Curriculum Vitae
CAROLYN YOON

University of Michigan
Stephen M. Ross School of Business
701 Tappan Street, R5374
Ann Arbor, MI 48109-1234

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Education

Ph.D. Duke University, Fuqua School of Business; Field: Business Administration

M.B.A. UCLA, Anderson Graduate School of Management

A.B. University of California, Berkeley

Current Academic and Research Appointments

2020 – present Associate Dean for Diversity, Equity, & Inclusion, University of Michigan
Stephen M. Ross School of Business

2020 – present Wilbur K. Pierpont Collegiate Professor of Management, University of Michigan
Stephen M. Ross School of Business

2016 – present Professor of Marketing, University of Michigan
Stephen M. Ross School of Business

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

2006 – 2016 Associate Professor of Marketing, University of Michigan
Stephen M. Ross School of Business

Winter, 2014 Visiting Scholar, Stanford University, Department of Psychology

Fall, 2013 Visiting Scholar, INSEAD, France, Marketing Department

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

Nahum-Shani, Inbal, and Carolyn Yoon (in press), "Towards the science of engagement with digital interventions," *Current Directions in Psychological Science.*

Sung, Yeonjin, and Carolyn Yoon (2023), "Social and cultural influences on older consumers," *Current Opinion in Psychology*, 55, 101740.

Tveleneva, Arina, Christin Scholz, Carolyn Yoon, Matthew D. Lieberman, Nicole Cooper, Matthew Brook O'Donnell, Emily B. Falk, and Christopher N. Cascio (2023). "The relationship between agency, communion, and neural processes associated with conforming to social influence," *Personality and Individual Differences,* 213, 112299.

Nahum-Shani, Inbal, Steven D. Shaw, Stephanie M. Carpenter, Susan A. Murphy, and Carolyn Yoon (2022), "Engagement in Digital Interventions," *American Psychologist, 77*(7), 836–852.

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Publications in Refereed Journals *(continued)*

Carpenter, Stephanie, Jamie Yap, Megan Patrick, Nicole Morrell, John Dziak, Daniel Almirall, Carolyn Yoon, and Inbal Nahum-Shani (2022), "Self-Relevant Appeals to Engage in Self-Monitoring of Alcohol Use: A Micro-randomized Trial," *Psychology of Addictive Behaviors, 37*(3), 434–446

Yu, Qinggang, Anthony P. King, Carolyn Yoon, Israel Liberzon, Stacey M. Schaefer, Richard J. Davidson, and Shinobu Kitayama (2021), "Interdependent Self-Construal Predicts Increased Gray Matter Volume of Scene Processing Regions in the Brain," *Biological Psychology, 161,* 108050.

Carpenter, Stephanie M., Rebecca Chae, and Carolyn Yoon (2020), "Creativity and Aging: Positive Consequences of Distraction," *Psychology and Aging*, *35*(5), 654-662.

Kitayama, Shinobu, Qinggang Yu, Anthony P. King, Carolyn Yoon, and Israel Liberzon (2020), "The Gray Matter Volume of the Temporoparietal Junction varies across Cultures: A Moderating Role of the Dopamine D4 Receptor Gene (DRD4)," Social Cognitive and Affective Neuroscience, 15(2), 193-202.

Glazer, James, Anthony King, Carolyn Yoon, Israel Liberzon, and Shinobu Kitayama (2020), "DRD4 Polymorphisms Modulate Reward Positivity and P3a in a Gambling Task: Exploring a Genetic Basis for Cultural Learning," *Psychophysiology, 57*(10), e13623.

Yu, Qinggang, Nobuhito Abe, Anthony King, Carolyn Yoon, Israel Liberzon, and Shinobu Kitayama (2019), "Cultural Variation in the Gray Matter Volume of the Prefrontal Cortex is Moderated by the Dopamine D4 Receptor Gene (DRD4)," *Cerebral Cortex*, *29*(9),3922-3931.

Amatulli, Cesare, Alessandro M. Peluso, Gianluigi Guido, and Carolyn Yoon (2018), "When Feeling Younger Depends on Others: The Effects of Social Cues on Older Consumers," *Journal of Consumer Research*, *45*(4), 691-709.

Javanbakht, Arash, Steven H. Tompson, Shinobu Kitayama, Anthony King, Carolyn Yoon, and Israel Liberzon (2018), "Gene by Culture Effects on Emotional Processing of Social Cues among East Asians and European Americans," *Behavioral Sciences, 8*(7), 62.

Tompson, Steven H., Sarah T. Huff, Carolyn Yoon, Anthony King, Israel Liberzon, and Shinobu Kitayama (2018), "The Dopamine Receptor Gene (DRD4) Modulates Cultural Variation in Emotional Experience," *Culture and Brain, 6*(2), 118-129.

Genevsky, Alexander, Carolyn Yoon, and Brian Knutson (2017), "When Brain Beats Behavior: Neuroforecasting Crowdfunding Outcomes," *Journal of Neuroscience*, *37*(36), 8625-8634.
Featured in *The New Scientist, Marketwatch, Michigan News*.

Mourey, James A., Jenny G. Olson, and Carolyn Yoon (2017), Products as Pals: Engaging with Anthropomorphic Products Mitigates the Effects of Social Exclusion," *Journal of Consumer Research*, *44*(2), 414-431.
Featured in *The Chicago Tribune.*

Mantonakis, Antonia, Norbert Schwarz, Amanda Wudarzewski, and Carolyn Yoon (2017), "Malleability of Taste Perception: Biasing Effects of Rating Scale Format on Taste Recognition, Product Evaluation, and Willingness to Pay," *Marketing Letters, 28*(2), 293-303.

Lambert-Pandraud, Raphaelle, Gilles Laurent, Etienne Mullet, and Carolyn Yoon (2017), "Impact of Age on Brand Awareness Sets: A Turning Point in Consumers' Early 60s," *Marketing Letters, 28*(2), 205-218.

Karmarkar, Uma, and Carolyn Yoon (2016), "Consumer Neuroscience: Advances in Understanding Consumer Psychology," *Current Opinion in Psychology: Consumer Behavior, 10*, 160-165.

Kitayama, Shinobu, Anthony King, Ming Hsu, Israel Liberzon, and Carolyn Yoon (2016), "Dopamine-System Genes and Cultural Acquisition: The Norm Sensitivity Hypothesis," *Current Opinion in Psychology: Culture*, *8*, 167-174.

Publications in Refereed Journals *(continued)*

Hsu, Ming, and Carolyn Yoon (2015), "The Neuroscience of Consumer Choice," *Current Opinion in Behavioral Sciences*: *Neuroeconomics, 5*, 116-121.

Camerer, Colin, and Carolyn Yoon (2015), "Introduction to the Journal of Marketing Research Special Issue on Neuroscience and Marketing," *Journal of Marketing Research, 52*(4), 423-426.

Plassmann, Hilke, Vinod Venkatraman, Scott Huettel, and Carolyn Yoon (2015), "Consumer Neuroscience: Applications, Challenges, and Possible Solutions," *Journal of Marketing Research, 52*(4), 427-435.

Kitayama, Shinobu, Anthony King, Carolyn Yoon, Steve Tompson, Sarah Huff, and Israel Liberzon (2014), "The Dopamine Receptor Gene (DRD4) Moderates Cultural Difference in Independent versus Interdependent Social Orientation," *Psychological Science, 25*(6), 1169-1177.

Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2014), "Consumer Participation in the Design and Realization Stages of Production: How Self-Production Shapes Consumer Evaluations and Relationships to Products," *International Journal of Research in Marketing, 31*(4), 395-408.

Smidts, Ale, Ming Hsu, Alan G. Sanfey, Maarten A.S. Boksem, Richard B. Ebstein, Scott A. Huettel, Joseph Kable, Uma Karmarkar, Shinobu Kitayama, Brian Knutson, Israel Liberzon, Terry Lohrenz, Mirre Stallen, and Carolyn Yoon, (2014), "Advancing Consumer Neuroscience," *Marketing Letters, 25*(3), 257-267.

Cassidy, Brittany S., Trey Hedden, Carolyn Yoon, and Angela H. Gutchess (2014), "Age Differences in Medial Prefrontal Activity for Subsequent Memory of Truth Value," *Frontiers in Psychology: Emotion Science*, *5*(87), 1-10.

Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2014), "Make it Your Own: How Process Valence and Self-Construal Affect Evaluation of Self-Made Products," *Psychology and Marketing, 31*(6), 451-468.

Mourey, James A., Daphna Oyserman, and Carolyn Yoon (2013), "One Without the Other: Seeing Relationships in Everyday Objects," *Psychological Science*, *24*(9), 1615-1622.

Huff, Sarah, Carolyn Yoon, Fiona Lee, Alekhya Mandadi, and Angela H. Gutchess (2013), "Self-Referential Encoding and Processing in Bicultural Individuals," *Culture and Brain,1*(1), 16-33.

Yoon, Carolyn, Richard Gonzalez, et al. (2012), "Decision Neuroscience and Consumer Decision Making," *Marketing Letters, 23*(2), 473-485.

Shiv, Baba and Carolyn Yoon (2012) "Integrating Neurophysiological and Psychological Approaches: Towards an Advancement of Brand Insights," *Journal of Consumer Psychology, 22*(1), 3-6.

Beadle, Janelle N., Carolyn Yoon, and Angela H. Gutchess (2012), "Age-related Neural Differences in Affiliation and Isolation," *Cognitive, Affective, and Behavioral Neuroscience, 12*(2), 269-279.

Carpenter, Stephanie and Carolyn Yoon (2012), "Aging and Consumer Decision Making," *Annals of the New York Academy of Sciences*, *1235*, E1-E12.

Reimann, M., Alan J. Malter, ...Carolyn Yoon, and Chen-Bo Zhong (2012), "Embodiment in Judgment and Choice," *Journal of Neuroscience, Psychology, and Economics, 5*(2), 104-123.

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

Publications in Refereed Journals *(continued)*

Dietvorst, Roeland C., Willem J.M.I. Verbeke, Richard P. Bagozzi, Carolyn Yoon, Marion Smits, and Aad van der Lugt (2009), "A Sales Force–Specific Theory-of-Mind Scale: Tests of Its Validity by Classical Methods and Functional Magnetic Resonance Imaging," *Journal of Marketing Research*, *46*(5), 653-668.

Yoon, Carolyn, Catherine A. Cole, and Michelle Lee (2009), "Consumer Decision Making and Aging: Current Knowledge and Future Directions," 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," *Journal of Consumer Psychology*, *19*(1), 35-37.

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.

Publications in Refereed Journals *(continued)*

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.

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 and Carolyn Yoon (2021), *The Aging Consumer: Perspectives from Psychology and Marketing*, Routledge.

Drolet, Aimee, Norbert Schwarz, and Carolyn Yoon (2010), *The Aging Consumer: Perspectives from Psychology and Economics*, Routledge.

Named one of 10 Most Important Academic Books in Business, Management, and Labor in 2011, based on 7,000+ books reviewed by *Choice* (the review journal of the American Library Association and Association of College & Research Libraries).

Book Chapters

Genevksy, Alexander and Carolyn Yoon (2022), "Neural Basis of Consumer Decision Making and Neuroforecasting," in *APA Handbook of Consumer Psychology*, (eds., Kahle, Lowrey, and Huber), American Psychological Association, 621-636.

Carpenter, Stephanie, Rebecca Chae, Yeonjin Sung, and Carolyn Yoon (2020), "The Influence of Creativity on Objective and Subjective Well-being in Older Adulthood," in *The Aging Consumer: Perspectives from Psychology and Marketing*, (eds. Drolet and Yoon), Routledge, 279-297.

Peluso, Alessandro M., Cesare Amatulli, Carolyn Yoon, and Gianluigi Guido (2020), "Subjective Age and Older Consumers," in *The Aging Consumer: Perspectives from Psychology and Marketing*, (eds. Drolet and Yoon), Routledge, 237-258.

Shaw, Steven D., Yavuz Acikalin, Baba Shiv, and Carolyn Yoon (2019), "Neuroscientific Methods and Tools in Consumer Research," in *Handbook of Research Methods in Consumer Psychology*, (eds. Kardes, Herr, and Schwarz), Taylor and Francis/Routledge, 293-316.

Yoon, Carolyn and Stephanie Carpenter (2017), "Ageing and Consumer Behaviour: Challenges and Opportunities," in *Routledge International Handbook of Consumer Psychology*, (eds. Jansson-Boyd and Zawisza), Taylor and Francis, 486-502.

Carpenter, Stephanie and Carolyn Yoon (2015), "Aging and Consumer Decision Making," in *Aging and Decision-Making: Empirical and Applied Perspectives* (eds. Hess, Loeckenhoff, and Strough), Elsevier, 351-371.

Book Chapters *(continued)*

Webster, Noah, Toni C. Antonucci, Carolyn Yoon, Wayne R. McCullough, Debra Fin, and Deb Hartsell (2014), "Older Adults as Consumers: An Examination of Differences by Birth Cohort," in *The Interdisciplinary Science of Consumption* (eds. Preston, Kringelbach, and Knutson), The MIT Press, 281-298.

Yoon, Carolyn, Ian Skurnik, and Stephanie Carpenter (2013), "Aging and Consumption" in *Identity and Consumption,* (eds. Belk and Ruvio), Routledge, 187-194.

Plassmann, Hilke, Carolyn Yoon, Fred Feinberg, and Baba Shiv (2011), "Consumer Neuroscience," in *Wiley International Encyclopedia of Marketing* (Vol. 3, eds. Bagozzi and Ruvio), West Sussex, U.K.: John Wiley & Sons, 115-122.

Skurnik, Ian, Carolyn Yoon, and Norbert Schwarz (2011), "Thinking About Health and Obesity: How Consumers' Mental Experiences Influence Health Judgments," in *Leveraging Consumer Psychology for Effective Health Communications*, (eds. Batra, Anand Keller, and Strecher), M.E. Sharpe.

Yoon, Carolyn, Fred Feinberg, and Norbert Schwarz (2010), "Older Consumers and Satisfaction," in *The Aging Consumer: Perspectives from Psychology and Economics*, (eds. Drolet, Schwarz, and Yoon), Routledge.

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 Psycholog*y, 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

Zantye, Poonam, and Carolyn Yoon (2022), "How Can Shoppers Market Create an Inclusive Environment for Women of Color?" William Davidson Institute (WDI) Publishing, Case Study. (Third Place Winner of the 2022 Diversity, Equity, and Inclusion Global Case Writing Competition)

Genevsky, Alexander, Carolyn Yoon, and Brian Knutson (2018), "When Brain Beats Behavior: Neuroforecasting Crowdfunding Outcomes," *Neuromarketing Yearbook 2018,* Neuromarketing Science and Business Association.

Wagner III, Blake, Elaine Liu, Steven D. Shaw, Gleb Iakovlev, Linlu Zhou, Christina Harrington, Gregory Abowd, Carolyn Yoon, Santosh Kumar, Susan Murphy, Bonnie Spring, Inbal Nahum-Shani (2017), "e Wrapper: Operationalizing Engagement Strategies in mHealth," in *Proceedings of the 2017 ACM International Joint Conference on Pervasive and Ubiquitous Computing and Proceedings of the 2017 ACM International Symposium on Wearable Computers* (pp. 790-798), Association for Computing Machinery.

Karmarkar, Uma R., and Carolyn Yoon (2017), "Consumer Neuroscience: Advances in Understanding Consumer Psychology," *Neuromarketing Yearbook 2017*, Neuromarketing Science and Business Association.

Other Publications *(continued)*

Karmarkar, Uma R., Carolyn Yoon, and Hilke Plassmann (2015), "Marketers Should Pay Attention to fMRI," *Harvard Business Review*, https://hbr.org/2015/11/marketers-should-pay-attention-to-fmri.

Diehl, Kristin and Carolyn Yoon (2015), *Advances in Consumer Research*, Vol. 43, Duluth, MN: Association for Consumer Research.

Yoon, Carolyn (2011), "Aging Consumers," in *Consumer Insights: Findings from Behavioral Research,* (ed. Alba), Marketing Science Institute.

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.

Working Papers under Review and in Revision

Scholz, Christin, Hang-Yee Chan,… Khoi Vo, Carolyn Yoon, and Emily B. Falk, "Brain Activity Predicts and Explains Persuasive Message Effectiveness: A Mega-Analysis of 16 Neuroimaging Studies."

Shaw, Steven, Vinod Venkatraman, and Carolyn Yoon, "Nothing Voodoo about Neuroforecasting: Identifying Behavioral Proxies that Attenuate Neural Predictions."

Peluso, Alessandro M., Cesare Amatulli, Gianluigi Guido, and Carolyn Yoon, "Aging and Environmental Sustainability."

Genevsky, Alexander, Brian Knutson, Ting-Yi Lin, Steven Shaw, and Carolyn Yoon, "Congruence in charitable request features elicits greater giving through positively experienced affect: Process evidence from neural data."

Chae, Rebecca and Carolyn Yoon, "Impact of Descriptive Norm Appeals Varies by One's Self-Construal and Reference Groups."

Honors and Awards

PhD Teaching Excellence Award, Stephen M. Ross School of Business, 2016
Society for Consumer Psychology Doctoral Symposium Faculty Fellow, 2015, 2016
AMA Sheth Doctoral Consortium Faculty Fellow, 2013, 2014
Association for Consumer Research Doctoral Symposium Faculty Fellow, 2012, 2013, 2018
Association for Psychological Science Fellow, 2011
Association for Consumer Research Best Poster Award, 2011
Journal of Consumer Psychology Top 20 Most Cited Paper Award, 2011
Journal of Consumer Research Best Paper Award, 2008
Journal of Consumer Research Outstanding Reviewer Award, 2005
AMA Doctoral Consortium Representative
Fuqua Fellowship
Beta Gamma Sigma

Research Grants (past 10 years)

Sponsor: UM MCubed 3.0
Title: Self-Assertive Interdependence in Arab Culture: Implications for Identity, Negotiations, and Business
Dates: September 1, 2018 – December 31, 2022

Sponsor: UM MCubed 2.0
Title: Anxiety and Emotion Regulation: A Gene x Culture Interaction Hypothesis
Dates: December 1, 2016 – August 31, 2018

Sponsor: Department of Defense
Title: Neural Bases of Persuasion and Social Influence in the U.S. and the Middle East
Dates: August 15, 2015 – August 14, 2016

Sponsor: U.S. Office of Naval Research
Title: fNIRS Study of Cultural Differences in Social Influence
Dates: August 1, 2014 – August 14, 2015

Invited Presentations (past 10 years)

Neural Forecasting of Online Dating
University of Texas at Austin, McCombs School of Business, Marketing Seminar: May 11, 2022
University of Pennsylvania, Wharton School, Marketing Colloquium: March 31, 2022

Neural Forecasting of Crowdsourced Funding
University of Miami Marketing Camp: February 6-7, 2020
University of Salento, Lecce, Italy: June 25, 2019
Certamente Neuromarketing, Milan, Italy: February 14-15, 2019
Rice University Marketing Camp: May 3-4, 2018
University of Pittsburgh, Marketing Department Seminar, March 2, 2018
Cornell University, Marketing Department Seminar, November 3, 2018
University of Pennsylvania, Wharton School, Decision Processes Colloquia: Feb 27, 2017
The Chinese University of Hong Kong, Brain and Mind Institute (BMI) and Marketing Department Seminar: Dec 2, 2016
The Hong Kong Polytechnic University, Marketing Department Seminar: Nov 30, 2016
University of Maryland Marketing Camp: Oct 20-21, 2016
Korea University, Business School, Marketing Department Seminar: June 20, 2016,
UC Berkeley, Haas School of Business, The Shansby Research Seminar in Marketing: Feb 29, 2016
Western University, Ivey Business School, 9th Annual Consumer Behavior Symposium: Jan 16, 2016
University of Michigan, Cognition and Cognitive Neuroscience Area Forum: Dec 11, 2015
Society for Neuroeconomics Annual Meeting, Miami, Florida: Sept 25, 2015
ISMS Marketing Science Conference, Baltimore, MD: June 8, 2015

Aging in Consumer Contexts: Leveraging Rarely-Investigated Populations for Research on Behavioral and Social Processes in an Aging Context Expert Meeting
National Academy of Sciences Engineering, and Medicine, Washington DC: July 2-3, 2018

Creativity and Aging: Positive Consequences of Diminished Inhibitory Control
University of Toronto, Symposium in Honour of Lynn Hasher, Nov 17, 2017

NeuroInsights: Neuroscience for Marketing and Leadership
Northwestern University, Kellogg on Growth Forum Panel: Nov 16, 2016

Advancing Consumer Neuroscience
University of Alberta Marketing Camp: May 21-22, 2015
Harvard Business School, Marketing Department: April 13, 2015
Association for Consumer Research, Perspectives Session, Baltimore, MD: Oct 25, 2014
10th NeuroPsychoEconomics Conference, Munich, Keynote address: May 30, 2014 (declined)
Stanford University, Psychology Department: May 16, 2014

Culture, Genes, and Neural Basis of Self Judgments
Institute for Social Research, University of Michigan, Research Center for Group Dynamics Speaker Series: Nov 30, 2015

Aesthetic Perception: Appreciation of Art
University of Michigan, Greater Questions in Neuroscience (GQIN) Colloquium Series: July 30, 2014

Consumer Behavior: Developing Good Theory
AMA Sheth Foundation Doctoral Consortium, Northwestern University: June 27, 2014

Aging in Social Context
Stanford University, Psychology Department: June 9, 2014

The Dopamine Receptor Gene (DRD4) Moderates Cultural Difference in Independent versus Interdependent Social Orientation
UC Berkeley, Neuroeconomics Laboratory: Feb 12, 2014
Stanford University, Psychology Department: Feb 9, 2014
Duke University, Marketing Department: May 1, 2013

Invited Presentations (past 10 years) *(continued)*

Consumer Neuroscience of Brands

Erasmus University, Marketing Department: Dec 2, 2013
INSEAD, Marketing Department: Nov 22, 2013
HEC Paris Marketing Research Camp: Aug 30, 2013
University of Trento, Italy, Workshop on Context-dependent Consumer Decision-making: An Interdisciplinary Enquiry, Keynote Address: June 17, 2013
University of Michigan, Decision Consortium Conference: May 15, 2013
University of Michigan, Ross School of Business, Hosmer-Hall Interdisciplinary Research Presentation: March 26, 2013

Consumer Neuroscience: Current Status and Future Directions

AMA Sheth Foundation Doctoral Consortium, University of Michigan: June 8, 2013

Conference Presentations (past 10 years)

"Neural Basis of Engagement," 12th Triennial Invitational Choice Symposium, 2023, INSEAD, France

"Does Green Behavior Fade with Graying? The Role of Time Perspective in Older Adults' Sustainable Consumption," Association for Consumer Research Conference, 2023, Seattle, WA

"Congruence in charitable request features elicits greater giving through positively experienced affect: Process evidence from neural data," Association for Consumer Research Conference, 2022, Denver, CO

"Consumer Neuroscience Methods : Where to Start?" Association for Consumer Research Conference, 2022, Denver, CO

"Neuroforecasting Online Dating: Deconstructing Aggregate Choice Forecasting From Small Samples Using Neural and Behavioral Measures," Society for NeuroEconomics Meeting, 2022, Crystal City, Arlington, VA.

"Consumer Neuroscience 101: Tools, Applications, and Challenges," American Marketing Association Summer Conference, 2019, Chicago, IL

"Leveraging Insights from Consumer Neuroscience to Promote Prosocial Behavior," Positive Business Conference, 2019, Ross School of Business, University of Michigan:

"Bridging the Academia-Industry Gap in Neuromarketing Research: Challenges and Opportunities," Neuromarketing World Forum, 2019, Rome, Italy

"Cultural Differences in Conformity to Descriptive Norms," Society for Consumer Psychology Conference, 2017, San Francisco, CA

"Culture and Aesthetic Judgment: Are Asians More Tolerant of Object-Context Mismatch?" Society for Personality and Social Psychology Conference, 2017, San Antonio, TX

"When Brain Beats Behavior: Neuroforecasting Crowdfunding Success", 10th Triennial Invitaitonal Choice Symposium, 2016, Lake Louise, Canada.

"Neural Activity Predicts Crowdfunding Decisions", 2015 Society for Consumer Psychology Conference, Vienna, Austria

"It's Smiling at Me: Satisfying Social Needs through Consumer Products…At the Expense of Genuine Relationships", 2015 Society for Consumer Psychology Conference, Phoenix, AZ

"Aging and Product Choice: The Effects of Feel-Age and Social Context", 2014 Association for Consumer Research Conference, Baltimore, MD

"The Context-dependent Nature of Brand Relationship Judgments: Insights from Consumer Neuroscience", 9th Triennial Invitational Choice Symposium, 2013, Noordwijk, The Netherlands.

"Nonconscious Processes", 2013 Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA

Poster Presentations (past 10 years)

"Social Norms, Self-enhancement, and Genes: The Role of Dopaminergic, Serotonergic, and Oxytocinergic Genes in Self-Construal,"; 2018 Society for Consumer Psychology Conference, Dallas, TX

"Cross-Cultural Differences in Aesthetic Judgments of Products: the Role of Cognitive Styles"; 2017 Association for Consumer Research Conference, San Diego, CA

"Creative Decision Making and Aging: Positive Consequences of Diminished Inhibitory Control"; 2015 Society for Judgment and Decision Making Conference, Chicago, IL

"The Social Side of Choice: Cultural Background Influences the Use of Social Information in Consumer Choice"; 2015 Association for Psychological Science Conference, New York, NY

"The Moderating Role of Culture in the Relationship between the Dopamine Receptor D4 Gene (DRD4) and Novelty Seeking"; 2015 Society for Personality and Social Psychology Conference, Long Beach, CA

Teaching

9/16 – present Professor / Ross School of Business, University of Michigan
Courses Taught: BBA Program: Marketing Management, Business & Leaders: The Positive Difference
Introduction to Ross: Foundations for Learning Business
Ph.D. Program: Behavioral Seminar in Consumer Behavior

9/06 – 8/16 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
Undergrad Commerce Program: Introduction to Marketing Management
Advanced Strategic Marketing, Introduction to Management

Service

Boards:

President, *Journal of Consumer Research* Policy Board (2022-present)

Vice President, *Journal of Consumer Research* Policy Board (2019-2021)

Elected Board Member, Society for Neuroeconomics (2020-2023)

Elected Treasurer, Board of Directors, Association for Consumer Research (2017-2020)

Guest Co-Editor:

Frontiers in Neuroscience: Special Issue on Consumer Neuroscience (2020-23)

Journal of Marketing Research: Special Issue on Neuroscience and Marketing (August 2015)

Culture and Brain: Special Issue on Cultural Neuroscience (Winter 2015)

Journal of Consumer Psychology: Special Issue on Brand Insights from Psychological and Neurophysiological Perspectives (January 2012)

Service *(continued)*

Associate Editor:	*Journal of Marketing Research* (2013-present)
Guest Associate Editor:	*Journal of Consumer Research, Journal of Consumer Psychology*
Editorial Review Boards:	*Journal of Consumer Research* (2003-2005; 2012-present) *Journal of Marketing Research* (2008-2013) *Journal of Consumer Psychology* (2009-2017) *Frontiers in Decision Neuroscience* (2010-present) *Customer Needs and Solutions* (2014-present) *Frontiers in Behavioral Neuroscience* (2015-present) *Journal of Neuroscience, Psychology & Economics* (2007-present) *Journal of Marketing* (2006-2008) *Journal of Economic Psychology* (2000-2010)
Ad Hoc Reviewer:	*International Journal of Research in Marketing, Journal of Public Policy & Marketing, Marketing Science, Marketing Letters, Journal of Service Research, Journal of Behavioral Decision Making, Psychology & Aging, American Psychologist, Perception & Psychophysics, MIS Quarterly, Journal of Experimental Psychology: General, PlosOne, Social Neuroscience, Emotion, Current Opinions in Behavioral Sciences, Journal of Organizational Behavior, Social Cognitive and Affective Neuroscience, Culture and Brain, European Journal of Marketing, Journal of Behavioral Decision Making, Mind and Matter* National Science Foundation National Institute of Health National Institute of Aging Social Sciences and Humanities Research Council of Canada Natural Sciences and Engineering Research Council of Canada TOP Grants Programme, Netherlands Organization for Scientific Research MSI Clayton Dissertation Competition SCP-SHETH Dissertation Proposal Competition ACR Conference Proceedings: 1999-2014, 2017 SCP Conference Proceedings: 2002-2005, 2010-2011 APA Conference Proceedings: 2002, 2003
Selection Committee:	*Journal of Marketing* Editor-in-Chief search, 2019
Scientific Committee:	International Cultural Neuroscience Society, Executive Committee Conference on Neuroeconomics 2008, Copenhagen, Denmark
Steering Committee:	Tenure Project
Program Committee:	ACR Conference: 2000, 2003, 2005, 2007, 2008, 2009(AE), 2012, 2017 SCP Conference: 2010, 2011, 2014, 2015, 2016, 2017, 2021, 2022, 2023
Advisory Board:	Equitable Opportunity Collaborative Designing a Career in the Marketing Academy (DCMA) Dean's DEI Council, Ross School of Business Ipsos, Neuro and Behavioral Science, Scientific Advisory Board University of Michigan, Center for Culture, Mind, and Brain (CCMB) University of South Carolina, Center for Neuroeconomic Research Erasmus University, ISAM Center for Neuroeconomics Temple University, Center for Neural Decision Making

Service *(continued)*

Conference Co-Organizer: Equitable Opportunity Conference, University of Michigan, June 6-7, 2024

North American Association for Consumer Research Conference, New Orleans, Oct. 1-4, 2015

Consumer Neuroscience Satellite Symposium: Preconference to Annual Meeting of the Society for Neuroeconomics, Sept. 2012, Sept. 2013, Sept. 2014, Aug. 2016, Sept. 2017, Sept 2018, Sept. 2019, Sept. 2022

Interdisciplinary Symposium on Decision Neuroscience, Sept. 2010, Sept. 2011, May 2013, June 2014, May 2015, June 2016, June 2017, May 2018

International Cultural Neuroscience Consortium (ICNC) Conference, University of Michigan, April 4-5, 2014

Summer Institute in Cultural Neuroscience, Center for Culture, Mind, and the Brain, Institute for Social Research, University of Michigan, July 2010, July 2011, July 2012, July 2013

Annual Conference of the Center for Culture, Mind, and the Brain, Institute for Social Research, University of Michigan, April 2010, April 2011, April 2012, April 2013

Summer Workshop on Decision Neuroscience, Ross School of Business, University of Michigan, Aug. 21-23, 2009

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

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

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

Workshop Organizer: The 12th Triennial Invitational Choice Symposium, 2023 Workshop on Multi-methodological Approaches to Modeling Preference & Choice: Progress, Pitfalls and Promises of Consumer Neuroscience, INSEAD, France

The 11th Triennial Invitational Choice Symposium, 2019 Workshop on From Individual Decision Making to the Population: Promises and Challenges for Decision Neuroscience, Chesapeake Bay, MD

The 10th Triennial Invitational Choice Symposium, 2016 Workshop on Predicting Choice: Using Neural Insights for Population-Level Forecasting, Lake Louise, Canada

The 9th Triennial Invitational Choice Symposium, 2013Workshop on Consumer Neuroscience, Noordwijk, The Netherlands

The 8th Triennial Invitational Choice Symposium, 2010 Workshop on Decision Neuroscience, North Key Largo, FL

The 6th Triennial Invitational Choice Symposium, 2004 Workshop on Choice by Older Consumers, Estes Park, CO

University Service: University of Michigan Well-being Collective Steering Committee 2023-present

Faculty-Led Ed Abroad Program Grant Selection Committee 2023

University of Michigan Task Force on Abortion-Care Access: 2022

Ross Dean's Search Committee: 2021-2022

The National Academy of Sciences, Engineering, and Medicine Action Collaborative on Sexual Harassment member: 2019-2023

BioSocial Methods Collaborative member: 2013-present

Society 2030 Steering Committee member: 2010-2016

Design Science Program Committee member: 2006-2017

ISR Research Center for Group Dynamics Speaker Series Organizer: 2010

Service *(continued)*

School Service:	Global Strategy Task Force co-chair: 2023-2024 Executive Committee member: 2019-2021 Faculty DEI Committee chair: 2016-present Faculty Director of Inclusive Leaders Pathway (formerly IDO): 2021-present Liaison for Inclusive Teaching: 2017-present Faculty Ally for Diversity in Graduate Education: 2017-present DEI Implementation Lead: 2016-present DEI Curriculum Taskforce member: 2020-2021 IDO Taskforce member: 2020-2021 Faculty Director of Diversity and Inclusion: 2016-2020 Ross School of Business Diversity Committee member: 2012-13 Ross School of Business Curriculum Committee member: 2008-2010 Ross School of Business WAARM Committee member: 2006-2007, 2010-11
Departmental Service:	Marketing Area PhD Coordinator (Interim): 2023 Marketing Area PhD Coordinator: 2015-2018 Marketing Area PhD Committee member: 2014-2015 Marketing Curriculum Committee member: 2009-2011 Marketing Faculty Recruiting Committee chair: 2006-2007, 2008-9, 2012 Marketing Faculty Recruiting Committee member: 1999, 2007, 2009-12, 2016-17 Marketing Brown Bag Series organizer: 2004-2005 Subject Pool administrator: 1999-2002, 2003-2004

Dissertation Committees

Member, *2022* Qinggang Yu, University of Michigan, Department of Psychology
Member, 2022 Hyesue Jang, University of Michigan, Department of Psychology
Chair, *2021* Steven Shaw, University of Michigan, Ross School of Business, Marketing Department
Member, *2021* Cristina Salvador, University of Michigan, Department of Psychology
Co-Chair, *2020* Rebecca Chae, University of Michigan, Ross School of Business, Marketing Department
Co-Chair, *2019* Tseng-Ping Chiu, University of Michigan, Design Science Program
Member, *2019* Megan Seymour, University of Michigan, Department of Psychology
Member, *2018* Alexandria Caple, University of Michigan, Department of Psychology
Member, *2018* Sarah Huff, University of Michigan, Department of Psychology
Member, *2018* Ziyong Lin, University of Michigan, Department of Psychology
Co-Chair, *2015* Stephanie Carpenter, University of Michigan, Ross School of Business, Marketing Department; and Department of Psychology
Member, *2015* Jason Stornelli, University of Michigan, Ross School of Business, Marketing Department
Member, *2015* Christine Kang, University of Michigan, Ross School of Business, Marketing Department
Member, 2015 Rebecca Rhodes, University of Michigan, Department of Psychology
Member, *2014* Emily Bonem, University of Michigan, Department of Psychology
Chair, *2013* James Mourey, University of Michigan, Ross School of Business, Marketing Department (Winner of the 2010 Society for Consumer Psychology Dissertation Proposal Competition)
Co-Chair, *2013* Jihye Kim, University of Michigan, Design Science Program
Co-Chair, *2013* Elliott Manzon, University of Michigan, Design Science Program
Member, *2013* Soodeh Montazeri, University of Michigan, Design Science Program
Co-Chair, *2012* Sookyung Cho, University of Michigan, Design Science Program
Member, *2012* Jiyoung Park, University of Michigan, Department of Psychology
Member, *2011* Alex Chavez, University of Michigan, Department of Psychology
Member, *2011* Sinem Atakan, University of Michigan, Ross School of Business, Marketing Department
Member, *2011* Jinkyung Na, University of Michigan, Department of Psychology
Member, *2010* Jesse Chandler, University of Michigan, Department of Psychology
Member, *2009* Tahira Reid, University of Michigan, Design Science Program

Dissertation Committees *(continued)*

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

Professional Affiliations

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