

Keith Wilcox

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Education

- 2004-2009 **The City University of New York, Baruch College (Graduate Center)**
Ph.D., Marketing, 2009
- 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

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

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| 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 |

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*, Eds. Felicitas Morhart, Keith Wilcox and Sandor Czellar, Edward Elgar Publishing (forthcoming).
2. Wilcox, Keith (2019), "How Signaling Motives and Identity Salience Influence Luxury Consumption." *Handbook of Research on Identity Theory in Marketing*, Eds. Americus Reed and Mark Forehand, Edward Elgar Publishing (forthcoming).
1. Block, Lauren and Keith Wilcox (2013), "Self-Control and Spending." In *The Routledge Companion to Identity and Consumption*, Eds. 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 for second-round review).
- Liu, Joyce, Keith Wilcox and Amy Dalton. "The Costco Effect: When Utilitarian Products Undermine Self-Control," *Journal of Consumer Psychology* (revising for second-round review).
- Köcher, Sören and Keith Wilcox. "How Product Assembly Influences Task Performance." *Journal of Consumer Psychology* (revising for resubmission).

- Meng, Rachel, Gita Johar and Keith Wilcox “Rumination and Financial Decision Making Among the Poor,” *Journal of Consumer Psychology* (revising for second-round review).
- Jun, Youjung, Keith Wilcox and Sandra Matz. “On the Relationship Between Attractiveness and Intelligence.” *Proceedings of the National Academy of Science* (under review).
- Wilcox, Keith and Juliano Laran. “Too Busy to Shop? How Feelings of Busyness Influence Consumer Motivation.” (manuscript in progress).
- Peterson, Francine and Keith Wilcox. “Benevolent Luxury? How Education Level Shapes Consumers’ Response to Luxury Brands” (manuscript in progress).
- 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

- Kate Spade New York: Will Expansion Deepen or Dilute the Brand? (2015) Coauthor: Eva Ascarza.

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 *Health Psychology* 2019-present
- Ad Hoc Reviewer *European Journal of Marketing* 2019-present
- Ad Hoc Reviewer *PLOS ONE* 2019-present
- Ad Hoc Reviewer *Journal of Experimental Social Psychology* 2017-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 *MSI Clayton Dissertation Proposal Competition* 2013-present
- Ad Hoc Reviewer *Journal of Public Policy & Marketing* 2011-present
- 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

Presentations

- On the Relationship Between Attractiveness and Intelligence. (Coauthors: Y., Jun & S., Matz). HEC Paris, Winter Camp (2019).
- 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).
- Consumer Empowerment Empowering the Brand: Challenges and Opportunities. (Coauthors: V. Škare, P. Rydén, H. Muhammad, E. Kottika). Fourth International Conference on Contemporary Marketing Issues, Heraklion, Greece.
- 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., Zubcsek). Ghent University, Marketing Speaker Series (2015).
- How Being Busy Affects Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zubcsek). American University, Marketing Speaker Series (Spring 2015)
- How Missing Deadlines and Being Busy Affect Productivity. (Coauthors: A., Stephen, J., Laran, & P., Zubcsek). 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., Zubcsek). 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).
- Pride: a License to Indulge or a Cue for Greater Self-Control? (Coauthors: T., Kramer & S. Sen). Lehigh University, Marketing Speaker Series (2008).
- 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).

Courses Taught

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| Fall 2018 | B6601-003, 005, 007: Marketing, Columbia Business School |
| Spring 2018 | B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia Business School |
| Fall 2017 | B6601-005, 007, 008: Marketing, Columbia Business School |
| Spring 2017 | B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia Business School |
| Fall 2016 | B6601-001, 002, 007: Marketing, Columbia Business School |
| Spring 2016 | B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia Business School |
| Fall 2015 | B6601-001, 003, 006: Marketing, Columbia Business School |
| Spring 2015 | B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia Business School |
| Fall 2014 | B6601-003, 006, 007: Marketing, Columbia Business School |
| Spring 2014 | B8670-001: NYC Immersion Seminar: Luxury Brands, Columbia Business School |
| Fall 2013 | B5601-001, 002: Marketing Strategy (A), Columbia Business School |
| Fall 2013 | B6601-003, 004: Marketing: Innovation Through Customer Centricity, Columbia Business School |
| Summer 2013 | B7601-001: Marketing Strategy, Columbia Business School |
| Fall 2012 | W3021-001: Marketing Management, Columbia College |
| Summer 2012 | B7601-001: Marketing Strategy, Columbia Business School |

Service

- Marketing Core Coordinator
- Marketing Faculty Search Committee member
- Marketing PhD Committee member
- Speaker Series Committee member
- Decision Making and Negotiations Cross Disciplinary Area co-chair
- Decision Making and Negotiations Cross Disciplinary Area Recruiting Committee member
- Society of Consumer Psychology Conference 2020 associate editor

- Society of Consumer Psychology Boutique Conference 2019 co-chair
- AMA Winter Academic Conference 2018 associate editor
- Society of Consumer Psychology Boutique Conference 2017 co-chair
- APA Conference 2012 (Division 23) co-chair
- MSI Clayton Dissertation Proposal Competition ad-hoc reviewer

Professional Experience

Associate, Alvarez & Marsal

Consultant, Seedco

Account Executive, CMG Communications

Account Executive, Mezzina/Brown

Outside Activities

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