**CAIT LAMBERTON**

March 2025

Alberto I. Duran Presidential Distinguished Professor

The Wharton School, University of Pennsylvania [http://ssrn.com/author=1212493](http://ssrn.com/author%3D1212493)

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# EDUCATION

Ph.D. Business Administration (Marketing), University of South Carolina, 2008

M.B.A, University of South Carolina, 2006

B.A., English, Wheaton College, Illinois, 1999

# EMPLOYMENT HISTORY

Alberto I. Duran President’s Distinguished Professor, University of Pennsylvania, July 2019-present.

Associate Professor & Fryrear Endowed Chair, Marketing, University of Pittsburgh; 2014-2019.

Assistant Professor & Fryrear Fellow, Marketing, University of Pittsburgh; 2008-2014

# AFFILIATIONS, HONORS AND AWARDS

Morrison Fellow, University of California at Los Angeles, 2025

Journal of Marketing Advisory Board, 2025-present

Editor, *Journal of Marketing,* 2022-2025

Co-Chair, Behavioral Science Advisory Board, AHA *Food is Medicine* Program, 2023-present

Center for Health Information and Behavioral Economics External Advisory Board, 2023-present

Co-Founder, Center for Empirical Philosophy and Behavioral Insights, 2023

Advisory Board, American Marketing Association Technology Special Interest Group, 2024-present

Finalist, Sheth/Journal of Marketing Prize for Long-Term Impact, 2021, 2024

Marketing Science Institute Fellow, 2023-present

Dyess Endowed Lectureship, Texas Christian University, 2023

Honorary Doctorate, University of Lucerne, Switzerland, 2022

AMA-Sheth Doctoral Consortium Faculty Fellow, 2011, 2014, 2015, 2016, 2018, 2020, 2021, 2022, 2024, 2025

Senior Fellow, Leonard Davis Institute, 2021-2024

Wharton Dean’s Excellence in Teaching Award, Undergraduate Division, 2021, 2022

Dean’s Research Grant (Marketplace Dignity), The Wharton School, 2021

Marketing Science Institute Scholar, 2020

University of Pennsylvania Fellow, 2020-2021

Outstanding Reviewer Award, *Journal of Consumer Research,* 2014, 2020

AMA/EBSCO Responsible Research in Marketing Award, 2020, 2021

Thomas P. Kinnear Award for Best Article in the *Journal of Marketing & Public Policy,* 2020

Commission Member, Committee to Reduce Food Waste, *National Academies of Science,* 2019-2020

Wharton Fellow, 2019-2020

Outstanding Senior Editor, *International Journal of Research in Marketing,* 2018

Government/Policy Liaison for the *Association for Consumer Research* Board, 2018 -2020

Lazaridis Prize, American Marketing Association, 2017

Hunt/Maynard Award for Best Paper in *Journal of Marketing*, 2016 (with Andrew Stephen)

Erin Anderson Award, 2016

Poets & Quants “Top 40 Business School Professors under 40”; Fortune’s “Top 10,”

Association for Consumer Research’s Transformative Consumer Research Grant for Emerging

Women in Marketing Conference, 2014 and 2015 (with June Cotte and Joan Ball)

Honorable Mention, Robert Ferber Award (*Award for best dissertation-based paper appearing in the Journal of Consumer Research*) 2014

Early Career Contribution Award, Association for Consumer Research, 2013

Affiliated Researcher, White House Social and Behavioral Sciences Team, Sept 2013-May 2014

Marketing Science Institute Young Scholar, 2013

Katz Excellence in Research Award, 2009-2010, 2012-2013, 2014-2015, 2016-2017

Teacher of the Year, Katz Graduate School of Business/CBA, 2009-2010

Dean’s Teaching Award, University of Pittsburgh, 2008-2009, 2009-2010, 2010-2011, 2012-2013, 2014-2015, 2015-2016, 2016-2017

Top Undergraduate Teacher in the Marketing Major, University of Pittsburgh, 2008-2009, 2009- 2010, 2012-2013

W. Pierce Liles Outstanding Doctoral Student Award, University of South Carolina, 2008

UMI Outstanding Dissertation Award, University of South Carolina, 2008

MSI Alden G. Clayton Dissertation Proposal Competition, Honorable Mention, 2007

George M. Reeves Memorial Fellow, University of South Carolina, 2007

Centennial Fellow Finalist, University of South Carolina, 2007

AMA-Sheth Doctoral Consortium Fellow, 2005

# empirical publications

1. Feng, Xiaohang (Flora), Shunyuan Zhang, Xiao Liu, Kannan Srinivasan and Cait Lamberton (2025), “An AI Method to Score Celebrity Visual Potential from Human Faces,” *Journal of Marketing Research.*
2. Hoffstetter, Reto, Martin Paul Fritze and Cait Lamberton (2024), “Beyond Scarcity: A Social Value-Based Lens for NFT Pricing,” *Journal of Consumer Research.*
3. Kovacheva, Aleksandra, Eugenia Wu and Cait Lamberton (2024), “Should It Be My Party? Consumer Roles in Joint Experiences,” *Marketing Letters.*
4. Yang, Jenny, Cait Lamberton and Kelly Goldsmith (2023), “Beauty is in the Eye of the Bag-Holder: The Role of Product Acquisition Mode in Self- and Social-Signals of Status,” *Marketing Letters*.
5. Donnelly, Grant, Cait Lamberton, Mike Norton and Zoe Chance (2023), “Repayment-by-Purchase Increases Consumer Debt Repayment,” September, *Journal of Marketing Research.*
6. Milkman et al. (2023), “A Randomized Trial of Behavioral Nudges Delivered Through Text Messages to Increase Influenza Vaccination Among Patients with an Upcoming Primary Care Visit,” *American Journal of Health Promotion,* 2022, 1-9.
7. Morgan, Carter, Claudia Townsend, Rebecca Reczek and Cait Lamberton (2023), “Friends Interrupted: How Reunions after Social Separation Motivate Physically Transformative Consumer Behavior,” *Journal of the Association for Consumer Research*.
8. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith (2023), “Examining the Efficacy of Time Scarcity Marketing Promotions in Online Retail,” *Journal of Marketing Research,* January.
9. Kovacheva, Alexandra, Hristina Nikolova and Cait Lamberton (2022), “Will You Buy a Surprise? Gender Differences in the Purchase of Surprise Offerings,” *Journal of Retailing.*
10. Milkman, Katy et al. (2022), “A 680,000-Person Megastudy of Nudges to Encourage Vaccines in Pharmacies,” *Proceedings of the National Academy of Science*, forthcoming.
11. Guo, Jenny and Cait Lamberton (2022), “When does Sharing Stigmatize? Saving Money (vs. Seeking Variety) through Access-Based Consumption,” *Frontiers in Psychology,* 12.
12. Milkman, Katy et al. (2021), A Mega-Study of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor’s Appointment,” *Proceedings of the National Academy of Science*, forthcoming.
13. Bird, Kelli A., Benjamin L. Castleman, Jeffrey T. Denning, Joshua Goodman, Cait Lamberton and Kelly Ochs Rosinger (2021), “Nudging at Scale: Experimental Evidence from FAFSA Completion Campaigns,” *Journal of Economic Behavior and Organization.*
14. Kovacheva, Aleskandra, Hristina Nikolova and Cait Lamberton (2021), “Consumers’ Response to Promotional Gifts: The Role of Gender, Transactional Value, and Reciprocity,” *Psychology & Marketing.*
15. Shephard, Matthew, Crystal Hall and Cait Lamberton (2021), “Increasing Identification of Homeless Students: An Experimental Evaluation of Increased Communication Incorporating Behavioral Insights,” *Educational Researcher.*
16. Liu, Peggy, Cait Lamberton and Kelly Haws (2019), “The Aggregated Extremes Effect: Not All Routes to ‘Balanced’ Bundles are Equally Appealing” *Journal of Consumer Psychology.*

1. Rose, Alexander, Randy L. Rose and Cait Lamberton (2019), “How Economic Tropes Influence Attitudes toward Resource Circulation Systems,” *Journal of Non-Profit & Public Sector Marketing*.

1. Lauren Grewal\*, Jillian Hmurovic\*, Cait Lamberton, and Rebecca Walker Reczek (2019), “The Self-Perception Connection: Why Consumers Devalue Unattractive Produce,” *Journal of Marketing*, January.

1. Leana, Carrie, Jirs Meuris and Cait Lamberton (2018), “More Than A Feeling: The Role Of Empathetic Care In Promoting Safety In Health Care,” *Industrial and Labor Relations Review*, 71 (2), 394-425.

1. Lamberton, Cait, Kirk Kristofferson and Darren W. Dahl (2018), “Can Brands Squeeze Wine from Sour Grapes? The Importance of Self Esteem in Understanding Envy’s Effects,” *Journal of the Association for Consumer Research*, 3 (2), 229-239.

1. Nikolova, Hristina, Cait Lamberton and Nicole Coleman (2018), “Stranger Danger: When and Why Consumer Dyads Behave Less Ethically Than Individuals,” *Journal of Consumer Research*, 45 (1), 90-108.

1. Grant, Donnelly, Cait Lamberton, Rebecca Reczek and Michael Norton (2017), “Social Recycling Transforms Unwanted Goods into Happiness,” *Journal of the Association for Consumer Research*, 2 (1), 48-63.

1. Michael R. Sciandra, Cait Lamberton, and Rebecca Walker Reczek (2017) “The Wisdom of Some: Do we Always Need High Consensus to Shape Consumer Behavior?” *Journal of Public Policy& Marketing*, 36 (1), 15-35.

1. Nikolova, Hristina and Cait Lamberton (2016), “Men and the Middle: Gender Differences in Dyadic Compromise Effects,” *Journal of Consumer Research*, October.

1. Lamberton, Cait, Paula Fitzgerald and Mike Walsh\* (2016), “Will I Pay for Your Pleasure? Consumers’ Perceptions of Negative Externalities and Responses to Pigovian Taxes,” *Journal of the Association for Consumer Research* 1 (3), 355-377.

1. Dzoghleva, Hristina, Cait Lamberton and Kelly L. Haws (2015), “Haunts or helps from the past: Understanding the effect of recall on current self-control,” *Journal of Consumer Psychology*, 26 (2).

1. Liu, Peggy, Cait Lamberton and Kelly L. Haws (2015), “Should Firms Use Small Financial Benefits to Express Appreciation to Consumers? Understanding and Avoiding Trivialization Effects,” *Journal of Marketing*, 79 (May), 74-90.

1. Liu, Peggy, Kelly L. Haws, Cait Lamberton, Troy Campbell and Gavan Fitzsimons (2015), “Virtue-Vice Bundles,” *Management Science*, 61 (1), 204-228.

1. Diehl, Kristin, Erica van Herpen and Cait Lamberton (2015), “Organizing Products with Complements versus Substitutes: Effects on Store Preferences as a Function of Effort and Assortment Perceptions,” *Journal of Retailing*, 91, (1), 1-18. (Lead article)

1. Dzoghleva, Hristina and Cait Lamberton (2014), “Should Birds of a Feather Flock Together? Understanding Self-Control Decisions in Dyads,” November, *Journal of Consumer Research*.

1. Lamberton, Cait, Carrie Leana and John Williams (2014), “Measuring Empathetic Care: Development and Validation of a Self-Report Scale,” *The Journal of Applied Gerontology*.

1. Lamberton, Cait and Kristin Diehl (2013) “Retail Choice Architecture: The Effects of Benefit- and Attribute-Based Assortment Organization on Consumer Perceptions and Choice,” *Journal of Consumer Research*, 40 (3), 393-411. (Lead article). *Honorable mention, JCR Ferber Award, 2014.*

1. Lamberton, Cait (2013), “A Spoonful of Choice: How Allocation can Increase Satisfaction with Tax Payments,” *Journal of Public Policy and Marketing*.

*Winner, AMA/EBSCO Responsible Research in Marketing Award, 2020.*

1. Norton, David A., Cait Lamberton and Rebecca Naylor (2013), “The Devil you (Don’t) Know: The Effects of Interpersonal Ambiguity in Competitive Contexts,” *Journal of Consumer Research*, August.

1. Lamberton, Cait Poynor, Rebecca Naylor and Kelly Haws (2013), “Same destination, different paths: When and how does observing others' choices and reasoning alter confidence in our own choices?,” *Journal of Consumer Psychology*, January, 74-89.

1. Naylor, Rebecca, Cait Poynor Lamberton and Patricia West (2012), “Beyond the “Like” Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings,” *Journal of Marketing*, November, 105-120.

1. Lamberton, Cait Poynor and Randy Rose (2012), “When Is Ours Better Than Mine? A Framework for Understanding and Altering Participation in Commercial Sharing Systems,” *Journal of Marketing*, July, 109-125.

1. Naylor, Rebecca Walker, Cait Poynor Lamberton and David Norton (2011), “Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Persuasion,” *Journal of Marketing Research*, August, 617-631.

1. Poynor, Cait and Stacy L. Wood (2010), “Smart Subcategories: How Assortment Formats Influence Consumer Learning and Satisfaction,” *Journal of Consumer Research*, June, 159-168.

1. Diehl, Kristin and Cait Poynor (2010), “Great Expectations?! Assortment Size, Expectations and Satisfaction,” *Journal of Marketing Research*, April.

1. Poynor, Cait and Kelly Haws (2009), “Lines in the Sand: The Role of Motivated Categorization in the Pursuit of Self-Control Goals,” *Journal of Consumer Research*, February, 772-787.

1. Haws, Kelly and Cait Poynor (2008), “Seize the Day! Encouraging Indulgence for the Hyperopic Consumer,” *Journal of Consumer Research,* December, 680-691.

# Conceptual and Editorial Publications

1. Lamberton, C., Sridhar, S., Marinova, D. and Swaminathan, V., (2025), “From Catalyst and Challenge to Community,” *Journal of Marketing*, *forthcoming.*
2. Fritze, Martin Paul, Cait Lamberton and Stefano Puntoni (2025), “Non-Fungible Tokens in Retailing: Sources of Value and Strategic Implications,” *Journal of Retailing,* forthcoming.
3. Lamberton, Cait, Martin Paul Fritze, Ed Love, Amit Bhattacharjee, Philip Fernbach and Corey Cusimano (2025), “Hidden Commitments and Future Opportunities: Implicit Moral Philosophies in Consumer Psychology,” *Journal of the Association for Consumer Research,* February.
4. Volpp, Kevin and Cait Lamberton (2025), “Behavioral Economics to Enhance Food is Medicine Programs," *JAMA Health Forum.*
5. Sen, Sankar, CB Bhattacharya, Kristin Lindrud, Silvia Bellezza, Yann Cornil, Shuili Du, Shreyans Goenka, Katharina Husemann, Eric J Johnson, Cait Lamberton, Gergana Nenkov, Remi Trudel, Katherine White, Karen Page Winterich (2024), **“**Enhancing Consumer and Planetary Well-Being by Consuming Less, Consuming Better”, *Journal of Sustainable Marketing*, 5(1), 30-42
6. Lamberton, Cait, Andrew Morningstar, Tom Wein and Sakshi Ghai (2024), “Marketing’s Role in Promoting Dignity and Human Rights,” forthcoming, *Journal of the Academy of Marketing Science.*
7. Swaminathan, V., Lamberton, C., Sridhar, S., & Marinova, D. (2023). Paradigms for Progress: An Anomaly-First Framework for Paradigm Development. *Journal of Marketing*, *87*(6), 816-825.
8. Stengel, Jim, Cait Lamberton and Ken Favaro (2023), “How Brand Building & Performance Marketing Can Work Together,” *Harvard Business Review*, July.
9. Goldsmith, Kelly, Jillian Hmurovic, and Cait Lamberton (2023), “Introducing the *ARTS* framework: A tool for constructive re-inquiry,” *Journal of the Academy of Marketing Science.*
10. Lamberton, Cait (2023), “On Skinner’s Pendulum: A Framework for Assessing S-Frame Hope,” *Behavioral and Brain Science.*
11. Burke, Robert, Rebecca Bowen, Lauraellen Ashcraft, Kirstine Manges, Bruce Kinosian, Cait Lamberton, Shahrzad Mavandadi, Daniel Hall, and Rachel Werner, “What Matters when it Comes to Measuring Age-Friendly Health System Transformation,” (2023), *Journal of the American Geriatrics Society.*
12. Sridhar, Srihari, Cait Lamberton, Detelina Marinova and Vanitha Swaminathan (2022), “The Journal of Marketing as a Catalyst for Marketing Knowledge Creation,” *Journal of Marketing*.
13. Hofstetter, R., de Bellis, E., Brandes, L., Clegg, M., Lamberton, C., Reibstein, D., Rohlfsen, F., Schmitt, B.H., & Zhang, Z. J. (2022), “Crypto-Marketing: How Non-Fungible Tokens (NFTs) Challenge Traditional Marketing.” Marketing Letters (ABS: 3/VHB: B).
14. Fitzgerald, Paula, Matt Sarkees, and Cait Lamberton (2022), “A New Center of Gravity for Research: Introduction to the Special Issue on Pharmaceuticals, Marketing and Society,” *Journal of Public Policy & Marketing.*
15. Sarkees, Matthew, Paula Fitzgerald and Cait Lamberton (2020), “The Pandemic Ripple Effect: Understanding Marketing and Public Policy Opportunities in the Pharmaceutical Industry,” *Journal of Public Policy & Marketing,* August.
16. Lamberton, Cait and Kelly Goldsmith (2020), “Ownership: A Perennial Prize or a Fading Goal? A Curation, Framework and Agenda for Future Research,” *Journal of Consumer Research,* August.
17. Lamberton, Cait, “Reflective Self-Control in Self-Control Scholarship: A Peircean Analysis,” (2019), *Journal of Consumer Psychology*, October.
18. Echkardt, Giana, Mark Houston, Baojun Jiang, Cait Lamberton, Aric Rindfleisch and Giorgos Zervas (2019), “Marketing in the Sharing Economy,” *Journal of Marketing.*

1. Lamberton, Cait (2019), “Toward a Dignity Architecture: The Critical Challenges of Stigmatized-Identity Cues for Consumer Psychology,” *Journal of Consumer Psychology*.
2. Liu, Peggy J., Cait Lamberton, James R. Bettman, and Gavan J. Fitzsimons (2018), “Delicate Snowflakes and Broken Bonds: A Conceptualization of Consumption-Based Offense,” *Journal of Consumer Research*, 1-29. (Lead article)
3. Lamberton, Cait and Ron Hill (2018), “Beyond the Risky Gamble: A Framework for Consumer Research in Real-World Risk,” *Journal of the Association for Consumer Research*, 3 (1), 1-6.
4. Lamberton, Cait and Andrew Stephen (2016)\*, “A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry,” October, *Journal of Marketing*.

*Winner: Hunt/Maynard Award for best paper in the Journal of Marketing and* *American Marketing Association Lazaridis Prize.*

1. Block, Lauren, Mira Birau, Amir Grinstein, Kelly Haws, Punam Keller, Monica LaBarge, Cait Lamberton, Ellen Moore, Ellen Moscato, Rebecca Reczek, Andrea Tangari and Beth Vallen (2016), “The Squander Sequence: Understanding Food Waste at Each Stage of the Consumer Decision Making Process, *Journal of Public Policy & Marketing*, 35 (2), 170-184. *Winner, 2020 Thomas P. Kinnear Award.*
2. Lamberton, Cait (2016), “Collaborative Consumption: A Goal-Based Framework,” *Current Opinion in Psychology*, 10, 55-59.

# EDITED VOLUMES, CHAPTERS, and popular press

Reczek, Rebecca Walker and Cait Lamberton (2014), “Novel Phenomena, Evolving Frameworks:

Exploring Social Influence in the Online World,” International Handbook of Consumer Psychology (Taylor and Francis), edited by Cathrine Jansson-Boyd and Magdalena Zawisza.

Lamberton, Cait (2015), “Consumer Sharing: Collaborative Consumption, from Theoretical

Roots to New Opportunities,” in M. Norton, D. Rucker and C. Lamberton, Eds., *Handbook of Consumer Psychology,* (Cambridge.)

Lamberton, Cait (2018), “Sharing 2.0: Commercial Opportunities in the Developed Collaborative Economy,” in The Rise of the Sharing Economy, P. Albinsson and B. Yansanthi Perera, Eds.(Praeger).

Kovacheva, Aleksandra and Cait Lamberton (2018), “Whose Experience is it, anyway? Psychological Ownership and Enjoyment of Shared Experiences,” in Psychological Ownership and Consumer Behavior, J. Peck and S. Shu, Eds. (Springer).

Hill, Ronald Paul, Cait Lamberton and Jennifer Swartz (2018), “Mapping Out Marketing: Navigation Lessons from the Ivory Trenches,” (Routledge.) *Compiled as a fundraiser for the Ph.D. Project, in cooperation with the American Marketing Association.*

Nikolova, Hristina and Cait Lamberton (2020), “No (Wo)Man is an Island: Dyadic Decision-Making and Identity Conflict,” in *Identity and Consumer Behavior,* Eds. Americus Reed and Mark Forehand.

Schneeman et al. (2020), “A National Strategy to Reduce Food Waste at the Consumer Level. National Academies of Sciences, Engineering, and Medicine,” Washington, DC: *The National Academies Press*. <https://doi.org/10.17226/25876>.

Lamberton Cait and Ashlee Humphries (2021), “Social Media,” for *American Psychological Association* *Handbook of Consumer Psychology*, Ed. Lynn Kahle, Tina Lowrey and Joel Huber.

Environmental Law Institute (2021), “Dialogue: Green Bonds and the Climate Crisis,” ELR – The Environmental Law Reporter, December.

Norton, Michael, Derek Rucker and Cait Lamberton\* (2015, forthcoming 2023), Eds., *Handbook of Consumer Psychology,* 1st and 2nd editions (Cambridge).

Lamberton, Cait, Tom Wein and Neela Saldanha (2024). *Marketplace Dignity*, *Penn Press*, forthcoming.

Lamberton, Cait (2024) *Foreword* in Understanding Collaborative Consumption, Albinsson, Pia A., Yasanthi B. Perera and Stephanie J. Lawson, Edward Elgar.

# EXTERNAL GRANT-SUPPORTED RESEARCH

Co-Principal Investigator with Ben Castleman, “Pilot Study: Investigating the role of informational, emotional, and contextual factors in how students approach college search,” *Google,* ($35,000)

Co-Principal Investigator with Ben Castleman, “National Nudge Campaign to Improve College

Affordability and FAFSA completion,” *Dell Foundation, Arnold Foundation, The Common*  *Application & Heckscher Foundation for Children* ($599,947)

Co-Principal Investigator with Carrie Leana, “The Effects of Employment-Status Congruence,

Worksite Context and Formalization on Caregiver and Recipient Outcomes in Long-Term

Care,” *Russell Sage Foundation (*$159,477)

Marketing Science Institute Research Grant #4-1342, Primary Investigator, “The Psychology of Category Design: How Product Groupings Influence Consumer Decision Making, Price Sensitivity, and Brand Strength.” (with Kristin Diehl).

# SERVICE TO THE FIELD

## Editorial service

Editor, *Journal of Marketing,* 2022-2025

Special Issue Editor, *Journal of Public Policy & Marketing*, 2022

Editor’s Committee on Replicability and Data Integrity, *Journal of Marketing,*2021-2022

Associate Editor, *Journal of Marketing,* starting January 2019

Associate Editor, *Journal of Consumer Psychology,* January 2015-January 2018, January 2021-

Associate Editor, *Journal of Consumer Research,* starting January 2016

Special Issue Co-Editor, with Ronald Paul Hill, *Journal of the Association for Consumer Research*

Senior Editor, *International Journal of Research in Marketing,* February 2016-October 2018

Editorial Review Board, *Journal of Consumer Research,* starting July 2012

Editorial Review Board, *Journal of Consumer Psychology,* starting July 2013

Editorial Review Board, *International Journal of Research in Marketing,* starting May 2013

Ad-hoc reviewer for *Journal of Marketing Research, Journal of Retailing, Journal of the Association for*

*Consumer Research, Journal of Public Policy and Marketing*

Program Committee, *Society for Consumer Psychology Conference*, 2010; 2015

Program Committee, *Association for Consumer Research Conference*, 2009, 2013, 2016; Associate Editor for Competitive Papers, 2015

Poster Curator, *Association for Consumer Research Conference* 2013.

Reviewer, AMA Summer Educator’s Conference, 2009-2012; Marketing and Public Policy Conference, 2011, 2017

## Mentoring and Leadership

Marketing Science Institute Scholar Selection Committee, 2024

AMA Erin Anderson Award Committee Chair and Committee member, 2019-2021

Co-creator and facilitator (with Rebecca Walker Reczek), Author Development Workshop, *Journal of Consumer Research,* Pittsburgh, November 2018, Savannah, February 2019.

Co-chair (with Rebecca Walker Resczek and Karthik Easwar), Marketing & Public Policy Conference, Columbus, 2018.

Co-chair (with Ryan Hamilton), Society for Consumer Psychology Winter Conference, Dallas, 2018.

Co-chair (with Nancy Sirianni), Mid-Career Mentorship Program, American Marketing Association Summer Conference, 2017.

Co-chair (with Hope Schau), Association for Consumer Research Doctoral Symposium, Berlin, 2016

Co-chair and organizer (with June Cotte and Joan Ball) and organizer, *Emerging Women in*

*Marketing Leadership Conference*, sponsored by the Association for Consumer Research, New York, 2015 and 2016

Co-chair (with Kelly L. Haws), *Society for Consumer Psychology/American Psychological Association Summer Conference,* Denver, Colorado, planned summer 2016.

 Co-chair (with Kelly L. Haws), *Association for Consumer Research Mid-Career Mentorship Program*, October 2014

Co-chair (with Michael I. Norton), *Society for Consumer Psychology* *Doctoral Symposium*, February 2014

Co-chair (with Andrew Stephen), *Marketing Science Institute Social Media Workshop*, August 2013

Co-chair (with Andrew Stephen and Don Lehmann), *Marketing Science Institute Social Media and Social Influence Grant Competition*, 2014

Consumer Behavior Track Co-Chair (with Kelly L. Haws), *Summer Marketing Educators’ Conference,* American Marketing Association, 2011 and 2012.

AMA-Sheth Consortium Faculty Fellow, 2011 (Oklahoma State), 2014 (Northwestern University), 2015 (London Business School).

Co-author (with Mark Houston) of “Preparing for Success as a New Assistant Professor,” for AMA DocSig’s career handbook

Presenter (with Selin Malkoc), “Social Tools and Career Success*,” Society for Consumer Psychology Doctoral Consortium*, Phoenix, February 2015.

Panelist, “Starting Your Career Strong: Advice from a Panel of MSI Young Scholars,” Summer AMA, Boston, 2013.

Speaker, “Working with MSI on Dissertation Research,” Sheth Doctoral Consortium, 2011.

Panelist, “Managing your Career,” ACR Doctoral Consortium, *Association for Consumer Research,* New Orleans, 2015; also data scrum participant.

Panelist, “Advisor-Advisee Relationships,” ACR Doctoral Consortium, *Association for Consumer Research,* Jacksonville, 2010.

# MENTORSHIP AND ADVISING

**Co-advisor and Dissertation Co-Chair:**

* Max Gaerth (post-doc Wharton 2025, placed at Emory)
* Andrew Morningstar (Ph.D. 2024, Bristol-Meyers-Squibb)
* Jenny Guo (Ph.D. 2021, placed at SUNY Binghamton)
* Hristina Dzhogleva (Ph.D. 2014, placed at Boston College, now Northeastern)
* Mike Sciandra (Ph.D. 2015, placed and tenured at Fairfield University)
* Aleksandra Kovacheva (Ph.D. 2017, placed and tenured at SUNY Albany)
* Lauren Grewal (Ph.D. 2018, placed at Dartmouth)
* Jillian Hmurovic (Ph.D. 2020, Wharton, post-doc 2022; placed at Drexel)

**Dissertation committee member: Wharton**

* Esther Uduehi (University of Washington)
* Siyuan Yin (State University of New York at Stony Brook)
* Shannon Duncan (University of Alberta)

**Dissertation committee member: Pitt:**

* Didem Kurt (Boston University)
* Sarah Loughran Dommer (Georgia Tech);

**Dissertation committee member: Other Universities**

* Helen van der Sluis, Arizona State (University of South Carolina, now Pitt)
* Kirk Kristofferson, UBC (Arizona State University, now Ivey);
* Grant Donnelly, Harvard (Tenured at Ohio State University)

## Teaching

Sustainability in Sweden, Wharton Undergraduate Division, 2025

Consumer Decision Journeys, *Amgen,* *Novartis, American Banking Association, Strategic Management Leadership Open Program,* 2023-present

Academic Director, Highmark Executive Education, Wharton, August 2022 and August 2023

Global Modular Course in Luxury Retail (with Dr. Barbara Kahn), June 2022, January 2023-2024

Undergraduate Introduction to Marketing, University of Pennsylvania, Fall 2020-present

Consumer Behavior, Wharton Executive MBA Program, Summer 2020

MBA Dynamic Marketing Strategy, University of Pennsylvania, Spring 2020

Ph.D. seminar in Information Processing in Consumer Behavior, University of Pennsylvania, 2020, 2025

Marshall Webster Executive Leadership Program, University of Pittsburgh Medical Center, Fall 2018

Ph.D. Seminar in Consumer Behavior, University of Münster, Germany, Summer 2018

EMBA-Healthcare Marketing Design and Analysis, Summer 2018 and 2019

MBA Applied Behavioral Economics, Spring 2017 and 2018

Executive Education, Custom Program in “Constituent Satisfaction,” with Andrew Stephen, 20152016, SAE, Pittsburgh.

Ph.D. Seminar in Consumer Behavior, biannually, University of Pittsburgh

Undergraduate Consumer Behavior, Fall 2008-2010, 2012, University of Pittsburgh

MBA Consumer Behavior I and II, Fall 2010, 2013, 2016, 2017 University of Pittsburgh

Marketing Research, Summer 2004 and 2005, University of South Carolina

# INVITED PRESENTATIONS

University of Miami, scheduled January 2025

University College, Dublin, August 2024

London Business School, May 2024

University of Colorado, Boulder, April 2024

University of Central Florida, March 2024

University of Massachusetts, Amhurst, February 2024

ESSEC, Paris, January 2024

Erasmus, Rotterdam, December 2023

IMPACT 23 AdMarketplace Summit, October 2023

Bloomberg Green Summit Workshop, May 2023

KAIST, May 2023

Korean University Business School, May 2023

Texas Christian University, April 2023

IESE Marketing Camp, March 2023

Villanova, February 2023

BERA Webinar on Brand Purpose, March 2023

Reichmann University, January 2023

Bloomberg Sustainable Business Summit, 2022

Association for Consumer Research Plenary Panel on the Sharing Economy, October 2022

Cornell University, 2022

University of Southern California, 2022

Environmental Law Institute, September 2021

Regeneron, September 2021, November 2022, December 2022

Marist College, April 2021

Boston Scientific Corporate Colloquium, April 2021

Baker Retailing Center Joint Board Meetings, Wharton, November 2020

Ivy Exec, October 2020

Wharton MBA Military Recruiting Master Class in Marketing, October 2020

Aditya Birla Chairman’s Leadership Series, July 2020

US SIF/Rockefeller Foundation, August 2019

University of Cincinnati Research Camp, April 2019

Johns Hopkins University Seminar Series in Marketing, March 2019

University of Chicago Behavioral Approaches to Financial Decision-Making Conference, invited discussant, March 2019

Ayco/Goldman Sachs, Saratoga Springs, internal seminar, November 2018

Vanguard, Philadelphia, internal seminar, August 2018

Federal Reserve Bank of Atlanta, May 2018

Marquette University, Kellstadt Speaker Series, April 2018

US Department of Education, March 2018

WU Vienna, December 2017

UC-Berkeley, Psychology of Technology Conference, November 2017

University of Oxford Marketing Camp, July 2017

EMAC (Keynote), Groningen, Netherlands, May 2017

University of Cologne, Symposium on Digital Transformation, May 2017

University of Colorado, Boulder, April 2017

Bocconi University, March 2017

University of Manitoba, November 2016

University of Texas at Austin, November 2016

Boston College, September 2016

University of Houston, April 2016

Katz Graduate School of Business Board of Visitors, April 2016

University of Pennsylvania Marketing Camp, February 2016

Marketing in Israel Conference, December 2015

University of Illinois at Urbana-Champaign, September 2015

Third Way Panel on “Transparency and Trust in Government,” June 2015

Harvard Kennedy School of Public Policy, November 2014

US Department of Education, Institute for Education Sciences, May 2014

University of Chicago, February 2014

Stanford University, November 2013

Dartmouth College, October 2013

University of Minnesota, October 2013

London School of Economics, May 2013

Marketing Academic Research Colloquium, Penn State, May 2013

University of Alberta Marketing Camp, April 2013

Washington D.C. Marketing Colloquium, Keynote, April 2013

Invited Discussant, SIX Global Dialogue: Sharing Economy and Social Innovation, April 2013

University of Arkansas, April 2013

Carnegie Mellon University, Design Seminar, March 2013

University of West Virginia, March 2013

Penn State University Doctoral Student Association, November 2012

Harvard Business School, January 2012

UCLA, November 2011

University of Arizona Lisle Symposium, October 2011

Russell Sage Foundation, New York, July 2011

Texas A&M University Research Camp, April 2011

University of Florida Research Camp, March 2011

University of British Columbia, February 2011

Northwestern University, January 2011

Cornell University, November 2010

Emory University, May 2010

Ohio State University, March 2010

University of Michigan, February 2010

Pitt Human Resources Training, May 2010, October 2010

Carnegie Mellon University, Social & Decision Sciences Group, September 2009, April 2014 University of Wisconsin, Madison, April 2009

Wheaton College, April 2009