
David B. Wooten

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

Stephen M. Ross School of Business
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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

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:

- Appointed 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
- Society for Consumer Psychology, Doctoral Symposium Faculty Fellow, 2015-2016
- Association for Consumer Research, Doctoral Symposium Faculty Fellow, 2001, 2011, 2013-2015
- 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
- Warrington College of Business Teacher of the Year, 1997
- American Marketing Association, Doctoral Consortium Student Fellow, 1991

RESEARCH: INTERESTS:

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

JOURNAL PUBLICATIONS:

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.

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, 5 (1), 19-32 (Among the most downloaded papers published in the journal between January 1, 2021 and December 31, 2021).

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.

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 Ambient 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. (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 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.

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.

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).

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.

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.

WORKS IN PROGRESS:

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

“Stigmatized Identity Cues and Racial Identity,” with Tracy Rank-Christman, (manuscript in preparation).

“Insult Rituals and the Performance of Cool,” with Robert L. Harrison III, (manuscript in preparation).

“Game Reasoning for Morally Controversial Consumption” with Robert L. Harrison III, (manuscript in preparation).

PRESENTATIONS:

“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)

- 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-Present
- Journal of Behavioral Decision Making, 2023-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
- Mass Communication and Society
- Psychology and Marketing
- Social Psychology Quarterly

Professional Conferences and Associations

- Co-Chair, SCP Doctoral Symposium, 2023
- ACR EDI Champion, 2022-Present
- MSI/Alden G. Clayton Dissertation Proposal Award, Reviewer, 2022
- JCR Ferber Award Committee, 2021
- ACR Mid-Career Workshop, 2021
- Chair, SCP/JCP Best Paper Awards Committee, 2021
- AMA-EBSCO-RRBM Award, Reviewer, 2021-2023
- Academic At Large Irwin Award Committee, 2020-2022
- Marketing and Public Policy Conference Reviewer, 2020-2023
- CCT 2019 Poster Session Reviewer, 2019
- ACR Early Career Award Committee, 2018
- Presenter, SCP Doctoral Symposium, 2015-2016
- Co-Chair, Transformative Consumer Research, Stigma Track, 2015
- Qualitative Data Analysis Mentor, Consumer Culture Theory Conference, 2015, 2017, 2019
- SCP Program Committee, 2014-2018, 2021-2022
- Co-Chair, ACR Forums, 2013
- Co-Chair, AMA, Sheth Consortium, 2013
- 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
- Faculty Fellow, AMA, Sheth Consortium, 2012, 2014, 2017, 2022, 2023
- Co-Chair, ACR Doctoral Symposium, 2009

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

University of Michigan

University

- Coordinating Committee on Instructional Planning, 2020-2020
- 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

- Associate Dean for One-Year Masters Programs, 2020-2023
- 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
- 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

- 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