

David B. Wooten

Associate Dean for One-Year Masters Programs,
Alfred L. Edwards Collegiate Professor,
University Diversity and Social Transformation Professor, and
Professor of Marketing

Stephen M. Ross School of Business
701 Tappan Street, R5312
Ann Arbor, MI 48109-1234

Office: (734) 764-1390
Fax: (734) 936-8716
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 Charles H. Dyson School of Applied Economics and Management

Professor of Marketing	2017-2018
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University of Florida, Warrington College of Business

Assistant Professor of Marketing	1994-1998
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Columbia University

Assistant Professor of Marketing	1992-1994
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ADMINISTRATIVE APPOINTMENTS:

University of Michigan, Stephen M. Ross School of Business

Associate Dean for One Year Masters Programs	2020-2023
Marketing Area Chair	2016-2017
Faculty Director of Diversity	2016-2017
Interim Faculty Director of Diversity	2016-2016
Interim Marketing Area Chair	2014-2014

Cornell SC Johnson College of Business

Associate Dean & Chief Diversity Officer	2017-2018
Faculty Director of Diversity	2016-2017

EDUCATION:

University of Michigan, Stephen M. Ross School of Business

Doctor of Philosophy

Master of Business Administration (with distinction)

Georgia State University, J. Mack Robinson College of Business

Bachelor of Business Administration

AWARDS & RECOGNITIONS:

- University Diversity and Social Transformation Professor, 2019
- Golden Apple Teaching Award Nominee, 2017, 2019
- Consortium for Graduate Study in Management's, Sterling H. Schoen Achievement Award, 2017
- University of Michigan Black Alumni's, Leonard F. Sain Award, 2017
- American Marketing Association's 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
- Warrington College of Business Teacher of the Year, 1997
- AMA Doctoral Consortium Fellow, 1991

RESEARCH INTERESTS:

- Self-Presentation and Consumption.
- Social Influences on Consumption.
- Word of Mouth.
- Interaction Rituals.

JOURNAL ARTICLES:

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. (Invited).

Kang, Christine and David B. Wooten (2020), "The Presenter's Paradox in Customer Service Interactions," Journal of Business Research, 120, 94-102.

Esteky, Sina David B. Wooten, and Maarten Bos (2020), "Illuminating Illumination: Understanding the Influence of Lighting on Prosocial Behaviors," Journal of Environmental Psychology, 68, 101405.

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. (Invited). (Among the top 10% most downloaded papers published in the journal between January 2018 and December 2019).

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.

Mirabito, Ann M., Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Jane Machlin, 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.

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.

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).

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. (Invited).

Wooten, David B. (2009), "Say the Right Thing: Apologies, Reputability and Punishment," Journal of Consumer Psychology, 19 (2), 225-235.

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 Best Article Award).

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.

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.

Wooten, David B. (2000), "Qualitative Steps Toward an Expanded Model of Anxiety in Gift Giving," Journal of Consumer Research, 27 (1), 84-95.

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 (3), 141-153.

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.

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).

CONFERENCE PAPERS:

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).

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.

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).

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).

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 Research, Vol. 43, Kristin Diehl and Carolyn Yoon (eds.), Duluth, MN: Association for Consumer Research, 197-202 (Extended Abstract).

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).

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).

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.

BOOK CHAPTERS:

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.

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.

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.

ESSAYS:

Wooten, David B. (2008), "Is this a New Post-Racial Era in America?" In Magazine, Fall 2008, 18.

Wooten, David B. (2007), "Cultural Stereotypes: How Cultural are They?" In Magazine, Spring 2007, 31.

Wooten, David B. (2007), "Dr. Alfred L. Edwards: An Integrated Life" Dividend Magazine, Spring 2007, 27-29.

WORKS IN PROGRESS:

"Useful Chaos: Illuminating the Hidden Benefits of Black Friday to Retailers" with Robert L. Harrison III and Douglas A Lepisto (revising for second submission to the *Journal of Retailing*).

"Black Friday: Competition and Chaos in the Retail Arena," with Robert L. Harrison III (manuscript in preparation).

“Are We Missing the Meaning of (Racial) Identity?” with Tracy Rank-Christman (manuscript in preparation).

“Beyond Truth and Lies: When and Why People are Evasive in Consumer Contexts,” with Christine Kang and Grant Packard (manuscript in preparation).

PRESENTATIONS:

“Why is Race-Based Research So Elusive?” 2021 AMA Marketing and Public Policy Conference (Panelist), May 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)

MBA

- BA553: Multi-Disciplinary Action Projects (MBA)
- M501: Marketing Management (Evening MBA)
- M503: Marketing Management (MBA)
- M504: Marketing Management (Weekend MBA)

Doctoral

- M898: Identity and Consumption (PhD)

Cornell University

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

University of Florida

Undergraduate

- M4613: Marketing Research (BSBA)
- M4803: Marketing Management (BSBA)

MBA

- M6646: Marketing Research (MBA)

Columbia University

- M6601: Marketing Strategy (MBA)
- M6602: Managing Marketing Programs (MBA)

SERVICE:

Marketing Profession

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-Present
- Journal of Sport Management, 2009-Present

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
- Social Psychology Quarterly

Professional Conferences and Associations

- SCP/JCP Best Paper Awards Committee Chair, 2021
- Academic At Large Irwin Award Committee, 2020
- Marketing and Public Policy Conference Reviewer, 2020-2021
- CCT 2019 Poster Session Reviewer, 2019
- ACR Early Career Award Committee, 2018
- SCP Doctoral Symposium, 2015-2016
- Transformative Consumer Research, Stigma Track Co-Chair, 2015
- Qualitative Data Analysis Mentor, Consumer Culture Theory Conference, 2015, 2017, 2019
- SCP Program Committee, 2014-2018, 2021
- ACR Forums, Co-Chair, 2013
- AMA/Sheth Consortium, Co-Chair, 2013
- AMA/Sheth Consortium, Presenter, 2012, 2014, 2017
- ACR Doctoral Symposium, Co-Chair, 2009
- Consumer Culture Theory Conference (CCT 4), Co-Chair, 2009
- APACR Competitive Paper Reviewer, 2009
- SCP Competitive Paper Reviewer, 2008
- EACR Competitive Paper Reviewer, 2007
- AMA Marketing and Society Special Interest Group, Dissertation Competition Reviewer, 2005
- ACR Program Committee, 2001, 2002, 2008, 2012, 2015, 2017, 2018, 2020, 2021
- ACR Doctoral Symposium, Presenter, 2001, 2011, 2013-2015

- AMA Competitive Paper Reviewer, 2000, 2005, 2007
- ACR Discussion Leader, 1999
- ACR Session Chair, 1996
- ACR Competitive Paper Reviewer, 1995-2000, 2003-2005, 2007, 2011, 2019

University of Michigan

University

- Member, Coordinating Committee on Instructional Planning, 2020-2020
- Chair, Academic Performance Committee, 2015-2016
- Member, Academic Performance Committee, 2014-2017
- Member, Advisory Board on Intercollegiate Athletics, 2014-2017
- Advisory Committee, RSB Dean Search, 2010 - 2011
- Panelist, Spring Welcome Day, Meet the Faculty, 2007, 2011-2015
- Advisory Committee, Provost's Seminar on Research and Teaching, 2005-2006
- University of Michigan Recruiting Video, 2005
- 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

- Chair, Special Community Values Committee Task Force, 2018-2020
- Course Coordinator, BA 100, 2019-Present
- Member, BBA Admissions Task Force, 2010-2011
- Judge, Leadership Crisis Challenge, 2010
- Coordinator, Hosmer Speaker Series, 2007-2009
- Member, MBA Admissions Task Force 2002-2003, 2006-2007
- Member, Community Values and Standards Committee, 2000-2002

Department

- Marketing Area Chair, 2016-2017
- Chair, Self-Study and External Review, 2014-2015
- Interim Marketing Area Chair, January – July, 2014
- Member, Doctoral Studies Committee, 2009-2014
- Faculty Representative, Robert Mittelstaedt Symposium, 2011
- Member, 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

- 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

School

- Assurance of Learning Committee, 2017-2018

Department

- Curriculum Review Committee, 2017

University of Florida

University

- Member, Ad hoc Committee on the Role of Graduate Education, 1996
- Member, Institutional Review Board, 1995-1998

School

- Selection Committee, CBA Teacher of the Year, 1997
- Selection Committee, CBA Hall of Fame, 1997

Department

- Faculty Advisor, American Marketing Association, 1995-1998

DEI SERVICE AND ENGAGEMENT:

National Organizations and Initiatives

- Chair, Board of Trustees. Consortium for Graduate Study in Management, 2015-2017
- Member, Board of Trustees, Consortium for Graduate Study in Management, 2002-2004, 2006-2011
- Chair of the Ethnic Minority Affairs Committee, Society of Consumer Psychology, 2013-

2016

- President, Marketing Ethnic Faculty Association, 2011-2013
- President-Elect, Marketing Ethnic Faculty Association, 2009-2011
- Planning Committee, Ph.D. Project Marketing Doctoral Students' Association, 2004-2007, 2019-Present
- Presenter, Ph.D. Project Marketing Doctoral Students' Association, 1997, 1999, 2008, 2010-2014
- Presenter, Ph.D. Project Annual Conference, 1993, 1995, 2008, 2010, 2011, 2012
- Reviewer, National Black MBA Association PhD Scholarship, 2006-2015
- Presenter, Ph.D. Pipeline Opportunity Program, 2011

University-Wide Organizations and Initiatives

University of Michigan

- Charles and Christella Moody Lecture, Planning Committee, 2020-Present
- Advisory Committee, Wolverine Pathways, 2015-2017
- Implementation Lead, Diversity, Equity and Inclusion Strategic Plan, 2016-2017
- Planning Lead, Diversity, Equity and Inclusion Strategic Plan, 2015-2016
- Chair, Academic Performance Committee, 2015-2016
- 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
- Member, UM Task Force on Graduation and Achievement Gaps, 2008-2009
- Reviewer, National Center for Institutional Diversity Grant Competition, 2008
- Selection Committee, Rackham Merit Fellowship, 2003, 2005, 2008

Cornell

- Co-Chair, Presidential Task Force on Campus Climate, 2017-2018
- Advisory Board, Office of Faculty Development and Diversity, 2017-2018

School-Wide Organizations and Initiatives

Michigan-Ross

- Co-Chair, DEI Curriculum Committee 2020-2021
- Faculty Director, Preparation Initiative, 2018-Present
- Faculty Director of Diversity and Inclusion, 2016-2017
- Interim Faculty Director of Diversity, January-June 2016
- Chair, RSB Diversity Committee, 2011-2017
- Advisor, Preparation Initiative, 2009-2012
- Faculty Advisor, Black Business Undergraduate Society, 2005-2006, 2009-2011
- Faculty Advisor, Black Business Students' Association, 2000-2017
- Curriculum Director, LEAD Summer Business Institute, 1999-2008

Cornell SC Johnson College of Business

- Associate Dean for Diversity and Inclusion and Chief Diversity Officer, 2017-2018

Diversity Service Awards and Recognitions

- University Diversity and Social Transformation Professor, 2019
- University of Michigan Black Alumni's, Leonard F. Sain Award, 2017
- Consortium for Graduate Study in Management's, Sterling H. Schoen Achievement Award, 2017
- Black Celebratory Cornerstone Award, 2017
- American Marketing Association's Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence, 2015
- Black Celebratory Cornerstone Award, 2009
- Harold R. Johnson Diversity Service Award, 2007
- University of Michigan Faculty Advisor of the Year (Honorable Mention), 2006