

MELANIE BRUCKS

Columbia Business School
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EMPLOYMENT

Columbia Business School 2019 – Present
Assistant Professor of Marketing (2020)
Instructor of Marketing (2019)

EDUCATION

Stanford University, Graduate School of Business 2014 – 2019
Ph.D., Marketing

University of Arizona 2009 – 2013
B.S. with Honors, Psychology with Chemistry Minor
summa cum laude

RESEARCH INTERESTS

- Creativity and Innovation
- Effect of Technology on Consumer Psychology

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Brucks, Melanie S. and Jonathan Levav “Virtual Communication Stifles Collaborative Idea Generation,” under review.

Brucks, Melanie S. and Szu-chi Huang (forthcoming), “Does Practice Make Perfect? The Contrasting Effects of Repeated Practice on Creativity,” *Journal of the Association for Consumer Research*. (Lead Article)

Brucks, Melanie S. and Szu-chi Huang, “The Creativity Paradox: Soliciting Creative Ideas Undermines Ideation,” revising for resubmission at *Journal of Marketing Research*.

Kupor, Daniella, **Melanie S. Brucks** and Szu-chi Huang (2019), “And the Winner is...? Forecasting the Outcome of Others’ Competitive Efforts,” *Journal of Personality and Social Psychology*.

Carey, Angela L., **Melanie S. Brucks**, Albrecht C.P. Kufner, Nicholas Holtzman, Fenne große

Deters, Mitja D. Back, M. Brent Donnellan, James W. Pennebaker, and Matthias R. Mehl (2015), "Narcissism and the Use of Personal Pronouns: Revisited," *Journal of Personality and Social Psychology*, 109(3), e1.

Sarkar, Sujata, Shivali Justa, **Melanie Brucks**, Judith L. Endres, David A. Fox, Xiaoqun Zhou, Fatima Alnaimat, Brian Whitaker, John C. Wheeler, Brian H. Jones and Swaroopa R. Bommireddy (2014), "IL-17A, F, and AF in inflammation: a study in collagen induced arthritis and rheumatoid arthritis," *Clinical & Experimental Immunology*, 177(3), 652–661.

WORKING PAPERS

Kupor, Daniella, **Melanie S. Brucks** and Kristin Laurin, "Protected by (others') immorality"

SELECTED WORKS IN PROGRESS

"Emotional Mimicry in Virtual Communication"

"Creativity and Habitual Thinking" with Szu-chi Huang

"How the Kinesthetic Properties of a Response Scale Affect Judgment" with Jonathan Levav

"Identity Change After Goal Attainment" with Szu-chi Huang and Margaret Campbell

"Dichotomous Thinking" with S. Christian Wheeler and Zakary Tormala

HONORS AND AWARDS

Provost's Research Grant for Junior Faculty who Contribute to the Diversity Goals 2019
(\$25,000)

AMA-Sheth Foundation Doctoral Consortium Fellow 2017

Jaedicke Award 2014
Stanford Graduate School of Business

William James Psychology Award for Excellence in Undergraduate Research 2013
University of Arizona

Phi Beta Kappa 2013
University of Arizona

CHAired SYMPOSIA

Brucks, Melanie (2017, October). *It's Not About What You Do, But How You Do It. The Impact of Technology-Mediated Modalities*. Chaired Symposium at the Association for

Consumer Research (ACR), San Diego, CA.

Brucks, Melanie (2016, October). *Researching Outside the Box: The Cognitive and Motivational Processes of Creativity*. Chaired Symposium at the Association for Consumer Research (ACR), Berlin, Germany.

CONFERENCE PRESENTATIONS

Brucks, Melanie & Levav, Jonathan (2019, October). *Technology-Mediated Innovation*. Paper presented at the Association for Consumer Research (ACR), Atlanta, GA.

Brucks, Melanie & Levav, Jonathan (2019, June). *Technology-Mediated Innovation*. Paper presented at Society for Consumer Psychology Boutique: Consumers and Technology, HEC Montreal, Canada.

Brucks, Melanie & Huang, Szu-chi (2018, February). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Winter American Marketing Association (AMA), New Orleans, LA

Brucks, Melanie & Levav, Jonathan (2018, February). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Society for Consumer Psychology (SCP), Dallas, TX.

Brucks, Melanie & Levav, Jonathan (2017, October). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Association for Consumer Research (ACR), San Diego, CA.

Brucks, Melanie & Huang, Szu-chi. (2017, April). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Annual Whitebox Advisors Graduate Student Conference, New Haven, Connecticut.

Brucks, Melanie & Huang, Szu-chi. (2017, February). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Society for Consumer Psychology (SCP), San Francisco, CA.

Brucks, Melanie & Huang, Szu-chi. (2016, October). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Association for Consumer Research (ACR), Berlin, Germany.

Brucks, Melanie, Giacobbi, P., & Mehl, M.R. (2014, February). *The Effects of Social Media Sharing on Physical Activity Adherence*. Poster presented at the 15th Annual Meeting of the Society for Personality and Social Psychology, Austin, TX.

Brucks, Melanie, Giacobbi, P., & Mehl, M.R. (2013, March). *Checking-in on Facebook: How Sharing Affects Physical Activity Adherence*, Poster presented at the 2nd Annual Meeting of the Social Psychologists of Arizona, Tucson, AZ.

TEACHING EXPERIENCE

Foundations of Innovation <i>Columbia Business School (MBA)</i>	2020–present
Product Launch <i>Guest Speaker, Jonathan Levav, Stanford GSB (MBA)</i>	2018–2019
Behavioral Decision Theory <i>Grader, Itamar Simonson, Stanford GSB (PhD)</i>	2015–2018
Introduction to Statistics in Psychology <i>Weekly Review Instructor, University of Arizona (undergraduate)</i>	2011–2013

ACADEMIC SERVICE

<i>University Service</i>	
Stanford GSB Student Mentor	2015–2019
PhD Organization of Women, Officer	2017–2018
<i>Ad Hoc Reviewing</i>	
Journal of Marketing	
Journal of the Association for Consumer Research	
Conference reviewer, Association for Consumer Research and Society for Consumer Psychology	

INVITED TALKS

Uber Behavioral Science Symposium	2019
University of California, Berkeley	2019
University of Arizona	2019
University of California, Los Angeles	2018
University of California, San Diego	2018
University of Pennsylvania	2018
University of Georgia	2018
Northwestern University	2018
Yale University	2018
Dartmouth College	2018
Columbia University	2018
University of Southern California	2018

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