
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

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

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

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

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
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

RESEARCH: INTERESTS:

Self-Presentation
Interaction Rituals
Stigmatized and Racial Identities
Consumer and Racial Socialization
Word of Mouth
Shopping and Gifting Behavior

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.

WORKS IN PROGRESS:

"Social Distancing as a Critical Test of the Benefits of Shopping with Others," with Robert L. Harrison III (manuscript in preparation).

"Are There Environmental Costs of Racial Bias in Retail Settings," with Gheremey D. Edwards and Tracy Rank-Christman (Analyzing Data) (Extended abstract submitted to 2025 ACR Conference).

PRESENTATIONS:

"Are There Environmental Costs of Racial Bias in Retail Settings," to be presented at the 8th 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.

"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.

PROFESSIONAL ASSOCIATIONS:

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

Marketing Ethnic Faculty Association

Beta Gamma Sigma Honorary Business Fraternity

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)

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

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

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

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

Faculty Fellow, AMA/Sheth Consortium, 2012, 2014, 2017, 2022, 2023, 2025

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
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, 2023-2024
Panelist, Tenure Project Conference, 2022-2024
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
Reviewer, APACR, 2024
Presenter, Ph.D. Project Annual Conference, 1993, 1995, 2008, 2010, 2011, 2012

University of Michigan

University

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-Present
Advisory Board on Intercollegiate Athletics, 2014-2017, 2022-Present
Member, Provost's Committee on Diversity, Equity and Inclusion, 2014
Selection Committee, Harold R. Johnson Diversity Service Award, 2013
Panelist, Office of Academic Multicultural Initiatives 25th 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, 2006-2011, 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

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
AMA Interviewing, 2006, 2009, 2010
Coordinator, External Speaker Series, 2004-2007
Faculty Representative, Haring Symposium, 2003-2004, 2012
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

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
