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**David B. Wooten**

Alfred L. Edwards Collegiate Professor of Marketing, and  
University Diversity and Social Transformation Professor

Stephen M. Ross School of Business  
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Ann Arbor, MI 48109-1234  
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Email: [dbwooten@umich.edu](mailto:dbwooten@umich.edu)

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**ACADEMIC APPOINTMENTS:**

**University of Michigan, Stephen M. Ross School of Business**

University Diversity and Social Transformation Professor, 2019-Present  
Professor of Marketing, 2016-Present  
Alfred L. Edwards Collegiate Professor, 2010-Present  
Associate Professor of Marketing, 2007-2016  
Assistant Professor of Marketing, 2000-2007  
Visiting Assistant Professor of Marketing, 1998-2000

**Cornell S. C. Johnson College of Business**

Professor of Marketing, Charles H. Dyson School of Applied Economics and Management,  
2017-2018

**University of Florida, Warrington College of Business**

Assistant Professor of Marketing, 1994-1998

**Columbia University**

Assistant Professor of Marketing, 1992-1994

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**EDUCATION:**

**University of Michigan, Stephen M. Ross School of Business**

Doctor of Philosophy, 1992  
Master of Business Administration (with distinction), 1987

**Georgia State University, J. Mack Robinson College of Business**

Bachelor of Business Administration, 1985

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**AWARDS, HONORS, & RECOGNITIONS:**

Neary PhD Teaching Excellence Award, 2025  
Michigan-Ross PhD Distinguished Alumni Award, 2024  
Editor-in-Chief of the Journal of Consumer Psychology, 2024-2026  
Taylor & Francis/Routledge Society of Marketing Advances Distinguished Scholar Award, 2022  
PhD Project Hall of Fame, 2022  
University Diversity and Social Transformation Professor, 2019

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Golden Apple Teaching Award Nominee, 2017, 2019

Consortium for Graduate Study in Management, Sterling H. Schoen Achievement Award, 2017

University of Michigan Black Alumni, Leonard F. Sain Award, 2017

American Marketing Association, Sheth Consortium Faculty Fellow 2012, 2014, 2017, 2022-2023, 2025-2026

Society for Consumer Psychology, Doctoral Symposium Faculty Fellow, 2015-2016

Association for Consumer Research, Doctoral Symposium Faculty Fellow, 2001, 2011, 2013-2015, 2023

American Marketing Association Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence, 2015

Best Competitive Paper Award, Society of Consumer Psychology, 2011

Finalist for the 2009 Journal of Consumer Research Best Article Award

Black Celebratory Cornerstone Award, 2009, 2017

Journal of Consumer Research Outstanding Reviewer Award, 2007-2008

Harold R. Johnson Diversity Service Award, 2007

Honor Roll of Consumer Researchers, with High Honors (Blackwell, Miniard and Engel 2006)

University of Michigan Faculty Advisor of the Year (Honorable Mention), 2006

University of Michigan-Ross, Black Business Students' Association, Alumnus of the Year Award, 2001

Warrington College of Business Teacher of the Year, 1997

American Marketing Association, Doctoral Consortium Student Fellow, 1991

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**RESEARCH: INTERESTS:**

Self-Presentation

Interaction Rituals

Stigmatized and Racial Identities

Consumer and Racial Socialization

Word of Mouth

Shopping and Gifting Behavior

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**JOURNAL ARTICLES:**

(Invited\*)

1. Wooten, David B. and Anocha Aribarg (2024)\*, "Marketing at Ross: 100 Years of Academic and Business Impact," Customer Needs and Solutions, 11 (1) 1-10.
  2. Rank-Christman and David B. Wooten (2023), "Racial Regard and Black Consumers' Responses to Stigmatized-Identity Cues," Journal for the Association of Consumer Research, 8 (1), 21-32.
  3. Wooten, David B. and Tracy Rank-Christman (2022)\*, "The Significance and Meaning of Racial Identity in Consumer Research: A Review and Call for Research," Consumer Psychology Review,
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- 5 (1), 19-32 (Among the most downloaded papers published in the journal between January 1, 2021 and December 31, 2021).
4. Wooten, David B. and Nakeisha S. Ferguson (2021)\*, "Reconsidering Gaps Between Perceived and Real Discrimination: A Commentary on the Galak and Kahn 2019 Academic Marketing Climate Survey," Marketing Letters, 32 (3), 307-312.
  5. Kang, Christine and David B. Wooten (2020), "The Presenter's Paradox in Customer Service Interactions," Journal of Business Research, 120, 94-102.
  6. Esteky, Sina David B. Wooten, and Maarten Bos (2020), "Illuminating Illumination: Understanding the Influence of Ambient Lighting on Prosocial Behaviors," Journal of Environmental Psychology, 68, 101405.
  7. Wooten, David B. and Tracy Rank-Christman (2019)\*, "Stigmatized-Identity Cues: Threats as Opportunities for Consumer Psychology," Journal of Consumer Psychology, 29 (1), 142-151. (Among the top 10% most downloaded papers published in the journal between January 2018 and December 2019).
  8. Esteky, Sina, Jean D. Wineman, and David B. Wooten (2018), "The Influence of Physical Elevation in Buildings on Risk Preferences: Evidence from a Pilot and Four Field Studies," Journal of Consumer Psychology, 28 (3), 487-494.
  9. Mirabito, Ann M., Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Jane Machin, Chris Pullig, Natalie Ross Adkins, Susan Dunnett, Kevin Thomas, Marie A. Yeh, Cassandra Davis, Johanna F. Gollnhofer, Aditi Grover, Kathy Hamilton, Jess Matias, Natalie A. Mitchell, Edna G. Ndichu, Nada Sayarh, and Sunaina Velagaleti (2016), "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma," Journal of Public Policy and Marketing, 35 (2), 170-184.
  10. Packard, Grant, Andrew D. Gershoff, and David B. Wooten (2016), "When Boastful Word of Mouth Helps versus Hurts Social Perceptions and Persuasion," Journal of Consumer Research, 43 (1), 26-43.
  11. Packard, Grant and David B. Wooten (2013), "Compensatory Knowledge Signaling in Consumer Word-of-Mouth," Journal of Consumer Psychology, 23 (4), 434-450. (Best Competitive Paper Award for the 2011 Society of Consumer Psychology Conference).
  12. Wooten, David B., Robert L. Harrison III, and Natalie Mitchell (2011)\*, "Benign Envy: Is There a Dark Side of Light Green?" Academy of Marketing Science Review, 1 (3/4), 137-139.
  13. Wooten, David B. (2009), "Say the Right Thing: Apologies, Reputability and Punishment," Journal of Consumer Psychology, 19 (2), 225-235.
  14. Wooten, David B. (2006), "From Labeling Possessions to Possessing Labels: Ridicule and Socialization among Adolescents," Journal of Consumer Research, 33 (2), 188-198. (Finalist for the 2009 JCR Best Article Award).
  15. Wooten, David B. and Americus Reed II (2004), "Playing it Safe: Susceptibility to Normative Influence and Protective Self-Presentation," Journal of Consumer Research, 31 (3), 551-556.
  16. Reed, Americus II, David B. Wooten, and Lisa E. Bolton (2002), "The Temporary Construction of Consumer Attitudes," Journal of Consumer Psychology, 12 (4), 375-388.
  17. Wooten, David B. (2000), "Qualitative Steps Toward an Expanded Model of Anxiety in Gift Giving," Journal of Consumer Research, 27 (1), 84-95.
  18. Wooten, David B. and Americus Reed II (2000), "A Conceptual Overview of the Self-Presentational Concerns and Response Tendencies of Focus Group Participants," Journal of Consumer Psychology, 9
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(3), 141-153.

19. Wooten, David B. and Americus Reed II (1998), "Informational Influence and the Ambiguity of Product Experience: Order Effects on the Weighting of Evidence," Journal of Consumer Psychology, 7 (1), 79-99.
  20. Wooten, David B. (1995), "One-of-a-Kind in a Full House: Some Consequences of Ethnic and Gender Distinctiveness," Journal of Consumer Psychology, 4 (3), 205-224. (Lead article).
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#### **BOOK CHAPTERS:**

1. Rank-Christman, Tracy and David B. Wooten (2025), "A Deeper Dive into Understanding Stigmatized Identity Cues," in The Routledge Handbook of Identity and Consumption, Ayalla Ruvio and Russell Belk (eds.). London: Routledge, 96-107.
  2. Wooten, David B. and Gheremey D. Edwards (2025), "Losing Cool Points: Insights from Insults among Adolescents," in The Routledge Handbook of Identity and Consumption, Ayalla Ruvio and Russell Belk (eds.). London: Routledge, 221-232.
  3. Wooten, David B. and James A. Mourey (2013), "Adolescent Consumption and the Pursuit of 'Cool,'" in The Routledge Companion to Identity and Consumption, Ayalla Ruvio and Russell Belk (eds.). London: Routledge, 169-176.
  4. Wooten, David B. (2006), "Using Apologies to Overcome the Bumps in the Road to Redemption," in An Executive Briefing on Crisis Leadership, Erika H. James and Larry L. Smith (eds.). Darden Business Publishing, 45-51.
  5. Wooten, David B. and Stacy L. Wood (2004), "In the Spotlight: The Drama of Gift Reception," in Contemporary Consumption Rituals: A Research Anthology, Cele C. Otnes and Tina M. Lowrey (eds.). Mahwah, NJ: Lawrence Erlbaum Associates, Inc., 213-236.
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#### **EDITORIALS:**

1. Wooten, David B., Rajesh Bagchi, and Aparna Labroo (2024), "JCP: The Next Mile," Journal of Consumer Psychology, 34 (1), 3-5.
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#### **CONFERENCE PAPERS:**

1. Kang, Christine and David B. Wooten (2019), "Presenter's Paradox?: Downstream Consequences of Non-truthful Communication," in Advances in Consumer Research, Duluth, MN: Association for Consumer Research, (Extended Abstract).
  2. Harrison, Robert L. III, Douglas A Lepisto and David B. Wooten (2019), "Useful Chaos: Illuminating the Hidden Benefits of Black Friday to Retailers," Academy of Management Proceedings.
  3. Atakan, Sukriye Sinen, Mina Seraj, and David B. Wooten (2018), "Self-Producer's Journey: Identity Construction and Transformation in Self-Production," in Advances in Consumer Research, Duluth, MN: Association for Consumer Research, (Extended Abstract).
  4. Esteky, Sina, David Wooten and Maarten Bos (2016), "Shedding Light on the Influence of Illumination on Social Behaviors," in Advances in Consumer Research, Vol. 44, Page Moreau and Stefano Puntoni (eds.), Duluth, MN: Association for Consumer Research, 730-730, (Extended Abstract).
  5. Packard, Grant, Andrew D. Gershoff, and David B. Wooten (2015), "Trust me, I Know! The Impact of Source Self-Enhancement on Persuasion in Word-of-Mouth," in Advances in Consumer
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Research, Vol. 43, Kristin Diehl and Carolyn Yoon (eds.), Duluth, MN: Association for Consumer Research, 197-202 (Extended Abstract).

6. Kang, Christine, Grant Packard, and David B. Wooten (2013), "Secrets and Lies: How Consumers Manage the Flow of Ego-Threatening Information," in Advances in Consumer Research, Vol. 41, Simona Botti and Aparna A. Labroo (eds.), Duluth, MN: Association for Consumer Research, 658-659 (Extended Abstract).
7. Packard, Grant and David B. Wooten (2013), "Compensatory Communication: Consumer Knowledge Discrepancies and Knowledge Signaling in Word-of-Mouth," in Advances in Consumer Research, Vol. 41, Simona Botti and Aparna A. Labroo (eds.), Duluth, MN: Association for Consumer Research, 17-18 (Extended Abstract).
8. Wooten, David B. and Tiffany Galvin (1993), "A Preliminary Examination of the Effects of Context-Induced Felt Ethnicity on Advertising Effectiveness," in Advances in Consumer Research, Vol. 20, Leigh McAlister and Michael L. Rothschild (eds.), Provo, UT: Association for Consumer Research, 253-256.

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#### **WORKS IN PROGRESS:**

"Are There Hidden Costs of Racial Bias in Retail Settings," with Gheremey D. Edwards and Tracy Rank-Christman (Reject & Resubmit at the Journal of Marketing).

"Self in the Making: Construction and Transformation of Self in the Doing–Having–Being Nexus," with S. Sinem Atakan (Manuscript in Preparation)

"Revision of the Susceptibility to Interpersonal Influence Scale," with Gheremey D. Edwards and Priscilla Pena (Data Collection in Progress).

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#### **PRESENTATIONS:**

"Are There Environmental Costs of Racial Bias in Retail Settings?" to be presented as a Working Paper at the 2026 SCP Conference, San Diego, CA, March 2026.

"Are There Environmental Costs of Racial Bias in Retail Settings?" presented at the 2025 ACR Conference, Washington, DC, October 2025.

"Are There Environmental Costs of Racial Bias in Retail Settings?" presented at the 8<sup>th</sup> Biennial APA Division 45 Research Conference, Ann Arbor, MI, July 2025.

"Are There Environmental Costs of Racial Bias in Retail Settings?" presented at the BC Distinguished Scholar Series, April 2025.

"Are There Environmental Costs of Racial Bias in Retail Settings?" presented at the UC-Irvine Colloquium, April 2025.

"On the Value of Different Perspectives," Distinguished Scholar Address presented at Society of Marketing Advances, Charlotte, NC, November 2022.

"Racial Regard and Black Consumers' Responses to Stigmatized-Identity Cues" presented at Business Bias and Blunders in a Racially Diverse Marketplace: A Research Symposium in Honor of Jerome Williams, University of Colorado Boulder, November 2021.

"Why is Race-Based Research So Elusive?" 2021 AMA Marketing and Public Policy Conference (Panelist), June 2021.

"2nd Annual ISMS Webinar on Diversity, Equity, and Inclusion: What are the challenges? What are the most common concerns against DEI?" ISMS Webinar (Panelist), June 2021.

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- “How to Conduct Racism and Discrimination Research,” JACR Workshop (Panelist), January 2021.
- “Beyond Truth and Lies,” presented at the John M. Jones Proseminar series at the Gies College of Business, November 2020.
- “Advancing Diversity, Equity and Inclusion in Consumer Research: A Consumer Well-being Perspective,” ACR DEI Online Pre-Conference (Panelist), September 2020.
- “Reflections on Diversity, Equity and Inclusion in Academia: Leadership Vision and Challenges,” ISMS Webinar (Panelist), June 2020.
- “In WOM We Trust, but Should We?” presented at the BEDR Showcase at the Cornell S. C. Johnson College of Business, August 2018.
- “Say the Right Thing: Apologies, Reputability, and Punishment,” presented at the Wharton School at the University of Pennsylvania, May 2008.
- “When do Apologies Pave the Future?” presented at Cornell University School of Hotel Administration, November 2006.
- “When do Apologies Pave the Future?” presented at the Darden School at the University of Virginia, October 2006.
- “Apologies and the Bumps in the Road to Redemption,” Hosmer Luncheon Speaker Series, University of Michigan, April 2006.
- “The Effects of Apologies on Punishment Intentions: The Mediating Role of Future Expectancies,” Invited Talk, University of Alberta, April 2005.
- “Secrets and Lies? Potential Consequences of Self-Presentational Concerns in Focus Groups,” Decision Consortium, University of Michigan, March 2004.
- “Smoothing the Past or Paving the Future: The Differential Effects of Apologies on Victims and Onlookers,” Invited Talk, University of Massachusetts, February 2004.
- “Susceptibility to Normative Influence and the Social Implications of Product Choices,” Decision Consortium, University of Michigan, May 2002.
- “Framing Consumer Boycotts,” Hosmer Luncheon Speaker Series, University of Michigan, March 2001.
- “Qualitative Steps Toward an Expanded Model of Anxiety in Gift Giving,” Invited Talk, Rutgers University – Camden, January 2000.
- “(In) Significant Others: The Effects of Who We See on What We Buy,” ACR Special Topics Session, Nashville, 1993.
- “A Preliminary Examination of the Effects of Context-Induced Felt Ethnicity on Advertising Effectiveness,” ACR Competitive Paper Session, Vancouver, 1992.

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**PROFESSIONAL ASSOCIATIONS:**

- Association for Consumer Research
  - Society for Consumer Psychology
  - American Marketing Association
  - Marketing Ethnic Faculty Association
  - Beta Gamma Sigma Honorary Business Fraternity
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**TEACHING:**

**University of Michigan**

*Undergraduate*

BA100: Foundations in Learning Business (BBA)

BA101: Preparation Initiative (Undergraduate)

BA102: Business Foundations (BBA)

M300: Marketing Management I (BBA, Non-Business Majors)

M301: Marketing Management II (BBA)

M313: Consumer Behavior (BBA)

*Graduate*

BA553: Multi-Disciplinary Action Projects (MBA)

M501: Marketing Management (Evening MBA)

M503: Marketing Management (MBA)

M504: Marketing Management (Weekend MBA)

M896: Social Psychology of Consumption (PhD)

M898: Identity and Consumption (PhD)

**Cornell University**

*Undergraduate*

AEM 2400: Marketing Principles (Undergraduate, Non-Business Majors)

**University of Florida**

*Undergraduate*

M4613: Marketing Research (BSBA)

M4803: Marketing Management (BSBA)

*Graduate*

M6646: Marketing Research (MBA)

**Columbia University**

*Graduate*

M6601: Marketing Strategy (MBA)

M6602: Managing Marketing Programs (MBA)

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**SERVICE:**

**Marketing Profession**

*Editor-in-Chief*

Journal of Consumer Psychology, 2024-2026

*Associate Editor*

Journal of Consumer Psychology (Research Reports), 2014-Present

Journal of Consumer Psychology (Guest AE), 2013

*Scientific Advisory Committee*

Consumer Psychology Review, 2020-Present

*Editorial Review Boards*

Journal of Consumer Psychology, 2011-Present

Journal of Consumer Research, 2005-2024

Journal of Behavioral Decision Making, 2023-Present

Journal of Sport Management, 2009-2025

*Ad Hoc Reviewer* (listed alphabetically)

Basic and Applied Social Psychology

Canadian Journal of Administrative Sciences

Culture, Markets, and Consumption

European Journal of Social Psychology

Human Resource Management

International Journal of Business and Emerging Markets

International Journal of Fashion Design, Technology and Education

International Journal of Research in Marketing

Journal of Advertising

Journal of Applied Social Psychology

Journal of Behavioral Decision Making

Journal of Business Research

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Economic Psychology

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Journal of Marketing  
Journal of Marketing Research  
Journal of Retailing and Consumer Services  
Journal of Sport Management  
Journal of the Academy of Marketing Science  
Journal of the Association for Consumer Research  
Marketing Letters  
Marketing Science  
Mass Communication and Society  
Psychology and Marketing  
Social Psychology Quarterly

*Professional Conferences and Associations*

Co-Chair, SCP Doctoral Symposium, 2023  
Panelist, SMA Doctoral Symposium, 2022-2025  
ACR EDI Champion, 2022-2025  
Reviewer, MSI/Alden G. Clayton Dissertation Proposal Award Reviewer, 2022  
JCR Ferber Award Committee, 2021  
Presenter, ACR Mid-Career Workshop, 2021, 2023-2024, 2026  
Chair, SCP/JCP Best Paper Awards Committee, 2021  
Reviewer, AMA-EBSCO-RRBM Award, 2021-2023  
Academic At Large Irwin Award Committee, 2020-2024  
Reviewer, Marketing and Public Policy Conference, 2020-2023  
Reviewer, CCT 2019 Poster Session, 2019  
ACR Early Career Award Committee, 2018  
Presenter, SCP Doctoral Symposium, 2015-2016, 2024-2025  
Co-Chair, Transformative Consumer Research, Stigma Track, 2015  
Mentor, Qualitative Data Analysis, CCT Conference, 2015, 2017, 2019  
SCP Program Committee, 2014-2018, 2021-2022  
Co-Chair, ACR Forums, 2013  
Co-Chair, AMA/Sheth Consortium, 2013  
Chair, SCP Ethnic Minority Affairs Committee, 2013-2016  
President, Marketing Ethnic Faculty Association, 2011-2013  
President-Elect, Marketing Ethnic Faculty Association, 2009-2011

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Faculty Fellow, AMA/Sheth Consortium, 2012, 2014, 2017, 2022-2023, 2025-2026  
Co-Chair, ACR Doctoral Symposium, 2009  
Co-Chair, Consumer Culture Theory Conference (CCT 4), 2009  
Reviewer, APACR Competitive Papers, 2009, 2024  
Reviewer SCP Competitive Papers, 2008  
Reviewer, EACR Competitive Papers, 2007  
Reviewer, National Black MBA Association PhD Scholarship, 2006-2015  
Reviewer, AMA Marketing and Society SIG Dissertation Competition, 2005  
Senior Planning Committee, Tenure Project Conference, 2025, 2026  
Planning Committee, Ph.D. Project Marketing Doctoral Students' Association, 2004-2007, 2019-2023  
ACR Program Committee, 2001, 2002, 2008, 2012, 2015, 2017, 2018, 2020, 2021, 2025  
Presenter, ACR Doctoral Symposium, 2001, 2011, 2013-2015, 2023-2025  
Panelist, Tenure Project Conference, 2022-2025  
Reviewer, AMA Competitive Papers, 2000, 2005, 2007  
ACR Discussion Leader, 1999  
Presenter, Ph.D. Project Marketing Doctoral Students' Association, 1997, 1999, 2008, 2010-2014, 2021-2022  
ACR Session Chair, 1996  
Reviewer, ACR Competitive Papers, 1995-2000, 2003-2005, 2007, 2011, 2019, 2023, 2026  
Reviewer, APACR, 2024  
Presenter, Ph.D. Project Annual Conference, 1993, 1995, 2008, 2010, 2011, 2012

### **University of Michigan**

#### *University*

Faculty Advisory Board for the Vice Provost for Access and Opportunity, 2025-Present  
Coordinating Committee on Instructional Planning, 2020  
Charles and Christella Moody Lecture, Planning Committee, 2020-2022  
Implementation Lead, Diversity, Equity and Inclusion Strategic Plan, 2016-2017  
Planning Lead, Diversity, Equity and Inclusion Strategic Plan, 2015-2016  
Advisory Committee, Wolverine Pathways, 2015-2017  
Chair, Academic Performance Committee, 2015-2016  
Academic Performance Committee, 2014-2017, 2022-2023  
Advisory Board on Intercollegiate Athletics, 2014-2017, 2022-2023  
Member, Provost's Committee on Diversity, Equity and Inclusion, 2014

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Selection Committee, Harold R. Johnson Diversity Service Award, 2013  
Panelist, Office of Academic Multicultural Initiatives 25<sup>th</sup> Anniversary Symposium, 2012  
Ally, Faculty Allies for Diversity, 2011-2017  
Advisory Committee, RSB Dean Search, 2010-2011  
Member, UM Task Force on Graduation and Achievement Gaps, 2008-2009  
Reviewer, National Center for Institutional Diversity Grant Competition, 2008  
Spring Welcome Day Panelist, Meet the Faculty, 2007, 2011-2015  
Advisory Committee, Provost's Seminar on Research and Teaching, 2005-2006  
University of Michigan Recruiting Video, 2005  
Selection Committee, Rackham Merit Fellowship, 2003, 2005, 2008  
Faculty Sponsor, Summer Research Opportunity Program, 2002  
Faculty Advisory Committee, Undergraduate Research Opportunity Program, 2001-2002  
Faculty Sponsor, Undergraduate Research Opportunity Program, 1999-2012

*School*

Executive Committee, 2024-2026  
Associate Dean for One-Year Masters Programs, 2020-2023  
WDI, DEI Case Writing Competition; Co-Creator, 2020; Co-Organizer, 2020-2022; Reviewer, 2023-Present  
Co-Chair, DEI Curriculum Committee 2020-2021  
Course Coordinator, BA 100, 2019-2020, 2022-Present  
Faculty Director, Preparation Initiative, 2018-Present  
Chair, Special Community Values Committee Task Force, 2018-2020  
Marketing Area Chair, 2016-2017  
Faculty Director of Diversity and Inclusion, 2016-2017  
Interim Faculty Director of Diversity, January-June 2016  
Chair, Board of Trustees. Consortium for Graduate Study in Management, 2015-2017  
Interim Marketing Area Chair, 2014-2014  
Chair, RSB Diversity Committee, 2011-2017  
BBA Admissions Task Force, 2010-2011  
Judge, Leadership Crisis Challenge, 2010  
Advisor, Preparation Initiative, 2009-2012  
Coordinator, Hosmer Speaker Series, 2007-2009  
Faculty Advisor, Black Business Undergraduate Society, 2005-2006, 2009-2011  
Member, Board of Trustees, Consortium for Graduate Study in Management, 2002-2004, 2006-

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2011, 2021-Present

MBA Admissions Task Force 2002-2003, 2006-2007

Community Values and Standards Committee, 2000-2002

Faculty Advisor, Black Business Students' Association, 2000-2017

Curriculum Director, LEAD Summer Business Institute, 1999-2008

*Department*

Chair, Faculty Recruiting Committee, 2016-2017, 2022

Chair, Self-Study and External Review, 2014-2015

Doctoral Studies Committee, 2009-2014, 2023-Present

Faculty Representative, Robert Mittelstaedt Symposium, 2011

Faculty Recruiting Committee, 2009-2010, 2016-2017, 2022, 2025

Coordinator, External Speaker Series, 2004-2007

Faculty Representative, Haring Symposium, 2003-2004, 2012, 2026

Coordinator, Departmental Brown Bag Series, 2003-2004

Departmental Representative, Midwest Marketing Camp, 2003

Coordinator, Phelps Lecture Series, 2001-2002

Coordinator, Subject Pool, 2001-2003

*Doctoral Dissertation Committees*

Yeonjin (Jin) Sung (2024), "Understanding Psychological Challenges in Environmentally Sustainable Consumption," (Member).

Robert Arias (2019), "Understanding Consumer Relationship Management within Communities: Two Essays," University of Illinois at Urbana Champaign, (Member).

Sina Esteky (2017), "The Architecture of Choice: Exploring the Impact of Built Environments on Consumer Judgment and Decision Making," (Co-Chair).

Christine Kang (2015), "Beyond Truth and Lies: Untruthful Information Management and its Consequences," (Chair).

Megan Witmer (2013), "An Investigation of Consumer Motivation in Alternative Consumption and Impression Formation," (Member).

Grant Packard (2012), "Two Sides of Self-Enhancement in Word-of-Mouth," (Chair).

**Cornell University**

*University*

Co-Chair, Presidential Task Force on Campus Climate, 2017-2018

Advisory Board, Office of Faculty Development and Diversity, 2017-2018

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*SC Johnson College of Business*

Associate Dean and Chief Diversity Officer, SC Johnson College of Business, 2017-2018

*Dyson School of Applied Economics and Management*

Assurance of Learning Committee, 2017-2018

*Department*

Curriculum Review Committee, 2017

**University of Florida**

*University*

Ad hoc Committee on the Role of Graduate Education, 1996

Institutional Review Board, 1995-1998

*School*

Selection Committee, College of Business Administration Teacher of the Year, 1997

Selection Committee, College of Business Administration Hall of Fame, 1997

*Department*

Faculty Advisor, American Marketing Association, 1995-1998

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