

Curriculum Vitae
CAROLYN YOON

University of Michigan
Stephen M. Ross School of Business
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Education

Ph.D. Duke University, Fuqua School of Business, 1995
M.B.A. UCLA, Anderson Graduate School of Management
A.B. University of California, Berkeley

Current Academic and Research Appointments

2006 – present Associate Professor of Marketing, University of Michigan
Stephen M. Ross School of Business

2006 – present Adjunct Associate Professor of Psychology, University of Michigan
Cognition and Perception Area

1999 – present Faculty Associate, Institute for Social Research, University of Michigan
Research Center for Group Dynamics

1999 – 2006 Adjunct Assistant Professor of Psychology, University of Michigan
Cognition and Perception Area

1998 – 2006 Assistant Professor of Marketing, University of Michigan
Stephen M. Ross School of Business

1995 – 1998 Assistant Professor of Marketing, University of Toronto
Joseph L. Rotman School of Management

Publications in Refereed Journals

Dietvorst, Roeland C., Willem J.M.I. Verbeke, Richard P. Bagozzi, Carolyn Yoon, Marion Smits, and Aad van der Lugt (in press), “A Salesforce-specific Theory of Mind Scale: Tests of Its Validity by Multitrait-Multimethod Matrix, Confirmatory Factor Analysis, Structural Equation Models, and Functional Magnetic Resonance Imaging,” *Journal of Marketing Research*.

Yoon, Carolyn, Richard Gonzalez, and James R. Bettman (2009), “Using fMRI to Inform Marketing Research: Challenges and Opportunities,” invited commentary, *Journal of Marketing Research*, 46 (1), 17-19.

Yoon, Carolyn, Catherine A. Cole, and Michelle Lee (2009), “Consumer Decision Making and Aging: Current Knowledge and Future Directions,” invited target article for Research Dialogues, *Journal of Consumer Psychology*, 19 (1), 2-16.

Cole, Catherine A., Michelle Lee, and Carolyn Yoon (2009), “An Integration of Perspectives on Aging and Consumer Decision Making,” invited response to commentaries, *Journal of Consumer Psychology*, 19 (1), 35-37.

Publications in Refereed Journals (*continued*)

- Gutchess, Angela H., Elizabeth A. Kensinger, Carolyn Yoon, and Daniel L. Schacter (2007), "Aging and the Self-Reference Effect in Memory," *Memory*, 15 (8), 822-837.
- Yoon, Carolyn, Michelle P. Lee, and Shai Danziger (2007), "The Effects of Optimal Time of Day on Persuasion Processes in Older Adults," *Psychology and Marketing*, 24 (5), 475-495.
- Hedden, Trey and Carolyn Yoon (2006), "Individual Differences in Executive Processing Predict Susceptibility to Interference in Verbal Working Memory," *Neuropsychology*, 20 (5), 511-528.
- Yoon, Carolyn, Angela H. Gutchess, Fred Feinberg and Thad A. Polk (2006), "A Functional Magnetic Resonance Imaging Study of Neural Dissociations between Brand and Person Judgments," *Journal of Consumer Research*, 33 (1), 31-40.
Featured in *Seed Magazine*, *The Globe and Mail*; on the *Discovery Channel*.
- Yoon, Carolyn, Fred M. Feinberg and Angela H. Gutchess (2006), "Pictorial Naming Specificity across Ages and Cultures: A Latent Class Analysis of Picture Norms for Younger and Older Americans and Chinese," *Gerontology*, 52, 295-305.
- Gutchess, Angela H., Carolyn Yoon, Ting Luo, Fred Feinberg, Qicheng Jing, Richard E. Nisbett, and Denise C. Park (2006), "Categorical Organization in Free Recall across Culture and Age," *Gerontology*, 52, 314-323.
- Boduroglu, Aycesan, Carolyn Yoon, Ting Luo, and Denise C. Park (2006), "Age-Related Stereotypes: A Comparison of American and Chinese Cultures." *Gerontology*, 52, 324-333.
- Krishna, Aradhna, Mary Wagner, Carolyn Yoon, and Rashmi Adaval (2006), "The Effects of Extreme-Priced Products on Reservation Prices," *Journal of Consumer Psychology*, 16 (2), 176-190.
- Yoon, Carolyn, Gilles Laurent, Helene H. Fung, Richard Gonzalez, Angela H. Gutchess, Trey Hedden, Raphaëlle Lambert-Pandraud, Denise C. Park, Ellen Peters and Ian Skurnik (2005), "Cognition, Persuasion and Decision Making in Older Consumers," *Marketing Letters*, 16 (3/4), 429-441.
- Skurnik, Ian, Carolyn Yoon, Denise C. Park and Norbert Schwarz (2005), "How Warnings about False Claims Become Recommendations," *Journal of Consumer Research*, 31 (4), 713-724. (Lead Article).
Winner of 2008 Best Article Award, *Journal of Consumer Research*.
Featured in *The New York Times*, *The Washington Post*, *Der Spiegel*; on *National Public Radio* and the *Science Update* radio program sponsored by the American Association for the Advancement of Science (AAAS).
- Kirmani, Amna, Michelle Lee, and Carolyn Yoon (2004), "Procedural Priming Effects on Spontaneous Inference Formation," *Journal of Economic Psychology*, 25 (6), 859-875.
- Yoon, Carolyn, Ping Hu, Fred Feinberg, Angela Hall Gutchess, Trey Hedden, Hiu-Ying Chen, Qicheng Jing, Yao Cui and Denise C. Park (2004), "Category Norms as a Function of Culture and Age: Comparisons of Item Responses to 105 Categories by American and Chinese Adults," *Psychology and Aging*, 19 (3), 379-393. (Lead Article)
- Yoon, Carolyn, Fred Feinberg, Ting Luo, Trey Hedden, Angela Hall Gutchess, Hiu-Ying Chen, Joseph A. Mikels, Shulan Jiao, and Denise C. Park (2004), "A Cross-Culturally Standardized Set of Pictures for Younger and Older Adults: American and Chinese Norms for Name Agreement and Familiarity," *Behavior Research Methods*, 36 (4) 639-649.

Publications in Refereed Journals (*continued*)

- Yoon, Carolyn, Lynn Hasher, Fred Feinberg, Tamara A. Rahhal, and Gordon Winocur (2000), "Cross-cultural Differences in Memory: The Role of Culture-based Stereotypes about Aging," *Psychology and Aging*, 15 (4), 694-704.
- Yoon, Carolyn (1997), "Age Differences in Consumers' Processing Strategies: An Investigation of Moderating Influences," *Journal of Consumer Research*, 24 (3), 329-342.
- Linville, Patricia, Gregory Fischer, and Carolyn Yoon (1996), "Perceiving Covariations Among the Features of Ingroup and Outgroup Members: The Outgroup Covariation Effect," *Journal of Personality and Social Psychology*, 70 (3), 421-436. (Lead Article)

Books (co-edited)

- Drolet, Aimee, Norbert Schwarz, and Carolyn Yoon (forthcoming), *The Aging Consumer: Perspectives from Psychology and Economics*, Taylor & Francis.

Book Chapters

- Yoon, Carolyn, Fred Feinberg, and Norbert Schwarz (forthcoming), "Older Consumers and Satisfaction," in *The Aging Consumer: Perspectives from Psychology and Economics*, (eds. Drolet, Schwarz, and Yoon), Taylor & Francis.
- Yoon, Carolyn, Cynthia P. May, David Goldstein, and Lynn Hasher (forthcoming), "Aging, Circadian Arousal Patterns, and Cognition," in *Cognitive Aging: A Student Primer*, 2nd edition, (eds. Park and Schwarz), Psychology Press.
- Yoon, Carolyn and Catherine Cole (2008), "Aging and Consumer Behavior," in *Handbook of Consumer Psychology* (eds. Haugtvedt, Herr, and Kardes), Lawrence Erlbaum Associates.
- Mantonakis, Antonia, Bruce Whittlesea and Carolyn Yoon (2008), "Consumer Memory, Fluency, and Familiarity," in *Handbook of Consumer Psychology*, (eds. Haugtvedt, Herr, and Kardes), Lawrence Erlbaum Associates.
- Schwarz, Norbert, Lawrence J. Sanna, Ian Skurnik, and Carolyn Yoon (2007), "Metacognitive Experiences and the Intricacies of Setting People Straight: Implications for Debiasing and Public Information Campaigns," in *Advances in Experimental Social Psychology*, Volume 39, (ed. Mark Zanna), Academic Press.
- Yoon, Carolyn, Cynthia P. May, and Lynn Hasher (2000), "Aging, Circadian Arousal Patterns, and Cognition," in *Cognitive Aging: A Student Primer*, (eds. Park and Schwarz), Psychology Press.
- Yoon, Carolyn, Cynthia P. May, and Lynn Hasher (1999), "Aging, Circadian Arousal Patterns, and Cognition," in *Cognition, Aging, and Self-Reports*, (eds. Schwarz, Park, Knauper, and Sudman), Psychology Press.

Other Publications

- Gutchess, Angela H., Ting Luo, Carolyn Yoon, Trey Hedden, Qicheng Jing, Denise Park (2003). How Does Culture Affect Age-Related Changes in the Categorical Organization of Memory? Abstract published in *The Clinical Neuropsychologist*, 17, 88.

Completed Manuscripts under Review and in Revision

Lee, Michelle, Carolyn Yoon and Andrew Mitchell, "Perceptual and Conceptual Fluency as Antecedents of the Mere Exposure Effect."

Hedden, Trey, Angela H. Gutchess, and Carolyn Yoon, "Neural Correlates of Successfully Encoded True and False Information from Factual and Social Sources."

Gutchess, Angela H., Carolyn Yoon, and Oliver C. Schultheiss, "Implicit Motives and Memory for Social Information with Age."

Manuscripts in Preparation

Yoon, Carolyn, James R. Bettman, and Angela H. Gutchess, "Neural Correlates of Brand Relationship Judgments"

Skurnik, Ian, Carolyn Yoon, and Norbert Schwarz, "'Myths & Facts' about the Flu: Health Education Campaigns Can Reduce Vaccination Intentions."

Mantonakis, Antonia, Norbert Schwarz, Amanda Wudarzewski, and Carolyn Yoon, "How the Numbers on Your Rating Scale Influence Taste Perception and Willingness to Pay."

Research in Progress

A fMRI study of cultural frame switching among biculturals (with Shinobu Kitayama, Fiona Lee, and James Alvarez-Mourey)

Neural representations of the self (with Daphna Oyserman)

Self-construal and product relationships (with James Alvarez-Mourey and Daphna Oyserman)

A fMRI study of motivating commercials (with Richard Bagozzi, Willem Verbeke, and Roeland Dietvorst)

Educating older adults about health: A paradoxical effect on memory and behavioral intentions (with Ian Skurnik and Norbert Schwarz)

Honors and Awards

Journal of Consumer Research Best Paper Award, 2008

Journal of Consumer Research Outstanding Reviewer Award, 2005

AMA Doctoral Consortium Representative

Fuqua Fellowship

UCLA Doctoral Fellowship

Beta Gamma Sigma

Research Grants

Sponsor: Association for Consumer Research

Title: Summer Workshop on Decision Neuroscience

PI: Carolyn Yoon

Dates: July 1, 2009 – December 30, 2009

Sponsor: University of Michigan, Center for International Business Education (CIBE)

Title: Self-Construals and Product Relationships across Cultures

Co-PI: Carolyn Yoon

Dates: Jan 1, 2009 – present

Research Grants *(continued)*

Sponsor: University of Michigan Transportation Research Institute (UMTRI) and the National Highway Traffic Safety Administration (NHTSA)

Title: Psychological Factors in Promoting Safety Belt Use among Part-Time Users

Co-PI: Carolyn Yoon

Dates: Sept 30, 2008 – Sept 29, 2009

Sponsor: Marketing Science Institute

Title: Aging Consumer Conference

PI: Carolyn Yoon

Dates: April 1, 2008 – June 30, 2008

Sponsor: University of Michigan Ross School of Business

Title: Functional Magnetic Resonance Imaging of Relationships with Brands and People

PI: Carolyn Yoon

Dates: May 1, 2005 – present

Sponsor: University of Michigan Ross School of Business

Title: Association for Consumer Research Preconference on Decision Neuroscience

PI: Carolyn Yoon

Date: May 12, 2006 – December 31, 2006

Sponsor: University of Michigan FMRI Center Pilot Grant

Title: Functional Magnetic Resonance Imaging of Brand Perceptions

PI: Carolyn Yoon

Dates: December 1, 2003 – December 31, 2004

Sponsor: University of Michigan Business School Smaller Grant Research Fund

Title: Implicit Motives in Older Consumers

PI: Carolyn Yoon

Date: May 16, 2003

Sponsor: National Institute on Aging

Title: Persuasion Implications of Age-Related Differences in Information Processing

PI: Carolyn Yoon

Dates: September 30, 1999 – June 30, 2002

Sponsor: Social Sciences and Humanities Research Council of Canada

Title: Cognitive Aging in Consumer Contexts

PI: Carolyn Yoon

Dates: April 1, 1996 – March 31, 1999

Conference Presentations (past 5 years)

“A Salesforce-specific Theory of Mind Scale: Tests of Its Validity by Multitrait-Multimethod Matrix, Confirmatory Factor Analysis, Structural Equation Models, and Functional Magnetic Resonance Imaging,” 2008 Association for Consumer Research, San Francisco, CA

“Neural Basis of Brand Relationships”, 2006 Association for Consumer Research Pre-Conference on Decision Neuroscience, Orlando, FL

“A fMRI Study of Neural Dissociations between Brand and Person Judgments”, 2005 Association for Consumer Research, San Antonio, TX

“Educating Older Adults about the Flu Can Reduce Their Intentions to Get a Vaccination”, 2005 Association for Consumer Research, San Antonio, TX

Conference Presentations *(continued)*

- “How Warnings Become Recommendations: Paradoxical Effects of Warnings on Beliefs of Older Consumers”, 2005 International Research Seminar in Marketing, La Londe, France
- “Age-Related Differences in Responses to Social Incentives in Persuasive Messages: The Role of Affiliation Motivation”, 2005 International Research Seminar in Marketing, La Londe, France
- “How Warnings Become Recommendations: Paradoxical Effects of Warnings on Beliefs of Older Consumers”, 2004 Association for Consumer Research, Portland, OR
- “Motivation and Persuasion of Older Consumers”, 2004 Workshop on Choice by Older Consumers, The Sixth CU-Boulder Invitational Choice Symposium, Estes Park, CO
- “Individual Differences in Older Adults’ Susceptibility to Interference are Predicted by Behavioral Measures of Executive Function”, 2004 Cognitive Aging Conference, Atlanta, GA
- “How Warnings Become Recommendations: Paradoxical Effects of Warnings on Beliefs of Older Consumers”, 2004 Society for Consumer Psychology Winter Conference, San Francisco, CA

Invited Presentations (past 5 years)

- “Cultural Neuroscience,” November 23, 2007; University of Michigan, Culture and Cognition Program
- “Cognitive Aging in Consumer Contexts”; November 15, 2006; University of Michigan, Design Science Program
- “Peering Inside the Brain as Consumers Make Judgments: Investigating Brand Personality and Relationships via Neuroimaging”; March 3, 2006; INSEAD, Fontainebleau, France.
- “Peering Inside the Brain as Consumers Make Judgments: Investigating Brand Personality and Relationships via Neuroimaging”; October 18, 2005; Hosmer Faculty Lunch Series, University of Michigan, Ross School of Business
- “Use of Category Norms and Picture Norms in Cross-Cultural Research”; October 8, 2005; Beyond Individualism/Collectivism: New Theoretical Perspectives in Culture-Based Research Roundtable, Association for Consumer Research Conference, San Antonio, TX

Poster Presentations (past 5 years)

- “Consumer Consideration Sets: Altering Memory, Brand Evaluations, and Choice”, 2006 Association for Consumer Research, Orlando, FL
- “Neural Correlates of Successful Source Memory for Truth and Falsity in Younger and Older adults”; 2006 Cognitive Aging Conference, Atlanta, GA
- “Age, Implicit Motives, and Memory for Positive and Negative Social Information”; 2005 Psychonomic Society Annual Meeting, Toronto, Canada
- “Neural Correlates of Successful Source Memory for Truth and Falsity Measured Using Functional MRI”; 2005 Cognitive Neuroscience Society Annual Meeting, New York, NY
- “Comparing Brand and Human Personality via Event-related fMRI”; 2005 Cognitive Neuroscience Society Annual Meeting, New York, NY
- “Executive Functions Explain Variation in Memory Interference Among Older Adults”; 2004 Annual Convention of the American Psychological Association, Honolulu, HI
- “Neuropsychological Measures of Distinct Executive Functions Predict Interference in Short-Term Memory for Older Adults”; 2004 Cognitive Neuroscience Society Meeting, San Francisco, CA

Teaching Experience

9/06 – present

Associate Professor / Ross School of Business, University of Michigan

Courses Taught:

MBA Program: Consumer Behavior

BBA Program: Consumer Behavior, Marketing Management

Ph.D. Program: Behavioral Seminar in Consumer Behavior

9/98 – 8/06

Assistant Professor / Ross School of Business, University of Michigan

Courses Taught:

MBA Program: Marketing Management, Consumer Behavior

BBA Program: Advertising Management, Marketing Research, Marketing Management, Consumer Behavior

Ph.D. Program: Seminars in Consumer Behavior

7/95 - 7/98

Assistant Professor / University of Toronto

Courses Taught:

MBA Program: Marketing Management

Ph.D. Program: Behavioral Research in Marketing

Undergraduate Commerce Program: Introduction to Marketing Management, Advanced Strategic Marketing, Introduction to Management

9/93 - 5/95

Lecturer / University of Toronto, Faculty of Management

Courses Taught: Introduction to Marketing Management, Principles of Marketing, Advanced Marketing Strategy, Management Skills

1/92 - 5/92 and 8/92 - 12/92

Lecturer / Duke University, Fuqua School of Business

Courses Taught: Marketing Management

Service

Conference Co-Organizer: Summer Workshop on Decision Neuroscience, Aug 21-23, 2009, Ross School of Business, University of Michigan

The Aging Consumer: Perspectives from Psychology and Economics, May 2-4, 2008, Ross School of Business, University of Michigan

ACR Preconference on Decision Neuroscience; Exploring How Neuroscience Can Inform Consumer Research, Sept. 28, 2006, Orlando, FL

SCP Advertising and Consumer Psychology Conference; Consumers in Transitional Economies: Psychological and Interdisciplinary Perspectives, May 20-22, 2005, Washington DC

Editorial Review Board: *Journal of Marketing Research* (2008-present)
Journal of Consumer Psychology (2009-present)
Journal of Neuroscience, Psychology & Economics (2007-present)
Journal of Economic Psychology (2000-present)
Journal of Consumer Research (2003-2005)
Journal of Marketing (2006-2008)

Ad Hoc Reviewer: *Journal of Consumer Research, Journal of Public Policy & Marketing, Marketing Letters, International Journal of Research in Marketing, Journal of Behavioral Decision Making, Psychology & Aging, American Psychologist, Perception & Psychophysics, MIS Quarterly, JEP: General*
National Science Foundation
SCP-SHETH Dissertation Proposal Competition: 2003, 2004
ACR Conference proceedings: 1999-2008
SCP Conference proceedings: 2002-2005
APA Conference proceedings: 2002, 2003
AMA Conference proceedings: 1999

Program Committee: ACR Conference: 2000, 2003, 2005, 2007, 2008, 2009 (Associate Editor)

Scientific Committee: Conference on Neuroeconomics 2008, Copenhagen, Denmark

Board of Advisors: University of Michigan, Center for Culture, Mind, and Brain (CCMB)
University of South Carolina, Center for Neuroeconomic Research
Erasmus University, ISAM Center for Neuroeconomics

Departmental Service: Marketing Faculty Recruiting Committee co-chair: 2008-2009
Marketing Faculty Recruiting Committee member: 2007-2008
Marketing Faculty Recruiting Committee chair: 2006-2007
Marketing Brown Bag Series organizer: 2004-2005
Subject Pool administrator: 1999-2002, 2003-2004
Faculty Recruiting Committee member: 1998, 1999

University Service: Ross School of Business Curriculum Committee member: 2008-2009
Ross School of Business WAARM Committee member: 2006-2007
Design Science Program Committee member: 2006-present
Cultural Neuroscience Lecture Series organizing member: 2008

Dissertation Committees

Chair James Alvarez-Mourey, University of Michigan, Ross School of Business, Marketing Department
Member, 2009 Sinem Atakan, University of Michigan, Ross School of Business, Marketing Department
Member, 2009 Sookyung Cho, University of Michigan, Design Science Program
Member, 2009 Tahira Reid, University of Michigan, Design Science Program
Chair, 2008 Mary Wagner, University of Michigan, Ross School of Business, Marketing Department
Member, 2006 Joyce Pang, University of Michigan, Department of Psychology
Member, 2006 Oona Cha, University of Michigan, Department of Psychology
Member, 2006 Yuri Miyamoto, University of Michigan, Department of Psychology
Member, 2004 Angela Hall Gutchess, University of Michigan, Department of Psychology
Member, 2003 Heather Pond, University of Michigan, Department of Psychology
Member, 2002 Trey Hedden, University of Michigan, Department of Psychology
Member, 2000 Michelle Lee, University of Toronto, Joseph L. Rotman School of Management
Member, 1998 Sharmistha Law, University of Toronto, Joseph L. Rotman School of Management
Member, 1997 Elizabeth Cowley, University of Toronto, Joseph L. Rotman School of Management

Research Interests

Cognitive Aging in Consumer Contexts
Consumer and Decision Neuroscience
Social Cognitive Neuroscience
Consumer Motivation and Persuasion
Social and Cultural Influences on Memory and Cognition

Professional Affiliations

Association for Consumer Research
American Marketing Association
American Psychological Association
 Division 23, Society for Consumer Psychology
 Division 20, Adult Development and Aging
American Psychological Society
Cognitive Neuroscience Society
Society for Neuroscience