

VITA
JOAN MEYERS-LEVY
Holden-Werlich Professor of Marketing

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Minneapolis, Minnesota 55416
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Office: University of Minnesota
Carlson School of Management
321 19th Avenue South
Minneapolis, Minnesota 55455
(612) 625-6007

EDUCATION

- Ph.D. Northwestern University, 1986; Major Field: Marketing Minor Field: Psychology
- Masters of Management Northwestern University, 1979-1981; Major Fields: Marketing/Finance
- B.A. University of Wisconsin, Madison, 1976; Major Fields: Journalism/Advertising

ACADEMIC EXPERIENCE

- Professor of Marketing: 1998 to present, University of Minnesota, Carlson School of Management.
- Associate Professor of Marketing: 1992 to 1998, University of Chicago, Graduate School of Business.
- Assistant Professor of Marketing: 1990 to 1992, University of Chicago, Graduate School of Business.
- Visiting Assistant Professor of Marketing: 1988-1990, Northwestern University, Kellogg Graduate School of Management.
- Assistant Professor of Marketing: 1985-1988, University of California, Graduate School of Management.
- Instructor of Marketing: Northwestern University, 1984-1985 in Graduate School of Management; 1983-1984 in Undergraduate Education.

PROFESSIONAL ACTIVITIES

Editorial Boards: *Journal of Consumer Research* 1993-2005, 2009-present; *Journal of Marketing Research* 1992- present; *Journal of Consumer Psychology* 1994- present (also served as Guest Associate Editor in 2006-2008, 2012, 2013); , *Journal of Public Policy and Marketing* 2001-2007, and *Journal of Advertising* 1994-95.

Ad hoc Reviewer: *Personality and Social Psychology Bulletin*, *Basic and Applied Social Psychology*, *Journal of Marketing*, *Marketing Science*, *Sex Roles*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Marketing Letters*, *Sloan Management Review*, the Marketing Science Institute Dissertation Competition, National Science Foundation Grant Proposals, Hong Kong Research Grants Council, Social Sciences & Humanities Research Council, Association for Consumer Research Conference, and AMA Marketing Educator's Conference.

Association for Consumer Research: Early Career Award Committee Chair, 2013; Panelist for ACR Plenary Session on Current Issues and Challenges in Consumer Research, 2011; Faculty Participant at ACR Doctoral Symposium 2006; Treasurer 2002; Co-Chair for ACR Conference, October, 2000; Program Committee for ACR conference, 1988, 1993-1995, 1999, 2009; Arrangement Committee for ACR Conference, 1991.

American Marketing Association: Consumer Behavior Track Chair for AMA Summer Educators' conference, 1997. Discussant for AMA Marketing Educator's Conference, 1989.

Society for Consumer Psychology: Chair of Fellows Committee 2006-2007; *Journal of Consumer Psychology* Advisory Policy Board Committee 2010-2011.

Professional Memberships: Association for Consumer Research, Society of Consumer Psychology, and American Marketing Association.

AWARDS AND HONORS

- A Top 10 Reviewer for *Journal of Consumer Psychology*, 2011.
- Recipient of American Marketing Association's 25-year Consortium Fellow Research Excellence Award, 2009.
- Carlson School of Management, University of Minnesota Distinguished Research Award, 2008.
- Named Holden-Werlich School-Wide Professor of Marketing at Carlson School, 2008.
- Invited Faculty Representative at AMA Doctoral Consortium, 2007, 2008, 2009.
- Recipient of JCR Outstanding Reviewer Award, 2000-2001, 2002-2003, 2008-2009, 2013
- Invited speaker at ACR Doctoral Symposium, 2006.
- Recipient of Society for Consumer Psychology Fellow Award, 2002.
- McKnight Grant Award 1999-2002 and 2006.
- Awarded by University of Chicago, Graduate School of Business as the Bozell, Jacobs, Kenyon and Eckhardt Scholar, 1993-1994.
- Invited Faculty Representative at the AMA Doctoral Consortium, 1992.
- Honorable Mention, Marketing Science Institute Dissertation Proposal Competition, 1985.
- Student Representative, AMA Doctoral Consortium, 1985.
- Northwestern University's Stuart Henderson Britt Award: 1984-1985.
- Student Representative, Albert Haring Symposium, Indiana University, 1983.
- Graduate School University Fellowship, Northwestern University, 1981-1984.
- Dean's List, Masters of Management Program, Northwestern University, 1979-1981.
- Graduation Award of Distinction, University of Wisconsin, 1976.

REFEREED JOURNAL PUBLICATIONS

Meyers-Levy, J. and B. Loken, Revisiting Gender Differences: What We Know and What Lies Ahead, forthcoming in *Journal of Consumer Psychology*, 2015 (January).

Mehta, R., R. Zhu, and J. Meyers-Levy, When Does a Higher Construal Level Increase or Decrease Indulgence? Resolving the Myopia Versus Hyperopia Puzzle, *Journal of Consumer Research*, 2014, 41 (August), 475-488.

Meyers-Levy, J. and R. Zhu, Gender Differences in the Meanings Consumers Infer from Music and Other Aesthetic Stimuli, *Journal of Consumer Psychology*, 2010, 20 (October), 495-507.

Meyers-Levy, J., R. Zhu, and L. Jiang, Context Effects From Bodily Sensations: Examining Bodily Sensations Induced by Flooring and the Moderating Role of Product Viewing Distance, *Journal of Consumer Research*, 2010, 37 (June), 1-14.

- Lau-Gesk, L. and J. Meyers-Levy, Emotional Persuasion: When the Valence Versus Resource Demands of Emotions Influences Consumers' Attitudes, *Journal of Consumer Research*, 2009, 36 (December), 585-599.
- Zhu, R. and J. Meyers-Levy, The Influence of Self-View on Context Effects: How Display Fixtures Can Affect Product Evaluations, *Journal of Marketing Research*, 2009, 46 (February), 37-45.
- Kim, K. and J. Meyers-Levy, Context Effects in Diverse-Category Brand Environments: The Influence of Target Product Positioning and Consumers' Processing Mindset, *Journal of Consumer Research*, 2008, 34 (April), 882-896.
- Meyers-Levy, J. and R. Zhu, The Influence of Ceiling Height: The Effect of Priming on the Type of Processing People Use, *Journal of Consumer Research*, 2007, 34 (August), 174-186.
- Zhu, R. and J. Meyers-Levy, Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects, *Journal of Consumer Research*, 2007, 34 (June), 89-96.
- Meyers-Levy, J., Using the Horizontal/Vertical Distinction to Advance Insights into Consumer Psychology, *Journal of Consumer Psychology*, 2006, 16 (Sept-Oct), 47-51.
- Zhu, R. and J. Meyers-Levy, Distinguishing Between the Meanings of Music: When Background Music Affects Product Perceptions, *Journal of Marketing Research*, 2005, 42, (August), 333-345.
- Peracchio, L. and J. Meyers-Levy, Using Stylistic Properties of Ad Pictures to Communicate with Consumers, *Journal of Consumer Research*, 2005, 32 (June), 29-40.
- Meyers-Levy, J. and D. Maheswaran, Exploring Message Framing Outcomes When Systematic, Heuristic or Both Types of Processing Occur, *Journal of Consumer Psychology*, 2004, 159-167.
- Hawkins, S. A., S. J. Hoch, and J. Meyers-Levy, Low-Involvement Learning: Repetition and Coherence in Familiarity and Belief, *Journal of Consumer Psychology*, 2001, 1-11.
- Meyers-Levy, J. and P. Malaviya, Consumers' Processing of Persuasive Advertisements: An Integrated Framework of Persuasion Theories, *Journal of Marketing* (Journal of Marketing/Marketing Science Institute Special Issue 4 on Fundamental Issues and Directions for Marketing), 1999, 45-60.
- Malaviya, P., J. Meyers-Levy, and B. Sternthal, Ad Repetition in a Cluttered Environment: The Influence of Type of Processing, *Psychology and Marketing*, 1999, 16 (March), 99-118.
- Peracchio, L. and J. Meyers-Levy, Evaluating Persuasion-Enhancing Techniques from a Resource-Matching Perspective, *Journal of Consumer Research*, 1997, 24 (September), 178-191.
- Meyers-Levy, J. and A. Tybout, Context Effects at Encoding and Judgment in Consumption Settings: The Role of Cognitive Resources, *Journal of Consumer Research*, 1997, 24 (June), 1-14.
- Meyers-Levy, J. and L. Peracchio, Moderators of the Impact of Self-Reference on Persuasion, *Journal of Consumer Research*, 1996, 22 (March), 408-423.
- Meyers-Levy, J. and L. Peracchio, Understanding the Effects of Color: How the Correspondence

- Between Available and Required Resources Affects Attitudes, *Journal of Consumer Research*, 1995, 22 (September) 121-138.
- Peracchio, L. and J. Meyers-Levy, How Ambiguous Cropped Objects in Ad Photos Can Affect Product Evaluations, *Journal of Consumer Research*, 1994, 21 (June), 190-204.
- Meyers-Levy, J., T. Louie, and M. Curren, How Does the Congruity of Brand Names Affect Evaluations of Brand Name Extensions? *Journal of Applied Psychology*, 1994, 79 (February), 46-53.
- Meyers-Levy, J. and B. Sternthal, A Two-Factor Explanation of Assimilation and Contrast Effects, *Journal of Marketing Research*, 1993, 30 (August), 259-268.
- Meyers-Levy, J. and D. Maheswaran, When Timing Matters: The Influence of Temporal Distance on Consumers' Affective and Persuasive Responses, *Journal of Consumer Research*, 1992, 19 (December) 424-433.
- Meyers-Levy, J. and L. Peracchio, Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations, *Journal of Marketing Research*, 1992, 29 (November), 454-461.
- Meyers-Levy, J., Elaborating on Elaboration: The Distinction Between Relational and Item specific Elaboration, *Journal of Consumer Research*, 1991, 18 (December), 358-367.
- Meyers-Levy, J. and D. Maheswaran, Exploring Males' and Females' Processing Strategies: When and Why Do Differences Occur in Consumers' Processing of Ad Claims, *Journal of Consumer Research*, 1991, 18 (June), 63-70.
- Meyers-Levy, J. and B. Sternthal, Gender Differences in the Use of Message Cues and Judgments, *Journal of Marketing Research*, 1991, 28 (February), 84-96.
- Maheswaran, D. and J. Meyers-Levy, The Influence of Message Framing and Issue Involvement, *Journal of Marketing Research*, 1990, 27 (August), 361-367.
- Meyers-Levy, J., The Influence of a Brand Name's Association Set Size and Word Frequency on Brand Memory, *Journal of Consumer Research*, 1989, 16 (September), 197-207.
- Meyers-Levy, J. and A. Tybout, Schema Congruity as a Basis for Product Evaluation, *Journal of Consumer Research*, 1989, 16 (June), 39-54.
- Meyers-Levy, J., Priming Effects on Product Judgments: A Hemispheric Interpretation, *Journal of Consumer Research*, 1989, 16 (June), 76-86.
- Meyers-Levy, J., The Influence of Sex Roles on Judgment, *Journal of Consumer Research*, 1988, 14 (March), 522-530.

BOOK CHAPTERS AND REFEREED CONFERENCE PUBLICATIONS

- Meyers-Levy, J., M.G. Bublitz, and L.A. Peracchio, The Sounds of the Marketing Place: The Role of Audition in Marketing, in *Sensory Marketing*, A. Krishna (ed.), Psychology Press, 2010.
- Meyers-Levy, J. and R. Zhu, Perhaps the Store Made You Purchase It: Toward an Understanding of Structural Aspects of Indoor Shopping Environments, in *Visual Marketing: From Attention to Action*,

M. Wedel and R. Pieters (eds.), Erlbaum, 2008.

Meyers-Levy, J., Gender Differences in Cortical Organization: Social and Biochemical Antecedents and Advertising Consequences, in *Attention, Attitude, and Affect in Response to Advertising*, E. Clark, T. Brock, and D. Stewart (eds.), Erlbaum, 1994, 107-122.

Meyers-Levy, J., Gender Differences in Information Processing: A Selectivity Interpretation, in *Cognitive and Affective Responses to Advertising*, P. Cafferata and A. Tybout (eds.), Lexington Books, 1989, 219-260.

Meyers-Levy, J. Bodily Sensations and Context Effects: The Moderating Role of Physical Distance, *Asia-Pacific Advances in Consumer Research*, Vol 8, 2009.

Meyers-Levy, J. and R. Zhu, Individual Differences in Gender and Age: Theory Enhancement and Some Important Consequences, *Advances in Consumer Research*, Vol. XXVII, 2000, 294.

Meyers-Levy, J. and D. Maheswaran, Message Framing Effects on Product Judgments, *Advances in Consumer Research*, Vol. XVII, 1990, 531-534.

Meyers-Levy, J., Investigating Dimensions of Brand Names that Influence the Perceived Familiarity of Brands, *Advances in Consumer Research*, Vol. XVI, 1989, 258-263.

Meyers-Levy, J., Factors Affecting the Use of Conceptually Driven and Data Driven Processing, *Advances in Consumer Research*, Vol. XV, 1988, 169-173.

Meyers-Levy, J., The Effect of Gender Differences in Hemispheric Asymmetry on Judgment, *Advances in Consumer Research*, Vol. XIV, 1987, 51-53.

INVITED RESEARCH PRESENTATIONS

When Bodily Sensations Elicit Context Effects: The Moderating Role of Physical Distance, University of Arizona, November 23, 2009.

When Bodily Sensations Elicit Context Effects: The Moderating Role of Physical Distance, Northwestern University, April 1, 2009.

Understanding Consumers' Perceptions and Judgments, Advisory Board Meeting, Institute for Research in Marketing, January 14, 2009.

Exploring How the Indoor Structural Environment Affects Consumers, University of Missouri, June 7, 2008.

Influences of the Retail Environment on Consumers' Processing and Perceptions, University of Minnesota, College of Pharmacy, April 16, 2008

Attitudes and Persuasion, ACR Doctorial Symposium, October 1, 2006.

Viewing Type of Processing from New Heights: How Conceptual Primes Can Influence Type of Processing, University of Iowa Marketing Symposium, May 20, 2006.

Viewing Type of Processing from New Heights: How Conceptual Primes Can Influence Type of

Processing, University of Minnesota, March 10, 2006.

Does Ceiling Height Affect Consumers' Processing? University of Michigan IC-I conference on Visual Marketing, June 2005.

When Stylistic Properties in Pictures Communicate, University of Illinois Sandage Symposium, October 2003

Finding Meaning in Music: When Music Influences Perceptions, INSEAD Marketing Camp (France), June 2002

Do Consumers Infer Substance From Ad Style? Wharton School of Business, University of Pennsylvania, March 2001.

Exploring Consumers' Processing of Visual Information in Advertising. University of Pittsburgh, J. Sheth Annual Winter Marketing Camp, January 2000.

Theoretical and Applied Explorations of Resource Matching Theory. University of Southern California, Second Annual Research Camp, January 1999.

Enhancing the Persuasive Powers of Discourse and Communications. Keynote Speaker at First International Conference on Document Design, Tilburg University (Netherlands), December 1998.

Understanding Persuasion: Theory and Application. Ohio State University, March 1998.

Understanding Persuasion: Theory and Application. University of Toronto, February 1998.

Understanding Persuasion: Theory and Application. University of Michigan, November 1997.

Understanding Persuasion: Theory and Application. University of Minnesota, October 1997.

Context Effects at Encoding and Judgment in Consumption Settings: The Role of Cognitive Resources. Second Annual INSEAD Marketing Camp (France), June 1997.

Context Effects on Consumers' Encoding and Judgments of Advertised Products. Washington State University, February 1997.

Context Effects on Consumers' Encoding and Judgments of Advertised Products. Haas School of Business, U.C. Berkeley, November 1996.

Anticipating How Ad Pictures Will Influence Persuasion Under High and Low Processing Motivation. UCLA, May 1996.

Understanding the Effects of Color: How the Correspondence Between Available and Required Resources Affects Attitudes. Wharton School of Business, University of Pennsylvania, November 1994.

When and How Color Can Color Persuasion: The Influence of Processing Motivation and Cognitive Demands. University of Toronto, July 1994.

When and How Color Can Color Persuasion: The Influence of Processing Motivation and Cognitive

Demands. University of Washington, April 1994.

How the Use of Color in Ads Affects Attitudes. Stanford Marketing Camp, August 1993. The Theoretical Contribution of Examining Individual Differences. University of Illinois-Chicago, March 1993.

The Effects of Color on Persuasion. Cornell University, April 1993.

The Effects of Color on Persuasion. Pennsylvania State University, March 1993.

Process Driven Affect: Exploring the Effect of Picture Cropping. AMA Doctoral Consortium at Michigan State University, August 1992.

The Framing Effects of Mood on Product Judgments. Northwestern University Mini Conference, July 1987.

Gender Differences in the Use of Conceptually Driven and Data Driven Processing, UCLA/USC Annual Symposium, May 1986.

CONFERENCE PRESENTATIONS

Plenary session panelist. Panel comprised of leading thinkers discussing current issues and challenges in consumer research. North American Association for Consumer Research, 2011.

Differentiating Between Simple and Complex Emotions: It's a Matter of Abstractness. Presented at North American Association for Consumer Research, 2010.

Sitting Position and Self-Control. Presented at North American Association for Consumer Research, 2010.

Exploring the Role of Self in Self-Control. Presented with Ravi Mehta and Rui Zhu at North American Association for Consumer Research, 2009.

Bodily Sensations and Context Effects: The Moderating Role of Physical Distance. Asia-Association for Consumer Research conference (Hyderabad, India), 2009.

Bodily Sensations and Context Effects: The Moderating Role of Physical Distance. North American Association for Consumer Research conference, 2009.

Lessons from My Career Path. AMA Doctoral Consortium, June 12, 2009.

Roundtable Session: Aesthetics and Consumption. Association for Consumer Research Conference, 2008.

The Influence of Auditory Inputs, Sensory Marketing Conference, University of Michigan, 2008.

Research Workshop: Cultivating and Developing Research Ideas Involving Consumer Information Processing. AMA Doctoral Consortium, 2008.

How Self-View and Type of Processing Affect Context Effects Produced by Viewing Products on Various Display Table Surfaces. Presented with Rui Zhu at Association for Consumer Research, 2007.

When Do Consumers Rely on Conceptual Versus Experiential Processing Heuristics? Presented with Juliet Zhu at Association for Consumer Research, 2004.

When Visual Ambiguity Defies Ad Message Substantiation: Examining the Persuasiveness of Single and Mixed Emotion Messages. Presented with Loraine Lau-Gesk at Association for Consumer Research, 2002.

The Influence of Regulatory Focus on Consumer Information Processing. Presented with Rui Zhu at Association for Consumer Research, 2002.

When Music Matters: When Do Consumers Infer Meaning From Music? Presented with Rui Zhu at Association for Consumer Research, 2001.

When Music Matters: When Do Consumers Infer Meaning From Music? Presented with Rui Zhu at Society for Consumer Psychology Winter Conference, 2001.

Gender Differences in Processing Pictures in Verbal Messages: The Influence of Pictorial Ambiguity or Relational Coherence. Presented with Carolyn Yoon, Rui Zhu, and Michelle Lee at Association for Consumer Research, 2000.

The Joint Effects of Culture and Gender on the Processing of Ads. Presented with Carolyn Yoon at the American Marketing Association International Marketing Conference, Buenos Aires, Argentina, June, 2000.

Low Involvement Learning: Repetition and Coherence in Familiarity and Belief. Presented with Scott Hawkins and Stephen Hoch at Society for Consumer Psychology Winter Conference, 2000.

Cross-Cultural Differences in Memory for Advertising. Presented with Carolyn Yoon and Michelle Lee at 7th Cross-Culture Consumer and Business Studies Research Conference, 1999.

Low Involvement Learning: Repetition and Coherence in Familiarity and Belief. Presented with Scott Hawkins and Stephen Hoch at Association for Consumer Research, 1999.

Visual Communication in Ads Through Symbols. Presented at Mid-West Marketing Camp at University of Minnesota, 1999.

Low Involvement Learning II: Repetition and Coherence in Familiarity and Belief. Presented with Scott Hawkins and Stephen Hoch at Association for Consumer Research, 1996.

Discussant for session entitled "New Approaches to the Role of Similarity in Consumer Research" at Association for Consumer Research, 1996.

The Effect of Self-Referencing on Persuasion and Recall. Presented with Laura A. Peracchio at Association for Consumer Research, 1995.

The Differential Impact of Hemispheric Priming on Affective Response: Implications for Consumer Behavior. Presented with Christie Nordhielm at Annual Convention of American Psychological Association, 1995.

Low-Involvement Learning: Repetition and Coherence in Familiarity and Belief. Presented with Scott

Hawkins and Stephen Hoch at Association for Consumer Research, 1994.

Can Ad Design Influence Consumer Perceptions? The Congruity of Ad Layout with Product Positioning. Presented with Joseph Nunes and Laura Peracchio at Association for Consumer Research, 1994.

When and How Color Can Color Persuasion: The Influence of Processing Motivation and Cognitive Demands. Invited to deliver paper for Behavioral Science group at University of Chicago, April 1994.

The Effects of Implicit Learning on Judgments: Assimilation and Contrast. Presented at Annual Convention of American Psychological Association, 1993.

Examining the Power of Numbers. Presented with Radhika Puri at Association for Consumer R Research, 1992.

Are All Pictures Created Equal: How Pictures Can Influence Consumer Interpretation of Verbal Information. Presented with Laura Peracchio at Association for Consumer Research, 1991.

Examining the Relationship Between Ad Repetition and Product Evaluations. Presented with Prashant Malaviya at Association for Consumer Research, 1991.

Consumers' Emotional Responses to Unrealized Expectations and Variations in Temporal Distance. Presented with Durairaj Maheswaran at Association for Consumer Research, 1990.

Exploring Temporal Perspective Framing Effects. Presented with Carolyn Yoon and Alice Tybout at Association for Consumer Research, 1989.

Investigating Message Framing Effects on Consumer Judgments: The Influence of Personal Relevance and Product Risk. Presented with Durairaj Maheswaran at Association for Consumer Research, 1989.

Exploring Consumers' Responses to Family Branding in Terms of Schema Congruity Theory. Presented with Therese Louie, and Mary Curren at Association for Consumer Research, 1988.

Investigating Dimensions of Brand Names that Influence the Perceived Familiarity of Brands Presented at Association for Consumer Research, 1988.

Factors Affecting the Use of Conceptually Driven and Data Driven Processing. Presented at Association for Consumer Research, 1987.

The Effect of Gender Differences in Hemispheric Asymmetry on Judgment. Presented at Association for Consumer Research, 1986.

WORKING PAPERS

With B. Loken, Revisiting Gender Differences: What We Know and What Lies Ahead

With N. Nelson, Does the Delivery Format in Which a Message is Communicated Matter?: How Consumers Process Alternative Types of Sensory Data in Working Memory

With R. Zhu and N. Amaral, Tallying Time: How Extraneous Factors Can Influence Time Estimates

With R. Zhu and R. Mehta, Be Careful How You Sit: The Effect of Sitting Posture on Behavioral and Cognitive Self-Control

RESEARCH IN PROGRESS

With N. Nelson, Hemispheric Influences on the Simultaneous or Sequential Presentation of Product Information

With R. Zhu, Respectfulness and Order as a Consequence of Terror Management

With R. Zhu, Exploring the Influence of Regulatory Focus on Consumers' Sensitivity to Conceptual Versus Experiential Cues

UNIVERSITY AND SCHOOL SERVICE

- CSOM recruiting committee, 2013
- CSOM graduation faculty representative, University of Minnesota, 2010, 2012
- Research Advisory Committee 2008-2011
- Undergraduate graduation faculty representative, University of Minnesota, 2007
- CSOM representative at Keeping our Faculties, April 12-14, 2007, University of Minnesota
- Chair of recruiting committee, 2006
- PhD Committee 2006
- Masters Thesis Committee 2006, Yulia Lutchyn, School of Journalism & Mass Communication
- Written and Oral Prelim Committee 2004, Sela Sar, School of Journalism & Mass Communication
- Oral Prelim and Dissertation Committee 2001-2004, Mira Lee, School of Journalism & Mass Communication; Awarded 2004 American Academy of Advertising Dissertation Competition
- Masters Thesis Committee 2001-2003, Lufang Meng, School of Journalism & Mass Communication
- FAPC representative, CSOM, 2002-2003
- DGS Selection Committee, CSOM, 2002
- Oral Prelim Committee Member 2002, Monica Coulter, University of Minnesota, Food Science
- CSOM Dissertation Committees: Rui Zhu (Chair 2000-2003), Kyeong-Heui Kim (Chair 2001-2003), Sonia Basu (2001-2003), Hakkyun Kim (2004-2007), Jungkeun Kim (2006-2009), Noelle Nelson (Chair 2008-2012), Nelson Amaral (Chair 2009-2013; finalist for the Outstanding Teacher-Scholar Doctoral Student Competition sponsored by LINKS Simulations and the MMA Foundation Legacy Fund)
- Marketing Ph.D. Program Coordinator, CSOM, 2001-2004
- McKnight Grant Award Committee, CSOM, 2001, 2002
- CSOM University Senate Alternate, 2000-2001
- Ph.D. Student and New Faculty Recruiting Committees, CSOM, 1999-2001
- Advisory Board of University of Minnesota Clothing Design and Retail Merchandising, 2000-Present
- Participant in Curtis L. Carlson Day Open House (Opened Classroom to 8 Guests), 2000
- Ad hoc Committee on Doctoral Curriculum, CSOM, 1998-00
- Defense Committee for Brett Olson for Master of Arts in Human Resources and Industrial Relations, University of Minnesota, 1999
- Reading Committee for Mark Ritson, University of Minnesota, 1999
- Dissertation Chair for Christie Nordhielm (Winner of JCR Ferber Award for article from dissertation; Honorable Mention for Marketing Science Institute Dissertation Award), Marketing, University of Chicago, 1998
- Dissertation Chair for Radika Puri, Marketing, University of Chicago, 1998

- Dissertation Committee for Veronique d'Estaintot, Behavioral Science/Marketing, University of Chicago, 1995
- Dissertation Committee for Dudley Luke, Psychology/Marketing, University of Chicago, 1991
- Attended Executives' Club of Chicago Breakfast with University of Chicago Alumni, April 29, 1997
- Participant in PhD New Student Reception, University of Chicago, 1990, 1992-1996.
- Faculty Representative at University of Chicago 445th Convocation, 1996
- LEAD VIII Facilitator, University of Chicago, 1996
- Marketing Workshop Coordinator, University of Chicago, Winter 1996
- Co-chair of Ph.D. Exam Committee, University of Chicago, 1992-95
- Speaker at Doctoral Student Orientation, University of Chicago, 1995
- Doctoral Student Advisor, University of Chicago, 1993-94
- Coordinator for Ph.D. Student Recruitment in Marketing, University of Chicago, 1991-93
- Coached MBA students on job interviewing techniques, resulting in their obtaining jobs at Warner Lambert and Avery, 1990
- Doctoral Program Admittance Committee, UCLA, 1987

DISSEMINATION OF RESEARCH TO PUBLIC AND INDUSTRY

Article entitled *Minding the Genders' Minds* written upon request (with Christie Nordhielm) for *In the Mind of the Market: Anatomical View of the Human Brain*, 3, Harvard Business School Publishing: Boston, MA, Case #599-003, p. 4.

Delivered speech entitled "He Thinks, She Thinks: Gender Communication in the Workplace" to Chicago Real Estate Executive Women, June 11, 1998.

Invited by advertising agency Leo Burnett to speak about gender differences with account execs overseeing Proctor and Gamble, February 4, 1998.

Served as expert consultant on gender research in information processing for J. Walter Thompson advertising agency in 1994. Agency videotaped an interview with me on this topic and how to advertise more effectively to males and females. The videotape is used currently by agency in attracting new clients.

Delivered speech entitled "All About Eve: Understanding Differences Between the Sexes" to Oak Brook Women's Club, May 23, 1995.

Delivered speech entitled "How Gender Differences Can Govern Decision-Making and the Governing Process" to Illinois Municipal League, September 29, 1994.

Delivered speech entitled "Gender Differences in Communicating and Decision Making" to Women's Bar Association of Illinois, September 14, 1993.

Delivered speech entitled "Gender Debits and Credits in Decision Making" to Illinois CPA Foundation, November 17, 1992.

Delivered speech entitled "The Gritty Realities of Men Versus Women" to American Society of Women Accountants, July 13, 1988.

Delivered speech entitled "Gender Differences in Cortical Organization: Implications for Consumer Psychology" to industry-sponsored Annual Advertising and Consumer Psychology Conference, May

14-15, 1987.

Selected Listing of full articles/segments detailing my research in:

- Store Flooring can Affect Purchasing Decisions, *Minnesota Daily*, June, 2010.
- How Room Designs Affect Your Work and Moods, *Scientific American Mind*, April, 2009.
- "U of M Marketing Professor Perfects the Science of the Woo," *Star Tribune*, November 2008.
- "Never Mind the Merchandise, How About that Shelving?" *Pioneer Press*, November 2008.
- "A Question of Height," *Financial Times*, July 2007
- "Ceiling Height Does Matter," *New York Times*, June 2007
- "Ceiling Height versus Performance: Sometimes It Can Make a Difference," *Wall Street Journal*, May 2007
- "Ceiling Height Alters How You Think," *Live Science*, May 2007
- "High Ceilings, Big Ideas," *Business Week*, May 2007
- "Ceilings Affect Our Thoughts and Feelings," *University of Minnesota News*, May 2007
- "Selling to Mars and Venus," *Across the Board*, January 2000
- "A World Apart," *Brandcom*, Winter 1998
- "Consumer Psychology," *720 with Milt Rosenberg* (Chicago WGN radio, March 10, 1998)
- "Mixed Messages," *Capital Ideas*, Summer, 1998
- "Listening to Khakis," *The New Yorker*, July 28, 1997
- "Talk of the Nation" on National Public Radio, August 11, 1997
- "Gender Differences," *Dateline NBC*, September 1997
- "Speaking of Differences," *Chicago Tribune*, November 9, 1997
- "How Gender Affects Our Communication," *The Plain Dealer*, December 2, 1997
- "Men Decide Quickly; Women Mull it Over," *USA Today*, April 1, 1986

Quoted and/or references to my research and/or knowledge of consumer psychology in:

National Public Radio, "Morning Edition" (with Brook Gladstone, July 29, 1999); *Cosmopolitan* (May 1999; 2001); *First for Women* (January 25, 1999); New Jersey's *The Record* (November 8, 1998); New Jersey's *The Record* (January 15, 1995); *AdWeek* (June 22, 1992); *McCalls* (April 1992); Twin Cities *Star Tribune* (October 6, 1991); *Self* (September 1986); *Glamour* (August 1986), New Jersey's *The Record* (November 2006), Miami Herald (November 2006), Chicago Tribune (April 2006)