

Keith Wilcox

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Field of Specialization

Business management with a background in marketing and finance.

Education

- 2004-2009 **The City University of New York, Baruch College (Graduate Center)**
Ph.D., Marketing, 2009
Advisors: Thomas Kramer and Sankar Sen
Dissertation Title: *Pride: A License to Indulge and a Cue for Greater Self-Control* (Published in the *Journal of Consumer Research*, 2011)
- 1999-2001 **The University of California, Berkeley, Haas School of Business**
Master of Business Administration, 2001
- 1993-1997 **The City University of New York, Baruch College**
Bachelor of Business Administration, Finance, 1997

Academic Appointments

- 2015-present Barbara and Meyer Feldberg Associate Professor of Business
Columbia University, Graduate Business School
- 2014-2015 Associate Professor of Marketing
Columbia University, Graduate Business School
- 2012-2014 Assistant Professor of Marketing
Columbia University, Graduate Business School
- 2009-2012 Assistant Professor of Marketing
Babson College, Olin School of Business
- 2005-2009 Lecturer
The City University of New York, Baruch College

Professional Experience

- 2003-2004 Associate
Alvarez & Marsal
- 2002-2003 Consultant
Seedco

1998-1999 Account Executive
CMG Communications

1996-1998, 1999 Account Executive
Mezzina/Brown

Honors & Awards

2015 Outstanding Reviewer Award
Journal of Consumer Research

2013 Citations of Excellence Award
Emerald Group Publishing

2013 Young Marketing Scholar
Marketing Science Institute

2009-2012 Joseph R. Weintraub Term Chair
Babson College, Olin School of Business

2011 Best Conference Paper
La Londe Conference

2009 Best Conference Paper
Marketing and Public Policy Conference

2008 Babson Faculty Research Fund Award
Babson College, Olin School of Business

2007 AMA-Sheth Foundation Doctoral Consortium Fellow
The City University of New York, Baruch College

2006 Valuing Diversity Fellowship
American Marketing Association

2004-2006 Llewellyn Fellowship
The City University of New York

1999-2001 Consortium for Graduate Study in Management Fellow
The University of California, Berkeley, Haas School of Business

Publications

Authorship order in social psychology and marketing is conventionally based on contribution (first author having made the largest).

Peer Reviewed Publications

11. Wilcox, Keith and Sonja Prokopec (2019), "Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions." *Journal of Consumer Research* (forthcoming).
10. Wilcox, Keith, Juliano Laran, Andrew Stephen and Peter Zubcsek (2016), "How Being Busy Can Increase Motivation and Reduce Task Completion Time," *Journal of Personality and Social Psychology*, 110 (3), 371-384.
9. Puccinelli, Nancy, Keith Wilcox and Dhruv Grewal (2015), "Consumers' Response to Commercials: When the Energy Level in the Commercial Conflicts with the Media Context," *Journal of Marketing*, 79 (2), 1-18.
8. Wilcox, Keith and Andrew Stephen (2013), "Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control," *Journal of Consumer Research*, 40 (1), 90-103.
7. Wilcox, Keith, Anne Roggeveen and Dhruv Grewal (2011), "Shall I Tell You Now or Later? Assimilation and Contrast in the Evaluation of Experiential Products," *Journal of Consumer Research*, 38 (4), 763-773.
6. Wilcox, Keith, Lauren Block and Eric Eisenstein (2011), "Leave Home Without It? The Effects of Credit Card Debt and Available Credit on Spending," *Journal of Marketing Research*, 48 (SPL), S78 - S91.
5. Laran, Juliano and Keith Wilcox (2011), "Choice, Rejection, and Elaboration on Preference-Inconsistent Alternatives," *Journal of Consumer Research*, 38 (2), 229 - 241. Equal authorship.
4. Wilcox, Keith and Sangyoung Song (2011), "Discrepant Fluency in Self Customization," *Journal of Marketing Research*, 48 (4), 729 - 740.
3. Wilcox, Keith, Thomas Kramer and Sankar Sen (2011), "Indulgence or Self-Control: A Dual Process Model of the Effect of Incidental Pride on Indulgent Choice," *Journal of Consumer Research*, 38 (1), 151 - 163.
2. Wilcox, Keith, Beth Vallen, Lauren Block and Gavan Fitzsimons (2009), "Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision," *Journal of Consumer Research*, 36 (3), 380 - 393.
1. Wilcox, Keith, Hyeong Min Kim and Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brands?" *Journal of Marketing Research*, 46 (1), 247 - 259.

Books and Book Chapters

3. Wilcox, Keith and Judith Lynne Zaichkowsky (2019), "The Evolution of Counterfeit Luxury Consumption." *Research Handbook on Luxury Branding*, Edward Elgar Publishing (forthcoming).

2. Wilcox, Keith (2019), "How Signaling Motives and Identity Saliency Influence Luxury Consumption." *Handbook of Research on Identity Theory in Marketing*, Edward Elgar Publishing (forthcoming).
1. Block, Lauren and Keith Wilcox (2013), "Self-Control and Spending." In *The Routledge Companion to Identity and Consumption*, Ed. Ayalla Ruvio and Russell Belk, Routledge: New York, NY, 227-234.

Work In Progress

- Wilcox, Keith and Elina Hur. "Don't Worry, Be Healthy: Subjective Feelings of Busyness Lower Self-Control." *Journal of Consumer Research* (revising).
- Liu, Joyce, Keith Wilcox and Amy Dalton. "The Costco Effect: When Utilitarian Products Undermine Self-Control," *Journal of Consumer Psychology* (revising).
- Köcher, Sören and Keith Wilcox. "How Product Assembly Influences Task Performance." *Journal of Consumer Psychology* (under review).
- Wilcox, Keith and Juliano Laran. "Too Busy to Shop? How Feelings of Busyness Influence Consumer Motivation." *Journal of Marketing Research* (manuscript in progress).
- Jun, Youjung, Keith Wilcox and Sandra Matz. "On the Relationship Between Attractiveness and Intelligence." *Science* (manuscript in progress).
- Peterson, Francine and Keith Wilcox. "Benevolent Luxury? How Education Level Shapes Consumers' Response to Luxury Brands" (manuscript in progress).
- Meng, Rachel, Gita Johar and Keith Wilcox "Rumination and Financial Decision Making Among the Poor," *Journal of Consumer Psychology* (in preparation).
- Wilcox, Keith. "Meta-Control: A Consumer Model of Self-Regulation Failure" (data collection in progress).
- Oh, Travis Tae and Keith Wilcox "Sharing Content on Social Media: A Case of Altruistic Behavior?" (data collection in progress).

Cases and Exercises Authored

1. Kate Spade New York: Will Expansion Deepen or Dilute the Brand? (2015) Coauthor(s): Keith Wilcox and Eva Ascarza.

Courses Taught

Fall 2018	B6601-003, 005, 007: Marketing, Columbia GSB
Spring 2018	B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia GSB
Fall 2017	B6601-005, 007, 008: Marketing, Columbia GSB

Spring 2017	B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia GSB
Fall 2016	B6601-001, 002, 007: Marketing, Columbia GSB
Spring 2016	B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia GSB
Fall 2015	B6601-001, 003, 006: Marketing, Columbia GSB
Spring 2015	B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia GSB
Fall 2014	B6601-003, 006, 007: Marketing, Columbia GSB
Spring 2014	B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia GSB
Fall 2013	B5601-001, 002: Marketing Strategy (A), Columbia GSB
Fall 2013	B6601-003, 004: Marketing: Innovation Through Customer Centricity, Columbia GSB
Summer 2013	B7601-001: Marketing Strategy, Columbia GSB
Fall 2012	W3021-001: Marketing Management, Columbia College
Summer 2012	B7601-001: Marketing Strategy, Columbia GSB

Doctoral Dissertation Committee Service

Charlene Chen Assistant Professor, College of Business, Nanyang Business School. (Dissertation Committee Member).

- Dissertation: *The Need to Feel Better*. (2015).

Grants and Funding

- “Thinking About Financial Deprivation: Rumination and Decision Making Among the Poor.” Qualtrics Behavioral Research Grant. 2015-2016. Qualtrics. Principle Investigators: Rachel Meng, Keith Wilcox and Gita Johar. Award amount: \$5,000.
- “Thinking About Financial Deprivation: Rumination and Decision Making Among the Poor.” Research Grant. 2015-2016. Marketing Science Institute. Principle Investigators: Rachel Meng, Keith Wilcox and Gita Johar. Award amount: \$10,000.
- “Mobile Platforms, Location-Based Services, and their Impact on Consumers.” 2013-2014. Marketing Science Institute. Principle Investigators: Peter Pal Zubcsek, Keith Wilcox and Alan Cook. Award amount: \$14,300.
- “Depletion-as-Information” Junior Faculty Provost’s Grant. 2013. Columbia University. Principle Investigator: Keith Wilcox. Award amount: \$25,000
- Eugene M. Lang Support Fund Research Grant. 2013. Columbia University, Graduate School of Business. Principle Investigator: Keith Wilcox. Award amount: \$10,000
- “Quantity Aversion.” CIBER Research Grant. 2012-2013. Center for International Business Education and Research, Columbia University. Keith Wilcox and Amy Dalton. Award amount: \$10,000.
- “The Role of Emotions In-Store.” 2012-2013. Duke-Ipsos Research Grant. Duke-Ipsos Research Center. Principle Investigators: Keith Wilcox and Amy Dalton. Award amount: \$10,000.

- “Pride: A License to Indulge and a Cue for Greater Self-Control.” 2007-2008. Graduate Center Research Grant from the City University of New York. Principle Investigator: Keith Wilcox. Award amount: \$2,000

Professional Activities

- Editorial Board *Journal of Consumer Research* 2015-present
- Editorial Board *Journal of Marketing Research* 2016-present
- Editorial Board *Journal of Consumer Psychology* 2017-present
- Editorial Board *Journal of Marketing* 2018-present
- Ad Hoc Reviewer *Psychological Science* 2016-present
- Ad Hoc Reviewer *Journal of Personality and Social Psychology* 2015-present
- Ad Hoc Reviewer *International Journal of Research in Marketing* 2015-present
- Ad Hoc Reviewer *Journal of Experimental Social Psychology* 2017-present
- Ad Hoc Reviewer *Journal of Public Policy & Marketing* 2011-present
- Ad Hoc Reviewer *MSI Clayton Dissertation Proposal Competition* 2013-2018
- Ad Hoc Reviewer *Journal of Cognitive Psychology* 2016-2017
- Ad Hoc Reviewer *Journal of Business Ethics* 2014-2016
- Ad Hoc Reviewer *Marketing Letters* 2014-2016
- Ad Hoc Reviewer *International Marketing Review* 2015-2016
- Ad Hoc Reviewer *Journal of the American Society for Information Science and Technology* 2015-2016
- Ad Hoc Reviewer *Journal of Macromarketing* 2014-2015

Professional Affiliations

- American Marketing Association 2006-present
- Association of Consumer Research 2006-present
- The PhD Project, 2006-present
- Society of Consumer Psychology 2007-present
- Association for Psychological Science 2015-2016

Presentations

- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). HEC Montreal, Marketing Speaker Series (2019).
- The Upside of Busyness: How Feeling Busy Influences Consumer Motivation. (Coauthor: J., Laran). Four-School Conference, Stern Business School, New York University (2019).
- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). Boston College, Marketing Speaker Series (2019).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). HEC – Montreal, Marketing Speaker Series (2019).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). University of Illinois Chicago, Marketing Speaker Series (2019).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). Rutgers University, Marketing Speaker Series (2019).

- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). Oklahoma State University, Marketing Speaker Series (2019).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). Florida International University, Marketing Speaker Series (2019).
- The Dual Effect of Subjective Busyness on Consumer Motivation. (Coauthor: J., Laran). Georgetown University, Marketing Speaker Series (2019).
- Is Beauty Only Skin-deep? The Self-Confirming Effects of Physical Attractiveness Stereotype. (Coauthors: Y., Jun & S., Matz). Society of Consumer Psychology Conference (2019).
- Do Altruistic Individuals “Share” More on Social Media? (Coauthor: T., Oh). Association for Consumer Research Conference (2018).
- The Costco Effect: When Utilitarian Products Undermine Self-control. (Coauthors: J., Liu & A., Dalton). Association for Consumer Research Conference (2018).
- The Dual Effect of Subjective Busyness on Consumer Motivation. (Coauthor: J., Laran). Association of Consumer Research Conference (2018).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). ISM University, Marketing Speaker Series (2018).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). Hong Kong Polytechnic University, Marketing Speaker Series (2018).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). IDC Herzliya, Israel, Marketing Speaker Series (2018).
- The Upside of Busyness: How Feeling Busy Can Increase Productivity. (Coauthor: J., Laran). Dortmund - International School of Management ISM, Marketing Speaker Series (Fall 2018)
- The Upside of Busyness: How Feeling Busy Can Increase Productivity. (Coauthor: J., Laran). Vrije Universiteit Amsterdam, Marketing Speaker Series (2018).
- The Upside of Busyness: How Feeling Busy Can Increase Productivity. (Coauthor: J., Laran). Behavioral Science 2018: Customer Experience Conference. Duke University (2018).
- Restraint that Blinds: Attention Narrowing and Consumers’ Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). Boston University, Marketing Speaker Series (2018).
- Restraint that Blinds: Attention Narrowing and Consumers’ Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). American Marketing Association Winter Conference (2018).
- The Dual Effect of Subjective Busyness on Consumer Motivation. (Coauthor: (J., Laran). Frontiers in Consumer Psychology Conference (2018).
- Quantity Aversion: Self-Control and Consumers’ Response to Product Quantity. (Coauthor: A., Dalton). Society of Consumer Psychology Boutique Conference on Vice and Virtue (2018).
- Is the Glass Half Empty? How Focusing on Energy Consumed Affects Mental Performance. (Coauthor: A., Madzharov). Society of Consumer Psychology Boutique Conference on Vice and Virtue (2018).
- The Downside of Purchase Consideration for Luxury Brands. (Coauthor: F., Petersen). Thought Leaders in Consumer-Based Strategy Conference (2017).
- How Socioeconomic Status and CSR Communication Affect Consumer Responses to Luxury Brands (Coauthor: F., Petersen). University of St. Gallen, Marketing Speaker Series (2017).
- How Socioeconomic Status and CSR Communication Affect Consumer Responses to Luxury Brands (Coauthor: F., Petersen). INSEAD, Marketing Speaker Series (2017).

- How Socioeconomic Status and CSR Communication Affect Consumer Responses to Luxury Brands (Coauthor: F., Petersen). HEC Lausanne, Marketing Speaker Series (2017).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). University of Miami Psychology Department, Speaker Series (2017).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). University of Miami Marketing Department (2017).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). Florida State University, Marketing Speaker Series (2017).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). University of Lausanne, Marketing Speaker Series (2017).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). University of British Columbia, Marketing Speaker Series (2017).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). Rice University, Marketing Speaker Series (2017).
- The Dual Effect of Busyness on Motivation (Coauthor: J., Laran). University of Pittsburgh, Marketing Speaker Series (2017).
- The Dual Effect of Subjective Busyness on Consumer Motivation. (Coauthor: J., Laran). Association of Consumer Research Conference (2017).
- Is the Glass Half Empty? How Focusing on Energy Consumed Affects Mental Performance. (Coauthor: A., Madzharov). Society of Experimental Social Psychology Conference (2017).
- Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). University of Pennsylvania, Marketing Camp (2017).
- Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). Drexel University, Marketing Speaker Series (2017).
- Education, Liberalism, and Consumers' Responses to Luxury Brands (Coauthor: F., Petersen). KU Leuven, Marketing Speaker Series (2016).
- How Luxury Brand Consumption Promotes Costly Self-Signaling Behavior. (Coauthors: H., Hagtvedt & B., Kocher). University of St. Gallen, Marketing Speaker Series (2016).
- Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). Faculty of Business and Economics, HEC Lausanne, Speaker Series (2016).
- Education, Liberalism and Consumers' Response to Luxury Brands. (Coauthor: F., Petersen). Association of Consumer Research Conference (2016).
- Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). Frank Batten School of Leadership & Public Policy, University of Virginia, Speaker Series (2016).
- How Busyness Affects Motivation & Attentional Control. Northwestern University, Marketing Speaker Series (2016).
- How Busyness Affects Motivation & Attentional Control. Duke University, Marketing Speaker Series (2016).
- How Busyness Affects Motivation & Attentional Control. Saïd Business School, Oxford University, Marketing Camp (2016).
- Rumination and Decision Making Among the Poor. (Coauthors: G., Johar & R., Meng). Boulder Summer Conference on Consumer Financial Decision Making (2016).

- Education, Liberalism and Consumers' Response to Luxury Brands. (Coauthor: F., Petersen). Association of Consumer Research Conference (2016).
- Rumination and Decision Making Among the Poor. (Coauthors: G., Johar & R., Meng). Boulder Summer Conference on Consumer Financial Decision Making (2016).
- Education, Liberalism and Consumers' Response to Luxury Brands. (Coauthor: F., Petersen). Monaco Symposium on Luxury (2016).
- Thinking About Financial Deprivation: Rumination and Decision Making Among the Poor. (Coauthors: G., Johar & R. Meng). Association of Consumer Research Conference Doctoral Symposium (2015).
- The Downside of Purchase Consideration for Luxury Brands. (Coauthor: F., Petersen). Consumer Competence Research Training Conference (2015).
- Restraint that Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. (Coauthor: S., Prokopec). University of Maryland, Marketing Camp (Fall 2015).
- Depletion-as-Information: The Role of Feelings in Resource Depletion. (Coauthor: C., Chen). Society of Consumer Psychology Conference (2015).
- Depletion-as-Information: The Role of Feelings in Resource Depletion. (Coauthor: C., Chen). European Marketing Academy Conference (2015).
- How Being Busy Affects Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zuccsek). Ghent University, Marketing Speaker Series (2015).
- How Being Busy Affects Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zuccsek). American University, Marketing Speaker Series (Spring 2015)
- How Missing Deadlines and Being Busy Affect Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zuccsek). Association of Consumer Research Conference Doctoral Symposium (2014).
- Quantity Aversion: Self-Control and Consumers' Response to Product Quantity. (Coauthor: A., Dalton). University of Pittsburgh, Marketing Speaker Series (2014).
- How Missing Deadlines and Being Busy Affect Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zuccsek). Behavioral Decision Research in Management Conference (2014).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Marketing in Israel Conference (2014).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Copenhagen Business School, Marketing Speaker Series (2014).
- Encouraging Ideal Behavior via Luxury Consumption. (Coauthors: H., Hagtvedt & B., Kocher). University of Ghent, Marketing Speaker Series (2013).
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Champalimaud Center for the Unknown, Lisbon, 2013.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Massachusetts Institute of Technology, Marketing Speaker Series, 2013.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). North Carolina State, Marketing Camp, 2013.
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). ESSEC, Winter Marketing Camp (2013).
- Depletion-as-Information: The Role of Feelings in Resource Depletion. (Coauthor: C., Chen). Association of Consumer Research Conference (2013).

- Tens, Hundreds or Thousands? How Nutritional Information Numerosity Nonconsciously Affects Unhealthy Food Choices. (Coauthor: S., Prokopec). Association of Consumer Research Conference (2013).
- Quantity Aversion: Self-Control and Consumers' Preference for Quality vs. Quantity. (Coauthor: A., Dalton). Association of Consumer Research Conference (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). University of Miami, Marketing Speaker Series (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Erasmus University, Marketing Speaker Series (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Fisher College of Business, Ohio State University, Marketing Camp (2013).
- The Less Conspicuous Road to Virtue: The Influence of Luxury Consumption on Socially Valued Behavior. (Coauthors: H., Hagtvedt & B., Kocher). Marketing Science Institute, Young Scholar's Conference (2013).
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Minnesota, Marketing Camp, 2012.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Interdisciplinary Center, Herzliya, Israel, 2012.
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). Association of Consumer Research Conference (2012).
- Encouraging Ideal Behavior by Imagining Luxury Consumption. (Coauthors: H., Hagtvedt & B., Kocher). Association of Consumer Research Conference (2012).
- Does Imitation Benefit the Imitated Brand? The Effects of Target Ambiguity and Processing Mindset on Judgment. (Coauthors: J., Laran & S., Sen). KU Leuven, Marketing Camp (2018).
- Does Imitation Benefit the Imitated Brand? The Effects of Target Ambiguity and Processing Mindset on Judgment. (Coauthors: J., Laran & S., Sen). University of Florida, Marketing Speaker Series (2012).
- Does Imitation Benefit the Imitated Brand? The Effects of Target Ambiguity and Processing Mindset on Judgment. (Coauthors: J., Laran & S., Sen). Four-School Conference, Columbia Business School, Columbia University (2012).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). University of Houston, Marketing Speaker Series (2012).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). University of Alberta, Marketing Speaker Series (2012).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). Society of Consumer Psychology Conference (2012).
- Does Imitation Benefit the Imitated Brand? The Effects of Target Ambiguity and Processing Mindset on Judgment. (Coauthors: J., Laran & S., Sen). Society of Consumer Psychology (2012).
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Norwegian School of Economics and Business Administration, Johan
- Arndt Marketing Conference, 2011.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). London Business School, Marketing Speaker Series, 2011.

- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Cornell University, Marketing Speaker Series, 2011.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Northwestern University, Marketing Speaker Series, 2011.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Virginia Tech, Marketing Speaker Series, 2011.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Colorado, Boulder, Marketing Speaker Series, 2011.
- Pleasure or Pain: Goal Valence as a Determinant of Motivation in Goal Pursuit. (Coauthor: J. Laran). Association of Consumer Research Conference (2011).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). Columbia University, Marketing Speaker Series (2011).
- Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. (Coauthor: A., Stephen). Boston University, Marketing Speaker Series (2011).
- Far Away or So Close: The Influence of Counterfeits on Genuine Brand Preference. (Coauthors: J., Laran & S., Sen). Association of Consumer Research Conference (2011).
- (In)congruity in the Evaluation of Celebrity Co-Brands. (Coauthor: R., Carroll). Association of Consumer Research Conference (2011).
- Choice, Rejection, and Elaboration on Goal-Inconsistent Alternatives. (Coauthor: J. Laran). La Londe Conference (2011).
- How the Order of Information About an Experiential Product Impacts Affective Evaluation. (Coauthors: A., Roggeveen & D., Grewal). La Londe Conference (2011).
- Choice, Rejection, and Elaboration on Goal-Inconsistent Alternatives. (Coauthor: J., Laran). Society for Consumer Psychology Conference (2011).
- The Ironic Effects of Credit Card Balances and Credit Limits on Consumer Spending. (Coauthors: L., Block & E., Eisenstein). Society for Consumer Psychology Conference (2011).
- How the Order of Information About an Experiential Product Impacts Affective Evaluation. (Coauthors: A., Roggeveen & D., Grewal). Society for Consumer Psychology Conference (2011).
- Vicarious Goal Fulfillment: When the Presence of a Healthy Option Leads to an Indulgent Decision. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Society for Personality and Social Psychology Conference (2011).
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Carnegie Mellon University, Center for Behavioral Decision Research Speaker Series, 2010.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Technology, Sydney, Marketing Speaker Series, 2010.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Western Australia, Marketing Speaker Series, 2010.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of South Australia, Marketing Speaker Series, 2010.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Sydney, Marketing Speaker Series, 2010.
- How the Order of Information About an Experiential Product Impacts Affective Evaluation. (Coauthors: A., Roggeveen & D., Grewal). Association of Consumer Research Conference (2010).
- Consumer Behavior Seminar, Zicklin School of Business, Baruch College (2010).

- The Ironic Effects of Credit Card Balances and Credit Limits on Conspicuous Consumption. (Coauthor: L., Block). Association of Consumer Research Conference (2010).
- The Ironic Effects of Credit Card Balances and Credit Limits on Conspicuous Consumption. (Coauthor: L., Block). Marketing and Public Policy Conference (2010).
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of California, Los Angeles, Behavioral Decision Making Speaker Series, 2009.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Pennsylvania, Marketing Speaker Series, 2009.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Yale University, Marketing Speaker Series, 2009.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Miami, Marketing Speaker Series, 2009.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Utah, Marketing Speaker Series, 2009.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Delaware, Marketing Speaker Series, 2009.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). University of Alberta, Marketing Camp, 2009.
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). INSEAD, Marketing Speaker Series, 2009.
- Pride: a License to Indulge or a Cue for Greater Self-Control?. (Coauthors: T., Kramer & S. Sen). Association of Consumer Research Conference (2009).
- Vicarious Goal Fulfillment: When the Presence of a Healthy Option Leads to an Ironically Indulgent Decision. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Association of Consumer Research Conference (2009).
- Pride: a License to Indulge or a Cue for Greater Self-Control?. (Coauthors: T., Kramer & S. Sen). University of Queensland, Marketing Speaker Series (2009).
- Vicarious Goal Fulfillment: When the Presence of a Healthy Option Leads to an Ironically Indulgent Decision. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). La Londe Conference (2009).
- Vicarious Goal Fulfillment: When the Presence of a Healthy Option Leads to an Ironically Indulgent Decision. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Marketing and Public Policy Conference (2009).
- The Unconscious Consumer. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Arizona State University, Marketing Speaker Series, 2008.
- Preference Fluency in Sequential Customization: The Unexpected Ease or Difficulty of Product Feature Decisions. (Coauthor: S., Song). Association of Consumer Research Conference (2008).
- Pride: a License to Indulge or a Cue for Greater Self-Control?. (Coauthors: T., Kramer & S. Sen). University of Illinois Urbana Champaign, Marketing Speaker Series (2008).
- Pride: a License to Indulge or a Cue for Greater Self-Control?. (Coauthors: T., Kramer & S. Sen). University of Southern California, Marketing Speaker Series (2008).
- Pride: a License to Indulge or a Cue for Greater Self-Control?. (Coauthors: T., Kramer & S. Sen). Babson College, Marketing Speaker Series (2008).
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- Pride: a License to Indulge or a Cue for Greater Self-Control?. (Coauthors: T., Kramer & S. Sen). Rutgers School of Business – Camden, Marketing Speaker Series (2008).
- If I Can Choose Vegetables then I'll have Dessert: The Mere Presence of Healthy Food Items on Healthy versus Unhealthy Choice. (Coauthors: B., Vallen, L., Block, & G., Fitzsimons). Marketing and Public Policy Conference (2007).
- The Importance of Being Hedonic: Consumer Responsiveness to Promotions for Hedonic and Utilitarian Products. (Coauthor: K., Bawa). Society for Consumer Psychology Conference (2007).
- What's in a Logo: Exploring Motivations to Purchase Counterfeit Brands. (Coauthors: H., Kim & S. Sen). Association of Consumer Research Conference (2006).

Outside Activities

- Editorial Advisory Board, Ernst & Young China, 2010 – 2011
- Expert witness for a mortgage lender in 2013 – 2016