session), October 2008.
- Shachar, Ron, Tulin Erdem, Keisha M. Cutright & Gavan J. Fitzsimons, “Brands: The Opiate of the Non-Religious Masses?” INFORMS Marketing Science Conference, June 2008.



TEACHING & ADVISING

- **Assistant Professor (2011- present)**
 - Undergraduate Consumer Behavior, The Wharton School
 - Executive Education, Strategic Marketing Essentials program, The Wharton School
- **Instructor (2011)**
 - “Mission and Marketing” program led by Duke Divinity School with church leaders from across the U.S.
- **Instructor (July 2009)**
 - Grow Your Venture, Executive Education Program in Johannesburg, South Africa (partnership between Duke University and University of the Witwatersrand)
- **Undergraduate Thesis Advisor**
 - Lindsay Kunkle, “Managing a Threatened Identity: Going to Extremes versus Compromising When Finances Are Low.” (co-advisor with Gavan Fitzsimons), 2010
 - Paula Berenguer, “Hold on Tight: Why Latin America’s LCCs Should Stay Grounded to their Fundamental Low Cost Model as Passenger Demand Takes Off,” 2015
 - Aavni Piparsania, “The ‘Country of Origin Effect’ and its Impact on Perceptions of Brand Personality”, 2015

SELECTED HONORS & AWARDS

- Marketing Science Institute Young Scholar, 2015
- Poets & Quants Selection: “World’s Best 40 B-School Professors under the Age of 40”, 2015
- Dorinda and Mark Winkelman Distinguished Scholar, 2014-2015
- Featured researcher, American Marketing Association’s “Marketing News”, Dec. 2014
- Microsoft eBook, featured “Thought Leader”, Dec. 2014
- Wharton Excellence in Teaching Award, Undergraduate Division 2012-2013
- Wharton Excellence in Teaching Award, Undergraduate Division 2011-2012
- Society for Marketing Advances, Dissertation Proposal Winner, 2010
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2009
- Fuqua School of Business, Doctoral Student Research Grants, 2007, 2009
- American Marketing Association Foundation, Valuing Diversity Scholarship, 2008
- Duke University Endowment Minority Fellowship, 2006-2011
- Ohio State University, Board of Trustees Award for Scholarship & Leadership, 2003
- Ohio State University, Full Academic ‘Distinction’ Scholarship, 1999-2003
- Ohio State University, Fisher College of Business, Pace Setters Award, 2004
- Ohio State University, President’s Leadership Award, 2001

SERVICE TO SCHOOL

- Interdisciplinary Decision Processes Seminar Co-Organizer (present)
- Wharton Family Support Committee Member (present)
- Marketing Curriculum Committee (present)
- The Wharton School Faculty Survey Committee member (2013-2014)
- Marketing Department Rookie Recruiting Committee member (2013)



- Faculty Coordinator for the Wharton Marketing Colloquia, Marketing Camp, and Wroe Alderson Lecture (2012-2013)
- Dean's Award for Excellence Selection Committee

SERVICE TO FIELD

- Editorial Review Board:
 - *Journal of Marketing Research*
- Reviewing:
 - *Journal of Consumer Research*
 - *Psychological Bulletin*
 - *Journal of Consumer Psychology*
 - *Political Psychology*
 - *International Journal of Research in Marketing*
 - Association for Consumer Research Conference
 - Society for Consumer Psychology Conference, Program Committee
 - MSI Clayton Doctoral Dissertation Committee (2014)
- “Branding” track co-chair for American Marketing Association Summer Educator's Conference 2014

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- American Marketing Association
- Ph.D. Project
- Society for Consumer Psychology

INVITED TALKS

2015: Marketing Science Institute's Young Scholars Conference, Arizona State University, University of Houston, Procter and Gamble

2014: Marketing Science Institute's (MSI) “Brands in the Balance: Managing Continuity and Change” Conference; General Mills (Eastern Business Center); Wharton's “BizTalks” research forum, University of Pittsburgh, Temple University, University of Minnesota, University of Utah, Brigham Young University

2013: Four Schools Conference (Wharton, Columbia, New York University, Yale); Research Scholars Program (Wharton)

2012: Cornell University

2011: Marketing in Israel 11 Conference, Wharton Decision Processes Seminar

2010: The Ohio State University, Dartmouth College, New York University, Columbia University, University of Pennsylvania, Indiana University, Stanford University, University of California- Los Angeles, Northwestern University, University of Miami, University of Maryland, Harvard University, Boston College



INDUSTRY EXPERIENCE

Procter & Gamble,

Assistant Brand Manager, 2003-2006

Intern, 1999-2002