

Christina L. Brown

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RESEARCH INTERESTS

Decision cultures; consumer metacognition and preference dynamics, i.e., preference formation, learning, and understanding of decision making; variety-seeking behavior.

TEACHING INTERESTS

Business and Society; Marketing Management, Discovery (Qualitative) Research Methods; Social Media Analysis; Decision-Making, Advertising, Consumer Behavior.

EDUCATION

Stanford University, Graduate School of Business, Ph.D. in Marketing, January 1993.

Indiana University, M.B.A. in Marketing, 1983.

Harvard University, B.A. cum laude, Comparative Religion, 1980.

PROFESSIONAL EMPLOYMENT

*Lecturer in Marketing and Faculty Director, Ross Behavioral Research Laboratory, **Michigan Ross School of Business**, The University of Michigan, July 2006 – present.*

*Visiting Scholar, Center for Advanced Study in the Behavioral Sciences, **Stanford University**, September 2020 – June 2021.*

*Assistant Professor of Marketing, **The Stephen M. Ross School of Business**, The University of Michigan, July 1998 – July 2006; **Stern School of Business**, New York University, August 1994-1998.*

*Visiting Assistant Professor of Marketing, **Kellogg Graduate School of Management**, Northwestern University, Sept. 1992-August 1994.*

*Account Executive, **Leo Burnett U.S.A.**, May 1983-August 1988. Assignments on Star-Kist, McDonald's, Pillsbury (account management), and Oldsmobile (research).*

PUBLICATIONS

Christina L. Brown and Aradhna Krishna (2004), “**The Skeptical Shopper: A Metacognitive Account for the Effects of Default Options on Choice**,” *Journal of Consumer Research*, 31 (3): 529-539.

PUBLICATIONS
(CONT.)

Christina L. Brown and Gregory S. Carpenter (2000), "**Why Is The Trivial Important? A Reasons-Based Account for the Effects of Trivial Attributes on Choice**" *Journal of Consumer Research*, 26 (4 March), 373-386.

Christina L. Brown (1999), "**Do the Right Thing: Diverging Effects of Accountability in a Managerial Context**," *Marketing Science*, 18 (3), 230-246.

Gary J. Russell, David Bell, Anand Bodapati, Christina L. Brown, Joengwen Chiang, Gary Gaeth, Sunil Gupta, and Puneet Manchanda (1997), "**Perspectives on Multiple-Category Choice**," *Marketing Letters*, 8 (3 August), 297-305.

Patricia M. West, Christina L. Brown, and Stephen J. Hoch (1996), "**Consumption Vocabulary and Preference Formation**," *Journal of Consumer Research*, 23 (2 September), 120-135.

Christina L. Brown and James M. Lattin (1994), "**Investigating the Relationship Between Time-in-Market and Pioneering Advantage**," *Management Science*, 40 (10), 1361-1369.

REFEREED
CONFERENCE
PRESENTATIONS

Christina L. Brown, "**The Logic of the Marketplace: How Consumers Use Metacognitive Skills to Analyze Brand Claims**," 33rd Annual Conference of the Association for Consumer Research, San Antonio, TX, October 2004.

Hyejeung Cho and Christina L. Brown, "**The Role of Meta-Cognitive Experiences in Reason-Based Choices for the Self vs. Others**," 33rd Annual Conference of the Association for Consumer Research, San Antonio, TX, October 2004.

Christina L. Brown, Jessica Goldberg, and Norbert Schwarz, "**Why Tip the Waitress: How Identity Moderates the Conflict Between Economic and Social Norms**," 32nd Annual Conference of the Association for Consumer Research, Portland, OR, October 2004.

Christina L. Brown, Jessica Goldberg, and Norbert Schwarz, "**Why Tip the Waitress: How Identity Moderates the Conflict Between Economic and Social Norms**," 2004 Conference on Behavioral Decision Research in Management, Winston-Salem, NC, April 2004.

Christina L. Brown and Aradhna Krishna, "**The Skeptical Shopper: How Default Options Affect Choice By What They Tell Consumers**," 31st Annual Conference of the Association for Consumer Research, Toronto, Canada, October 2003.

REFEREED
CONFERENCE
PRESENTATIONS
(CONT.)

Fred Feinberg, Christina L. Brown, and Yuanping Ying, “**Assessing Endogeneity in Choice Processes: Formal Models and Evaluation Effects,**” 31st Annual Conference of the Association for Consumer Research, Toronto, Canada, October 2003.

John Godek, Christina L. Brown, and J. Frank Yates, “**Customization Decisions: The Effects of Task Decomposition on Process and Product Evaluations,**” 31st Annual Conference of the Association for Consumer Research, Toronto, Canada, October 2003; Society for Judgment and Decision Making, Kansas City, MO, November 2002.

Linda Salisbury and Christina L. Brown, “**What Diversification Heuristics Exist and When Are They Invoked?,**” Society for Judgment and Decision Making, Kansas City, MO, November 2002.

Fred Feinberg and Christina L. Brown, “**Phased Decision Tasks: The Influence of Early Phases on Subsequent Evaluations,**” 2002 Conference on Behavioral Decision Research in Management, Chicago, IL, May 2002.

Christina L. Brown and Aradhna Krishna, “**Endorsement-Based Default Effects in Choice,**” 2002 Conference on Behavioral Decision Research in Management, Chicago, IL, May 2002.

Christina L. Brown and Fred Feinberg, “**How Does Choice Change Experience? Motivational vs. Cognitive Explanations for Post-Choice Biases in Judgment,**” Annual Conference of the Society for Judgment and Decision Making, Orlando, FL, November 2001.

Christina L. Brown and Fred Feinberg, “**How Does Choice Affect Evaluations?,**” 29th Annual Conference of the Association for Consumer Research, Austin, TX, October 2001.

Christina L. Brown and Fred Feinberg, “**A Simultaneous Account of Context Effects on Both Choice and Ratings,**” 2001 INFORMS Marketing Science Conference, Berlin, Germany, May 2001.

Christina L. Brown and Aradhna Krishna, “**Ease, Endorsement, and Endowment: Three Sources of Default Effects in Choice,**” Annual Conference of the Society for Judgment and Decision Making, New Orleans, LA, November 2000.

Christina L. Brown, “**Life is Uncertain, Eat Dessert First: The Effects of Expectations on Order of Consumption in Assortments,**” 2000 Conference on Behavioral Decision Research in Management, Tucson, AZ, May 2000..

REFEREED
CONFERENCE
PRESENTATIONS
(CONT.)

Christina L. Brown, “**The Effects of Context on Both Choice and Ratings,**” Annual Conference of the Society for, Judgment and Decision-Making, Los Angeles, CA, November 1999.

Christina L. Brown and Aradhna Krishna, “**Default Effects in Choice,**” 1999 INFORMS Conference, Syracuse, NY, May 1999.

Christina L. Brown, “**Inside the Data Volcano: Risks and Opportunities of Technology-Driven Methodological Innovations,**” 26th Annual Conference of the Association for Consumer Research, Montreal, Canada 1998.

Christina L. Brown and Patricia M. West, “**Taken Out of Context: The Effects of Preference Formation on Consumers’ Adaptation to Change,**” Society for Consumer Psychology 1988 Winter Conference, Austin, TX, February 1988.

Christina L. Brown, “**Preference Management: Consumer Self-Manipulation of Context,**” 25th Annual Conference of the Association for Consumer Research, Denver, CO, October 1997.

Christina L. Brown, Patricia M. West, and Stephen J. Hoch, “**The Dynamics of Preference Formation,**” 8th International Conference on the Foundations and Applications of Utility, Risk, and Decision Theory, Mons, Belgium, July 1997.

Christina L. Brown and Raj Raghunathan, “**How Do Consumers Interpret Ambiguous Service Encounters? The Biasing Effect of Theorizing by Consumers,**” 24th Annual Conference of the Association for Consumer Research, Tucson, AZ, October 1996.

Christina L. Brown and Gregory S. Carpenter, “**When Do Irrelevant Attributes Matter? The Effect of Consideration Set Variability on Consumer Choice,**” 23rd Annual Conference of the Association for Consumer Research, Minneapolis, MN, October 1995.

Patricia M. West, Christina L. Brown, and Stephen J. Hoch, “**The Effects of Consumption Vocabulary on Consumer Preference Formation,**” 23rd Annual Conference of the Association for Consumer Research, Minneapolis, MN, October 1995.

Patricia M. West, Christina L. Brown, and Stephen J. Hoch, “**The Effects of Consumption Vocabulary on Consumer Preference Formation,**” 1994 Conference on Behavioral Decision Research in Management, Cambridge, MA, May 1994.

REFEREED
CONFERENCE
PRESENTATIONS
(CONT.)

Christina L. Brown, Patricia M. West, and Stephen J. Hoch, "**The Effects of Consumption Vocabulary on Consumer Preference Formation**," 1994 Annual Conference of the Society for Consumer Psychology, St. Petersburg, FL, February 1994.

Christina L. Brown, "**Effect of Accountability on Advertisers' Prediction of Consumer Response to Ads**," 21st Conference of the Association for Consumer Research, Nashville, TN, October 1993.

Christina L. Brown and James M. Lattin, "**Investigating the Time-Varying Component of Pioneering Advantage Using Regional Roll-Out Data**," ORSA/TIMS Joint National Meeting, San Francisco, November 1992.

OTHER

"**My Hunches About Unconscious Thought**," University of Michigan Decision Consortium, May 2009.

"**The Skeptical Shopper: How Default Options Affect Choice By What They Tell Consumers**," Invited Talk, The University of Chicago, October 2002.

"**The Skeptical Shopper: How Default Options Affect Choice By What They Tell Consumers**," Invited Talk, The Fuqua School of Business, Duke University, September 2002.

"**Default Effects in Choice**," University of Michigan Decision Consortium, February 2002.

"**How Does Choice Affect Experience,?**" Invited Talk, Ohio State University, February 2002.

Invited Discussant, Special Session on Goals and Decision Making, 29th Annual Conference of the Association for Consumer Research, Austin TX, October, 2001.

"**Choice as a Medium**," Decision Consortium May Conference, The University of Michigan, May 2001.

"**The Constant Circle: Choice as a Prediction about Value, Judgment as an Adaptation to Choice**," New York University, April 27, 2001.

Invited Discussant, 28th Annual Conference of the Association for Consumer Research, Salt Lake City, October, 2000.

"**If You've Got a Lemon, Make Lemonade: A Simultaneous Account of Context Effects on Both Choice and Ratings**," The University of Michigan Decision Consortium, October 1999.

OTHER
(CONT.)

Invited Discussant, 27th Annual Conference of the Association for Consumer Research, Columbus, Ohio, October, 1999.

“Can Context Effects Be Adaptive? Evidence from Two Studies,” Stanford University Graduate School of Business, Jan. 15, 1998.

“Discoveries and Challenges in the Study of Preference Formation,” University of California at Berkeley, Sept. 15, 1997.

Discussant, 1997 Charleston Conference on Competitive Decision-Making; Charleston, SC, June 1997.

Christina L. Brown, **“Behavioral Perspectives on Multi-Item Choice,”** 3rd International Choice Symposium; Arden House, Harriman, NY, June 1996.

Christina L. Brown and Gregory S. Carpenter, **“When Do Irrelevant Attributes Matter? The Effect of Consideration Set Variability on Consumer Choice,”** 1995 NYU/Yale/Columbia/Wharton Marketing Conference, New York, NY, May 1995.

Discussant, 1993 Charleston Conference on Competitive Decision-Making; Charleston, SC, May 1993.

Discussant, “Determinants of Consumer Response,” 19th Conference of the Association for Consumer Research, Chicago, Oct. 1991.

EDITORIAL
POSITIONS

Editorial Review Board, *Journal of Consumer Research*, 2002-2014.
Editorial Board, *Journal of Consumer Psychology*, 2001-2003.

Program Committee, 27th Annual Conference of the Association for Consumer Research, Columbus, OH, October 1999.

Ad hoc reviewer, *Journal of Marketing*, *Marketing Letters*, *Management Science*, *Journal of Marketing Research*, *Journal of Economic Psychology*, *Journal of Consumer Psychology*, *Journal of Behavioral Decision Making*, *Organizational Behavioral and Human Decision Processes*; *Marketing Science*; *Journal of Marketing Behavior*; Association for Consumer Research and Society for Consumer Psychology Annual Conferences, Social Sciences and Humanities Research Council of Canada.

AWARDS

Outstanding Reviewer, *Journal of Consumer Research*, 2003-2004 and 2004-2005.