

KRISTEN LANE, PH.D.

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EMPLOYMENT

Columbia Business School 2021 – Present
Lecturer in Discipline, Marketing Division

University of Arizona • Eller College of Management 2020-2021
Visiting Lecturer, Marketing Department

EDUCATION

University of Arizona • Eller College of Management 2020
Ph.D. in Management, Marketing Emphasis, Minor in Social Psychology

University of Arizona • Eller College of Management 2015
B.S. in Business Administration, Marketing Emphasis, Minor in Environmental Science
Magna Cum Laude, with Honors, Beta Gamma Sigma, Phi Beta Kappa

RESEARCH INTERESTS

Digital Marketing, Information Choice and Sharing, Motivation, Identity, Shared Reality

PUBLICATIONS

Lane, Kristen and Sidney J. Levy (2019). “Marketing in the digital age: A moveable feast of information,” in Aric Rindfleisch, Alan Malter (ed.) *Marketing in a Digital World (Review of Marketing Research)*, 16, 13-33.

Reimann, Martin and **Kristen Lane** (2017), “Can a toy encourage lower calorie meal bundle selection in children? A field experiment on the reinforcing effects of toys on food choice,” *PLOS ONE*, 12 (1).

WORKING PAPERS

Lane, Kristen, and Merrie Brucks, “When Friends (Don’t) Care About Facts: Belonging Motivation Drives Untrustworthy Information Sharing,” submitting to the *Journal of Consumer Research*.

Lane, Kristen, Jennifer Savary, and Jesper Nielsen, “Brand-Identity Threat in the Information Marketplace: When Consumers Choose to Read Negative News,” submitting to the *Journal of Marketing*.

Anastasiya Pocheptsova Ghosh, **Kristen Lane**, Jennifer Savary, Laura Brandimarte, John Taylor, Jeff Stone, and Ricardo Valerdi. “A Field Study Comparing COVID-19 Mask-Wearing Interventions in an Organization,” submitting to the *Journal of Public Policy & Marketing*.

SELECTED WORKS IN PROGRESS

Lane, Kristen with Dafna Goor and Michael Norton. “The (Reverse) Endowment Effect of Information,” targeting the *Journal of Consumer Research*.

Lane, Kristen with Anika Schumacher and Jared Watson. “The Cautious Caregiver: Caregiving Reduces Sharing of Persuasive Communications,” targeting the *Journal of Consumer Research*.

Lane, Kristen and Gita V. Johar. “Interventions for (Mis)information Sharing on Social Media.”

HONORS & AWARDS

Philip and Susan Hagenah Award: Excellence in the Advancement of Marketing (\$2000)	2020
2020 Robert Lusch Doctoral Student Research Award (\$1500)	2020
AMA-Sheth Doctoral Consortium Fellow	2019
Graduate Student Professional Council Travel Award (\$750)	2017, 2018, 2019
Yale Whitebox Advisors Graduate Student Conference Fellow	2018
Robert Mittelstaedt Doctoral Symposium Fellow	2018
Eller College Small Research Grant (\$1500)	2018
Representative for Marketing: Eller College Doctoral Student Research Workshop	2018
University of Houston Doctoral Symposium Fellow	2017
Designing a Career in the Marketing Academy Fellow	2016
Thinking Forward Award: Leadership in Innovation in Marketing	2015
Phi Beta Kappa, University of Arizona	2015

CHAired SYMPOSIA

Lane, Kristen, Youjung Jun, and Gita V. Johar (2021, May). *Motivations Underlying Misinformation Sharing*. Chaired Symposium at the Annual Meeting of the Society for the Science of Motivation (SSM).

Lane, Kristen and Jared Watson (2018, October). *What Can We Trust? Perceptions Of, and Responses To, Fake Information*. Chaired Symposium at the Association for Consumer Research (ACR), Dallas, TX.

Lane, Kristen and Jennifer Savary (2017, October). *On the Unique Effects of Self-Connected Brands*. Chaired Symposium at the Association for Consumer Research (ACR), San Diego, CA.

CONFERENCE PRESENTATIONS

Lane, Kristen and Merrie Brucks (2021, May). "When Friends Don't Care About Facts: Affiliation Motivation Drives Untrustworthy Information Sharing," Society for the Science of Motivation (SSM).

Lane, Kristen and Merrie Brucks (2020, February). "When Friends Don't Care About Facts: Affiliation Motivation Drives Untrustworthy Information Sharing," Winter American Marketing Association (AMA), San Diego, CA.

Lane, Kristen, Jennifer Savary, and Jesper H. Nielsen (2019, December). "The Power of Brands in Dealing with Self-Threat: Strong Self-Brand Connections Drive Negative-Information Seeking," Future of Brands Conference, Columbia Business School, New York City, NY.

Lane, Kristen and Merrie Brucks (2018, October). "Perspectives on "What Can We Trust? Perceptions Of, and Responses To, Fake Information" and the Changing Values of Information," in NA - Advances in Consumer Research Volume 46, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN : Association for Consumer Research, Pages: 141-143, Dallas, TX.

Lane, Kristen, Jennifer Savary, and Jesper H. Nielsen (2018, May). "When Ignorance is No Longer Bliss: Consumers Seek Negative Information about Self-Connected Brands," Brands and Brand Relationships Conference (BBR), Boston, MA.

Lane, Kristen, Jennifer Savary, and Jesper H. Nielsen (2018, April). "When Ignorance is No Longer Bliss: Consumers Seek Threatening Information about Self-Connected Brands," 14th Annual Yale Whitebox Advisors Graduate Student Conference, New Haven, CT.

Lane, Kristen, Jennifer Savary, and Jesper H. Nielsen (2018, April). "When Ignorance is No Longer Bliss: Consumers Seek Negative Information about Self-Connected Brands," Eller College Doctoral Student Research Workshop, Tucson, AZ.

Lane, Kristen, Jennifer Savary, and Jesper H. Nielsen (2018, March). “When Ignorance is No Longer Bliss: Consumers Seek Threatening Information about Self-Connected Brands,” 27th Annual Robert Mittelstaedt Doctoral Symposium, Lincoln, NE.

Lane, Kristen, Jennifer Savary, and Jesper H. Nielsen (2017, October). “When Ignorance is No Longer Bliss: Seeking Threatening Information About Self-Relevant Brands,” in NA - Advances in Consumer Research Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research, Pages: 200-205, San Diego, CA.

Reimann, Martin, and **Kristen Lane** (2016, October). “Can Children Still Be Happy If 160 Calories Are Cut Out of the Happy Meal? Reinforcing Effects of Toys on Portion Choices,” in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 207-212, Berlin, Germany.

Reimann, Martin, and **Kristen Lane** (2016, August). “Happy Meal, Healthy Child? Reinforcing effects of toys on meal bundle choices,” American Psychological Association (APA) Annual Convention, Denver, CO.

INVITED TALKS

Lane, Kristen and Merrie Brucks, “When Friends Don’t Care About Facts: Belonging Motivation Drives Untrustworthy Information Sharing,” at the Columbia Business School Fake News Lab, led by Gita V. Johar, October 16, 2020.

Lane, Kristen, “Shared Reality in a Digital Age,” at the Harvard Extension School, April 14, 2020.

ACADEMIC SERVICE

Ad Hoc Reviewing

Journal: Marketing Letters	2020-2021
Journal: Trainee Reviewer for the Journal of Consumer Research (JCR)	2019-2020
Conference: Society for Judgment and Decision Making (SJDM)	2020
Conference: Association for Consumer Research (ACR)	2017-2021
Conference: Society for Consumer Psychology (SCP)	2017-2021

University Service

University of Arizona (UA), Experimental (Marketing) Lab Manager	2018-2019
UA, Graduate Professional Student Council Travel Grant Reviewer	2017-2018
UA, Eller Marketing Doctoral Recruiting/Communications Coordinator	2016-2018

TEACHING EXPERIENCE

Marketing and Human Behavior <i>University of Arizona, Eller College (Professional Marketing Minor)</i>	Summer 2021
Marketing Policies and Operations (Core Marketing Capstone) <i>University of Arizona, Eller College (Undergraduate)</i>	Spring 2021
Consumer Behavior in a Digital Marketplace <i>University of Arizona, Eller College (Undergraduate)</i>	Fall 2020
Marketing and Human Behavior <i>University of Arizona, Eller College (Professional Marketing Minor)</i>	Summer 2020
Buyer Behavior: Consumers in a Digital Marketplace <i>University of Arizona, Eller College (Undergraduate)</i>	Spring 2020
Marketing Information and Analytics (Marketing Research) <i>University of Arizona, Eller College (Professional Marketing Minor)</i>	Summer 2018
Marketing Information and Analytics (Marketing Research) <i>University of Arizona, Eller College (Professional Marketing Minor)</i>	Summer 2017
Market Based Management <i>University of Arizona, Eller Online MBA (OMBA), Teaching Assistant</i>	Summer 2016

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest: None.