

# MELANIE BRUCKS

Columbia Business School  
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## EMPLOYMENT

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

## EDUCATION

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**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

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- Creativity and Innovation
- Effect of Technology on Consumer Behavior

## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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**Brucks, Melanie S.** and Jonathan Levav (2022) “Virtual Communication Stifles Collaborative Idea Generation,” *Nature*.

**Brucks, Melanie S.** and Jonathan Levav, “How the Kinesthetic Properties of a Response Scale Affect Judgment,” in preparation to submit to *Journal of Consumer Research*.

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

**Brucks, Melanie S.** and Szu-chi Huang (2020), “Does Practice Make Perfect? The Contrasting Effects of Repeated Practice on Creativity,” *Journal of the Association for Consumer Research* 5(3), 291-301.

- Select Media Coverage: [Stanford Insights](#), [Fast Company](#)

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*, 117(3), 500-521.

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**

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Kupor, Daniella, **Melanie S. Brucks** and Kristin Laurin, "Motivating Consumers to Defend Themselves Against Product Risks," preparing to submit to *Journal of Marketing*.

Brucks, Melanie S. and Alisa Wu, "Language Properties of Successful Collaborative Conversations"

Brucks, Melanie, Oh, Travis, Horton, Carl, and Iyengar, Sheena, "Categorical Expansion Underlies Perceptions of Creativity"

## **SELECTED WORKS IN PROGRESS**

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"Uncanny Communication: Minor Video-call Glitches Undermine Persuasion and Connection" with Jacqueline Rifkin and Jeff Johnson

"The Great Equalizer: Does Virtual Interaction Reduce Gender Disparities in Classroom Participation?" with Jonathan Atwell, Adina Sterling, and Jonathan Levav

"The Paradox of Habitual Creativity" with Szu-chi Huang

## **HONORS AND AWARDS**

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<b>Best Talk Award (in track) at the Society for Consumer Psychology Conference</b>	2022
<b>Jerome A. Chazen Institute for Global Business Grant (\$8,750)</b>	2022
<b>Provost's Research Grant for Junior Faculty who Contribute to the Diversity Goals (\$25,000)</b>	2019
<b>AMA-Sheth Foundation Doctoral Consortium Fellow</b>	2017
<b>Jaedicke Award</b> Stanford Graduate School of Business	2014

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

**Phi Beta Kappa** 2013  
University of Arizona

## **CHAired SYMPOSIA**

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**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**

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**Brucks, Melanie & Wu, Alisa\*** (2022, March). *Language properties of successful collaborative conversations*. Paper presented at the Society for Consumer Psychology

**Kim, Sonia & Brucks, Melanie\*** (2022, March). *The Psychological Ownership of Ideas*. Paper presented at the Society for Consumer Psychology

**Brucks, Melanie & Levav, Jonathan** (2021, September). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Society for Consumer Psychology Boutique: Numerical Markers, Tucson, AZ

**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 15<sup>th</sup> 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 2<sup>nd</sup> Annual Meeting of the Social Psychologists of Arizona, Tucson, AZ.

## TEACHING EXPERIENCE

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<b>Foundations of Innovation</b> <i>Columbia Business School (MBA)</i>	2020–present
<b>Introduction to Statistics in Psychology</b> <i>Weekly Review Instructor, University of Arizona (undergraduate)</i>	2011–2013

## ACADEMIC SERVICE

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<i>University Service</i> Stanford GSB Student Mentor	2015–2019
PhD Organization of Women, Officer	2017–2018

*Ad Hoc Reviewing*  
Journal of Marketing  
Journal of the Association for Consumer Research  
Marketing Science  
American Psychologist  
Marketing Letters  
Personality and Social Psychology Bulletin  
Conference reviewer, Association for Consumer Research and Society for Consumer Psychology

## INVITED TALKS

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UCLA Behavioral Decision-Making Brown Bag	2021
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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.