

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 Levay, “Virtual Communication Stifles Collaborative Idea Generation,” under second round review at *Nature*.

Kupor, Daniella, **Melanie S. Brucks** and Kristin Laurin, “Motivating Consumers to Defend Themselves Against Product Risks,” under review at *Journal of Marketing*.

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

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

Brucks, Melanie S., Szu-chi Huang and Margaret Campbell, “Losing Weight but not Feeling Like Yourself? A Transformation Mindset Facilitates Consumer Authenticity”

SELECTED WORKS IN PROGRESS

“Language Properties of Successful Brainstorming Conversations” with Alisa Wu

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

“The Psychological Experience of Creativity” with Travis Oh, Carl Horton, and Sheena Iyengar

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

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

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
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

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

INVITED TALKS

UCLA Behavioral Decision Making Brown Bag	2021
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.