

**JENNIFER EDSON ESCALAS**

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Vanderbilt University  
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**Academic & Professional Experience**

Vanderbilt University, Owen Graduate School of Management  
Associate Professor of Marketing, 2004-2019 (tenured: 2007)  
Professor of Marketing 2019-present

University of Arizona, Eller College of Management  
Eller Entrepreneurship Fellow, 1999-2004  
Assistant Professor of Marketing, 1996-2004

Duke University, Fuqua School of Business  
Instructor, 1994  
Research Assistant, 1991-1996

University of California, Los Angeles  
Research Assistant, 1990-1991  
Communications Teaching Assistant, 1989-1991

Union Bank, Los Angeles, CA  
Assistant Vice President, 1988-1989  
Commercial Lending Officer, 1986-1988  
Account Associate, 1985-1986

**Education**

Ph.D. in Business Administration, Duke University, 1996  
Major field: Marketing, Advisor: James R. Bettman

M.B.A., University of California, Los Angeles, 1991

B.A. Economics, University of California, Los Angeles, 1985  
B.A. Spanish & Linguistics, University of California, Los Angeles, 1985  
*summa cum laude*

## **Publications**

### Journal Articles

Van Laer, Tom, Jennifer Edson Escalas, Stephan Ludwig, and Ellis A. van den Hende (2019), "What Happens in Vegas Stays on Trip Advisor? Understanding the Role of Narrativity in Consumer Reviews," *Journal of Consumer Research*, v. 46, n. 2 (August), pp. 267-285.

Bublitz, Melissa, Laura A. Peracchio, Charlene Dadzie, Jennifer Edson Escalas, Jonathan Hansen, Martina Hutton, Gina Nardini, Carrier Absher, and Andrea Heintz Tangari (2019), "Food Access for All: Empowering Innovative Local Infrastructure," *Journal of Business Research*, v. 100, pp. 354-365.

Nielsen, Jesper, Jennifer Edson Escalas, and Steve Hoeffler (2018), "Mental Simulation and Category Knowledge Affect Really New Product Evaluation through Transportation," *Journal of Experimental Psychology – Applied*, v. 24, n. 3, pp. 145-158.

Escalas, Jennifer Edson and James R. Bettman (2017), "Connecting with Celebrities: How Consumers Appropriate Celebrity Meanings for a Sense of Belonging," *Journal of Advertising*, v. 46, n. 2, pp. 297-308.

Bublitz, Melissa G., Jennifer Edson Escalas, Laura A. Peracchio, Pia Furchheim, Stacy Landreth Grau, Anne Hamby, Mark Kay, Mark Mulder, and Andrea Scott (2016), "Transformative Storytelling: A Framework for Crafting Stories for Social Change Organizations," *Journal of Public Policy and Marketing*, v. 35, n. 2, pp. 237-248.

Escalas, Jennifer Edson (2013), "Self-Identity and Consumer Research," an invited Research Curation, *Journal of Consumer Research*, v. 39, n. 5 (February), pp. xv-xviii.

Ferraro, Rosellina, Jennifer Edson Escalas, and James R. Bettman (2011), "Our Possessions, Our Selves: Possession Loss and Grief," *Journal of Consumer Psychology*, v. 21, n. 2, pp. 169-177.

Nielsen, Jesper and Jennifer Edson Escalas (2010), "Easier Is Not Always Better: The Moderating Role of Processing Type on Preference Fluency," *Journal of Consumer Psychology*, v. 20, n. 3, pp. 295-305.

Peracchio, Laura A. and Jennifer Edson Escalas (2008), "Tell Me a Story: Crafting and Publishing Research in Consumer Psychology," *Journal of Consumer Psychology*, v. 18, n. 3, pp. 197-204.

Escalas, Jennifer Edson (2007), "Self-Referencing and Persuasion: Narrative Transportation versus Analytical Elaboration," *Journal of Consumer Research*, v. 34, n. 4 (March), pp. 421-429 (Lead Article).

Escalas, Jennifer Edson and James R. Bettman (2005), "Self-Construal, Reference Groups, and Brand Meaning," *Journal of Consumer Research*, v. 32, n. 3 (December), pp. 378-389.

Reprinted in *Advertising: Theory and Practice*, Grebennikov Publishing House (Moscow, Russia), 2006.

Escalas, Jennifer Edson and Mary Frances Luce (2004), "Understanding the Effects of Process-versus Outcome-Focused Thought during Advertising," *Journal of Consumer Research*, v. 31, n. 2 (September), pp. 274-285.

Escalas, Jennifer Edson (2004), "Narrative Processing: Building Consumer Connections to Brands," *Journal of Consumer Psychology*, v. 14, n. 1 & 2, pp. 168-179.

Reprinted in Hogg, M. K. (2006) (Ed). *Consumer Behavior II: The Meaning of Consumption ~ Vol 5: "Possessions, Brands and the Self"* Chapter 19, pages 95-116, in the Sage Library in Business and Management Series, Sage, London.

Escalas, Jennifer Edson, Marian Chapman Moore, and Julie Edell Britton (2004), "Fishing for Feelings: A Hook Helps!" *Journal of Consumer Psychology*, v. 14, n. 1 & 2, pp. 105-113.

Escalas, Jennifer Edson (2004), "Imagine Yourself in the Product: Mental Simulation, Narrative Transportation, and Persuasion," *Journal of Advertising*, v. 33, n. 2 (Summer), pp. 37-48.

Escalas, Jennifer Edson and Barbara B. Stern (2003), "Sympathy and Empathy: Emotional Responses to Advertising Dramas," *Journal of Consumer Research*, v. 29, n. 4 (March), pp. 566-578.

Escalas, Jennifer Edson and Mary Frances Luce (2003), "Process vs. Outcome: Thought Focus and Advertising," *Journal of Consumer Psychology*, v. 13, n. 3, pp. 246-254.

Reprinted in *Advertising: Theory and Practice*, Grebennikov Publishing House (Moscow, Russia), 2007.

Escalas, Jennifer Edson and James R. Bettman (2003), "You Are What They Eat: The Influence of Reference Groups on Consumer Connections to Brands," *Journal of Consumer Psychology*, v. 13, n. 3, pp. 339-348.

Goodstein, Ronald C. and Jennifer Edson Escalas (1995), "Improving Pricing Accuracy at the Supermarket: UPC Scanner Pricing Systems and Public Policy," *Journal of Public Policy and Marketing*, v. 14, n. 1, pp. 216-224.

Peer Reviewed Book Chapters

Escalas, Jennifer Edson, Inigo Gallo, and Tarje Gaustad (forthcoming), "Reminiscing on Self-Brand Connections: Differentiating Experiential versus Symbolic Origins," in *Handbook of Research on Identity Theory in Marketing*, eds. Mark Forehand and Americus Reed, Cheltenham, UK: Edward Elgar Publishing.

Escalas, Jennifer Edson and James R. Bettman (2015), "Managing Brand Meaning through Celebrity Endorsement," in *Review of Marketing Research*, special issue on Brand Meaning Management, eds. Deborah MacInnis and C. W. Park, v. 15, pp. 29-52.

Escalas, Jennifer Edson, and James R. Bettman (2015), "Brand Relationships and Self-Identity: Consumer Use of Celebrity Meaning to Repair a Compromised Identity," in *Strong Brands, Strong Relationships*, eds. Susan Fournier, Michael Breazeale, and Jill Avery, New York, NY: Taylor & Francis/Routledge Press, pp. 81-94.

Escalas, Jennifer Edson, and James R. Bettman (2013), "The Brand is 'Me': Exploring the Effect of Self-Brand Connections on Processing Brand Information as Self Information," in *Identity and Consumption*, eds. Russell Belk and Ayalla Ruvio, New York, NY: Routledge Press, pp. 366-374.

Escalas, Jennifer Edson (2012), "Success Stories: How Marketing Managers Can Leverage the Psychology of Narratives," in *Cracking the Code: How Managers Can Drive Profits by Leveraging Principles of Consumer Psychology*, ed. Steve Posavac, Armonk, NY: M.E. Sharpe, Inc., pp. 181-199.

Escalas, Jennifer Edson, and James R. Bettman (2009), "Self-Brand Connections: The Role of Reference Groups and Celebrity Endorsers in the Creation of Brand Meaning," in *Handbook of Brand Relationships*, eds. Joseph Priester, Deborah MacInnis, and C.W. Park, Armonk, NY: M.E. Sharpe, Inc., pp. 107-123.

Escalas, Jennifer Edson and Barbara B. Stern (2006), "Narrative Structure: Plot and Emotional Responses" in *Psycholinguistic Phenomena in Marketing Communication*, ed. Tina Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, Inc., pp. 157-175.

Escalas, Jennifer Edson, Kapil Jain, and Judi Strebel (2001), "Satisfaction, Frustration, and Delight: A Framework for Understanding How Consumers Interact with Web Sites," in *Internet Marketing Research: Theory and Practice*, ed. Ook Lee, Hershey, PA: Idea Group Publishing, pp. 231-251.

Escalas, Jennifer Edson and James R. Bettman (2000), "Using Narratives to Discern Self-Identity Related Consumer Goals and Motivations" in *The Why of Consumption: Perspectives on Consumer Motives, Goals, and Desires*, eds. Ratti Ratneshwar, David Mick, and Cynthia Huffman, New York, NY: Routledge Press, pp. 237-258.

Escalas, Jennifer Edson (1998), "Advertising Narratives: What Are They and How Do They Work?" in *Representing Consumers: Voices, Views, and Visions*, ed. Barbara B. Stern, New York, NY: Routledge Press, pp. 267-289.

### Reports & Commentaries

Escalas, Jennifer Edson (2018), "C.W. Park: An Extraordinary Marketer," in *Legends in Consumer Behavior: C.W. Park, Volume 4: Brand Strategy*, ed. Vanessa Patrick, series ed. Jagdeth Sheth, London: SAGE Publications Pvt. Ltd.

Van Laer, Tom, Stephan Ludwig, and Jennifer Edson Escalas (2017), "Understanding the Value of Stories in Experiential Reviews," *Marketing Science Institute Reports*, v. 17, n. 127, <http://www.msi.org/reports/understanding-the-value-of-stories-in-experiential-reviews/>.

Escalas, Jennifer Edson (2016), "Attitudes, Identity, and Influence: James R. Bettman Moves on to More Meaningful Constructive Processes," in *Legends in Consumer Behavior: James R. Bettman, Volume 6: Attitude, Identity, and Influence*, ed. Jennifer Edson Escalas, series ed. Jagdeth Sheth, London: SAGE Publications Pvt. Ltd., pp. xix-xxv.

### Peer Reviewed Conference Proceedings – Articles

Delgadillo, Yvonne and Jennifer Edson Escalas (2004), "Narrative Word of Mouth Communication: Exploring Memory and Attitude Effects of Consumer Storytelling," in *Advances in Consumer Research*, v. 31, eds. Barbara Kahn and Mary Frances Luce, Provo, UT: Association for Consumer Research, pp. 186-192.

Escalas, Jennifer Edson (1994), "African American Vernacular English in Advertising: A Sociolinguistic Study," in *Advances in Consumer Research*, v. 21, eds. Chris T. Allen and Deborah Roedder John, Provo, UT: Association for Consumer Research, pp. 304-309.

Tuchinsky, Marla, Jennifer Edson Escalas, Marian Chapman Moore, and Blair Sheppard (1994), "Beyond Name, Rank, and Function: Construals of Relationships in Business," *Academy of Management Proceedings*, pp. 79-83.

Goodstein, Ronald C., Jennifer Edson Escalas, and Harold H. Kassarian (1993), "UPC Scanner Pricing Systems: Is the Consumer Really Better Off?" in *Advances in Consumer Research*, v. 20, eds. Leigh McAlister and M.L. Rothschild, Provo, UT: Association for Consumer Research, pp. 478.

Escalas, Jennifer Edson (1993), "The Consumption of Insignificant Rituals: A Look at Debutante Balls," in *Advances in Consumer Research*, v. 20, eds. Leigh McAlister and M.L. Rothschild, Provo, UT: Association for Consumer Research, pp. 709-716.

Peer Reviewed Conference Proceedings – Extended Abstracts & Special Session Summaries

Van Laer, Tom and Jennifer Edson Escalas (2016), “Narrative Consumption in a Digital World,” in *Advances in Consumer Research*, v. 44, eds. Paige Moreau and Stefano Puntoni, Provo, UT: Association for Consumer Research, pp. 103-107.

Escalas, Jennifer Edson and Barbara B. Stern (2006), “Individual Differences in Sympathy and Empathy Responses to Media and Dramas Advertisements,” in *Latin American Advances in Consumer Research*, v. 1, eds. David Luna and Sylvia Gonzalez, Provo, UT: Association for Consumer Research, pp. 26-28.

Escalas, Jennifer Edson and Mary Frances Luce (2006), “Using Process-Focused Versus Outcome-Focused Thought to Enhance Consumer Judgments,” in the *Proceedings for the Marketing and Public Policy Conference*, eds. Dave Stewart, Mike Kamins, and Ingrid M. Martin, pp. 173-174.

Escalas, Jennifer Edson (2006), “Psycholinguistic Phenomena in Marketing Communications,” in the *Proceedings of the 2006 Winter Conference of the Society for Consumer Psychology Conference Proceedings*, eds. Baba Shiv, Michal Strahilovitz, and Dan Ariely, pp. 26-36.

Escalas, Jennifer Edson and Barbara B. Stern (2003), “Antecedents and Consequences of Emotional Responses to Advertising,” in *Advances in Consumer Research*, v. 30, eds. Punam Anand Keller and Dennis W. Rook, Provo, UT: Association for Consumer Research, pp. 85-90.

Escalas, Jennifer Edson and Mary Frances Luce (2003), “Watcha Thinking? Mental Simulation in Consumer Contexts,” in *Advances in Consumer Research*, v. 30, eds. Punam Anand Keller and Dennis W. Rook, Provo, UT: Association for Consumer Research, pp. 213-215.

Escalas, Jennifer Edson (1999), “Coping with Complexity in Consumer Decision Making” in the *Proceedings of the 1999 Winter Conference of the Society for Consumer Psychology Conference Proceedings*, eds. Madhu Viswanathan, Larry Compeau, and Manoj Hastak, pp. 83-86.

Escalas, Jennifer Edson and Parthasarathy Krishnamurthy (1995), “Self Referencing: An Examination of Antecedents, Consequences, and Role in Message Processing,” in *Advances in Consumer Research*, v. 22, eds. Frank Kardes and Mita Sujun, Provo, UT: Association for Consumer Research, pp. 340-342.

**Refereed Scholarly Presentations**

“Story Symbols: How Meaningful Stories Enhance the Value of Story-Connected Objects,” with Anne Hamby and Ali Tezer, Association for Consumer Research conference, October 2019.

“Walk a Mile in Someone Else’s Relationships: How Loneliness Affects Narrative Processing of Social Ads,” with Alice Wang Association for Consumer Research conference, October 2019.

“Transformative Storytelling: A Framework for Crafting Stories for Social Change Organizations,” with Laura Peracchio, Association for Consumer Research conference, October 2016.

“What Happens in Vegas Stays on TripAdvisor: A Text Analysis of the Relationship between Narrative Structure and Helpfulness Voting,” with Tom van Lear, Stephan Ludwig, and Ellis van der Hende, Association for Consumer Research conference, October 2016.

“Transported through Time: The Narrative Processing of Experiential Purchases,” with Iñigo Gallo and Sanjay Sood, Society of Consumer Psychology Conference, February 2016.

“Reviewing the Review: A Text Analysis of the Relationship between Narrative Structure and Helpfulness,” with Tom van Lear, Stephan Ludwig, and Ellis van der Hende, American Marketing Association Winter Academic Conference, February 2016.

“Connecting with Celebrities: Consumer Use of Celebrity Meaning in Identity Construction,” with James R. Bettman, at the Society for Consumer Psychology International Conference – Vienna, Austria, July 2015.

“Connecting with Celebrities: The Therapeutic Function of Celebrity Endorsement,” with James R. Bettman, at the Society for Consumer Psychology Conference, March 2014.

“The Effects of Social Relationships on Narrative Persuasion,” with Alice Wang, at the Association for Consumer Research Conference, October 2012.

“Connecting with Celebrities: The Therapeutic Function of Celebrity Endorsement,” with James R. Bettman, at the Association for Consumer Research Conference, October 2012.

“Grounding Narrative Transportation: A Touching Story,” at the Society for Consumer Psychology International Conference – Florence, Italy, June 2012.

“Success Stories: How Marketing Managers Can Leverage the Psychology of Narratives,” at the Advertising and Consumer Psychology Conference, May 2010.

“Using Process-Focused Versus Outcome-Focused Thought to Enhance Consumer Judgments,” with Mary Frances Luce, at the Association for Consumer Research Conference, October 2010.

“Connecting with Celebrities: Celebrity Endorsement, Brand Meaning, and Self-Brand Connections,” with James R. Bettman, at the Society for Consumer Psychology Conference, February 2009.

“Preference Fluency and Transportation: The Moderating Role of Processing Type” with Jesper Nielsen at the Society for Consumer Psychology Conference, February 2009.

“Celebrity Endorsement and Self-Brand Connections,” with James R. Bettman, at the Association for Consumer Research Conference, October 2008.

“Brand Symbolism and Reference Groups: Perspectives on the Identity Value of Brands” symposia discussant, at the Association for Consumer Research Conference, October 2008.

“Connecting with Celebrities: How Celebrity Endorsement Creates Brand Meaning,” with James R. Bettman, at the European Association for Consumer Research Conference, July 2007.

“Process-Focused Mental Simulation and Narrative Transportation,” at the Society for Consumer Psychology Conference, February 2007.

“Attachment Style, Psychological Security, and Consumer Response to Special Possession Loss,” with Rosellina Ferraro and James R. Bettman, at the Association for Consumer Research conference, September 2006.

“Using Process-Focused Versus Outcome-Focused Thought to Enhance Consumer Judgments,” with Mary Frances Luce, at the AMA Marketing and Public Policy Conference, June 2006.

“Narrative Structure: Plot and Emotional Responses,” with Barbara B. Stern, at the Society for Consumer Psychology Conference, February 2006.

“Individual Differences in Sympathy and Empathy Responses to Media and Drama Advertisements,” with Barbara B. Stern, at the Association for Consumer Research Latin America Conference, January 2006.

“Narrative Self-Referencing” at the Association for Consumer Research Conference, October 2005.

“Self-Construal, Reference Groups, and Brand Meaning” with James R. Bettman, at the Association for Consumer Research Conference, October 2004.

“Process versus Outcome- Focused Mental Simulation during Consumer Judgments” with Mary Frances Luce, at the Behavioral Decision Research in Management Conference, April 2004.

“Narrative Word of Mouth Communication: Exploring Memory and Attitude Effects of Consumer Storytelling,” with Yvonne Delgadillo, at the Association of Consumer Research Conference, October 2003.

“Process- vs. Outcome-Focused Mental Simulation: Effects on Advertising” with Mary Frances Luce, at the Association for Consumer Research Conference, October 2002.



“Empathy and Sympathy Responses to Advertising Dramas: Individual Differences and Emotional Effects” with Barbara B. Stern, at the Association for Consumer Research Conference, October 2002.

“Fishing for Feelings: Having a Hook Helps!” with Julie A. Edell and Marian Chapman Moore, at the Association for Consumer Research Conference, October 2002.

“Goals, Flow, Expectations, and Delight: A Framework for Understanding How Consumers Interact with Web Sites,” with Kapil Jain and Judith Strelbel, at the Society for Consumer Psychology Conference, February 2000.

“Narratives in Consumer Research” at the Association for Consumer Research Conference, October 1999.

“Emotion Regulation, Process vs. Outcome Thought Focus, and Advertising” with Mary Frances Luce, at the Society for Consumer Psychology Conference, February 1999.

“How Prototypical Users Create Meaning for Brands” at the Association for Consumer Research Conference, October 1998.

“Connecting with Celebrities: The Need for Meaning Congruency among the Celebrity Endorser, the Brand, and the Consumer’s Self-Concept” at the Society for Consumer Psychology Conference, February 1998.

“Prototype Attaching: The Relationships between the Self, Brands, and Prototypical Users” with James R. Bettman, at the Association for Consumer Research Conference, October 1997.

“The Positive Effect of Narrative Thought in Response to Advertising” at the Association for Consumer Research Conference, October 1996.

“Meaningful Self-Brand Connections and Consumer Product Experience Stories” at the Association for Consumer Research Conference, October 1996.

“Qualitative Insights into Consumers’ Beliefs about Trust” at the Relationship Marketing Conference, June 1996.

“The Impact of Self-Referent Processing: A Look at the Consequences of Mental Simulation and Autobiographical Memory Retrieval,” at the Association for Consumer Research Conference, October 1994.

“UPC Scanner Pricing Systems: Can They Be Made More Accurate?” with Ronald C. Goodstein, at the AMA Marketing and Public Policy Conference, May 1994.

“African American Vernacular English in Advertising: A Sociolinguistic Study,” at the Association for Consumer Research Conference, October 1993.

“UPC Scanner Pricing Systems: Is the Consumer Really Better Off?” with Ronald C. Goodstein and Harold H. Kassarian, at the Association for Consumer Research Conference, October 1992.

“The Consumption of Insignificant Rituals: A Look at Debutante Balls,” at the Association for Consumer Research Conference, October 1991.

### **Invited Seminars**

“Using Narratives to Craft Compelling Marketing Insights,”

-- 20/20 Research Symposium & Workshop, Denver, CO, April 2019

“What Happens in Vegas Stays on TripAdvisor? A Theory and Technique to Understand Narrativity in Consumer Reviews” with Tom van Lear

-- Story Symposium, Cass Business School, City of London University, June 2018

“Storytelling for Non-Profits: Perfecting the Elevator Pitch,” with Laura Peracchio

-- Home Instruction for Parents of Preschool Youngers, HIPPYUSA, National Leadership Conference, San Antonio, TX, April 2018

“Reviewing the Review: A Text Analysis of the Relationship between Narrative Structure and Helpfulness,”

-- University of Connecticut Voya Colloquium, April 2017

-- University of Pittsburgh Speaker Series, March 2017

-- University of Washington Speaker Series, April 2016

“Connecting with Celebrities: Consumer Use of Celebrity Meaning in Identity Construction,”

-- IESE Business School, University of Navarra, Barcelona, Spain, July 2015

“If You Can’t Do It, Study It: But Honestly, I’m Not Lonely! Two Projects that Explore the Effects of Narrative Ads and Celebrity Endorsements on Lonely Consumers,”

-- Notre Dame University Speaker Series, May 2014

“The Effects of Social Relationships and Loneliness on Narrative Persuasion:

-- University of South Carolina Marketing Camp, April 2013

“Academic Insights in Narrative Research,”

-- Marketing Science Institute Roundtable for Industry, Louisville, KY, March 2013

“Exploring Narrative Transportation: Fluency and Grounded Cognition Effects”

-- Marketing Camp, University of Iowa, May 2011

“Our Possessions, Our Selves: Possession Loss and Grief”

-- Behavioral Research Seminar, Vanderbilt University, April 2009

“Self-Referencing and Persuasion: Narrative Transportation versus Analytical Elaboration,”

-- 2008 International Congress of Psychology, Berlin, Germany, July 2008

- “Tell Me a Story: Crafting and Publishing Research in Applied Social Psychology”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, April 2008
- “Building a Whole from Multiple Ads: A Situation Model Approach to Narrative Processing”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, January 2008
- “Connecting with Celebrities: How Celebrity Endorsement Creates Brand Meaning,”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, October 2007
  - Interdisciplinary Social Psychology Seminar, Vanderbilt University, February 2007
- “Consumption Repair: Psychological Security and Special Possession Loss”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, August 2006
- “Using Process-Focused Versus Outcome-Focused Thought to Enhance Consumer Judgments”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, March 2006
- “Sympathy and Empathy Applied to Advertising”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, October 2005
- “Process- vs. Outcome-Thought Focus and Advertising”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, March 2005
  - Arizona Marketing Consortium, University of Arizona, March 2002
- “Self-Construction Using Brands: The Role of Reference Groups and Self-Related Goals”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, October 2004
- “Thinking about One’s Self in Response to Advertising: Narrative Transportation versus Analytical Elaboration”
- Marketing Department Seminar Series, Vanderbilt University, February 2004
  - Marketing Department Seminar Series, University of California, Irvine, February 2004
- “Empathy and Sympathy: Emotional Responses to Advertising Dramas,”
- University of Arizona Honors Forum luncheon series, November 2003
  - Northwestern University Marketing Camp, September 2002
- “One Thousand Words Are Worth More than a Picture: Narrative versus Analytical Self-Referencing and Persuasion,”
- Marketing Department Seminar Series, University of California, Los Angeles, November 2002
  - Decision Processes Colloquium, University of Pennsylvania (Wharton), November 2002
- “Narrative Advertising Effects on Sympathy and Empathy Responses”
- Arizona Marketing Consortium, Arizona State University, March 2001

## Teaching Experience

### Vanderbilt University

*MBA*: Marketing Communications: Advertising and Social Media  
Qualitative Marketing Research/Consumer Insights for Marketing Decision Making  
Survey Design & Analysis/Quantitative Analysis for Marketing Decision Making  
Consumer Analysis  
Marketing Research  
*MMark*: Business Fundamentals for Marketers (part of orientation)  
Statistics for Marketing  
*EMBA*: Marketing with Social Media, part of Special Topics course and Advanced Topics in Marketing course  
*EDI*: Marketing with Social Media, part of Marketing for Strategic Growth open enrollment program

### University of Arizona

*Undergraduate*: Consumer Behavior  
Marketing Research  
Marketing Research for Entrepreneurs  
*MBA*: Marketing Research

### Duke University

*Undergraduate*: Principles of Marketing

## Honors and Awards

Dean's Research Impact Award (Vanderbilt), 2018  
*Journal of Consumer Research* Outstanding Reviewer Award (2004-2005, 2016-2017)  
*Journal of Consumer Psychology* Outstanding Reviewer Award (2010-2011)  
Society for Consumer Psychology Distinguished Service Award, 2009  
Dean's Research Productivity Award (Vanderbilt), 2006  
Eller Entrepreneurship Fellow (Arizona), 1999-2004  
Student Alumni Association Teacher Appreciation Award (Arizona), Fall 2001  
Gamma Phi Beta Teacher Appreciation Award (Arizona), Fall 2001, Spring 2002, Fall 2002  
BPA Student Council's Faculty Appreciation Award (Arizona), Spring 1997, Fall 1997, Spring 1999, Spring 2001, Spring 2002, Fall 2002, Spring 2004  
Mortar Board Society Outstanding Faculty Award (Arizona), 1999  
Delta Delta Delta Excellence in Dedication to Students Award (Arizona), 1999  
Awarded University of Arizona Small Grant, 1998  
Honorable Mention Alden G. Clayton Doctoral Dissertation Competition, 1995  
American Marketing Association Consortium Fellow, 1994  
Duke University Fellowship, 1991-1995  
Beta Gamma Sigma, 1990  
Phi Beta Kappa, 1985  
Academic Excellence in Economics, 1985  
*summa cum laude*, 1985

## Selected University Service

Provost's Women at VU Steering Committee, 2018-present  
Vanderbilt University Courses Committee, 2016-2018  
Vanderbilt Ad Hoc Grievance Committee, 2015-2016  
Vanderbilt Search Committee for Executive Director of the Innovation Center, 2015  
Vanderbilt Strategic Plan Roadmap Retreat, 2015  
Vanderbilt Steering Committee for Education Technologies 2013  
Vanderbilt Committee on Social Media and the Internet, 2012-2013  
Advisory Board for Margaret Cuningim Women's Center, 2009-2012

Area Coordinator for Marketing, 2011-present  
MMark Program Committee, 2016-present  
Owen Curriculum Committee, 2007, 2010-present  
Student Advisor for Marketing Area, 2008-present  
Statistical Advisor to the Constituent Satisfaction Surveys, 2006-present  
Director of eLab, 2006-2017  
Chair, Owen COACHE Faculty Survey Report Committee, 2017  
Marketing Area Recruiting Committees, 2004, 2005, 2006, 2008, 2007, 2012, 2016, 2017  
Owen Promotion (Contract Renewal/Tenure) Committees, 2009, 2011, 2013, 2017  
Faculty Advisor for the Latin Business Association, 2006-2008, 2015-2018  
Owen Critical Thinking Committee, 2015  
Owen MBA Curriculum Review Committee, 2014  
Dean Search Committee for OGSM, 2013  
Community Giving Campaign Coordinator for OGSM, 2007

Doctoral Committee Memberships (Vanderbilt University)  
Earl Edward Johnson (Dept. of Hearing Science), *East Tennessee State University*  
Sanjukta Kusari, Dell Inc.

Doctoral Committee Memberships (University of Arizona):  
Carol Bruneau, *University of Montana*  
Samar Das, *University of Central Florida*  
Andrew Norman, *Iowa State University*  
Dudley Blossom, *American University in Bulgaria*

## Professional Service

Webmaster for SCP, 2008-present  
SCP Conference Doctoral Consortium Co-Chair, 2020  
ACR Conference Storytelling History Track Co-Chair, 2019  
ACR Early Award Committee, 2019  
ACR Program Committee, 1998, 2003, 2012, 2015, 2018  
Associate Editor, ACR conference, 2017  
SCP Doctoral Consortium Faculty Mentor, 2012, 2015, 2017  
Associate Editor, *Journal of Consumer Research*, 2011-2014  
SCP Program Committee, 2015  
Marketing Science Institute Roundtable Speaker, 2013  
Chair of the Membership Committee, SCP, 2006-2008  
Advisory Council Member, ACR, 2006-2008  
ACR Conference Roundtable Co-Chair, 2003, 2008  
Consumer Behavior Track Co-Chair, Conference for the European Marketing Academy, 2004  
Editorial Review Board Member: *Journal of Consumer Research*, *Journal of Consumer Psychology*. *Prior memberships: Journal of the Academy of Marketing Science*, *Marketing Letters*  
Ad Hoc Reviewer: *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Personality and Social Psychology*, *Journal of Advertising*, *Journal of Retailing*, *Journal of the Association for Consumer Research*, *Journal of Interactive Marketing*. *Journal of Economic Psychology*, *Journal of Consumer Behaviour*, *Journal of Business Research*, *Journalism and Mass Communication Quarterly*, ACR Conference, SCP Conference, AMA Conference, AMA Howard  
Dissertation Competition, MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, SCP Doctoral Dissertation Proposal Competition  
Member of the following professional organizations: American Marketing Association (AMA), Association for Consumer Research (ACR), Society for Consumer Psychology (SCP)

## Community Service

Pro bono consultant for HIPPYUSA (Home Instruction for Parents of Preschool Youngsters), 2018  
Sunday School Teacher, West End United Methodist Church, 2010-2018  
Girl Scout Teen Advisory Board Speaker, 2015  
Volunteer in various roles for the University School of Nashville, 2005-2017  
Volunteer in various roles for Nashville Aquatic Club, 2007-2015  
Pencil Partner for Glendale Elementary School (Nashville), 2005-2009  
Organized Vanderbilt student panel for the Nissan Global Summit, 2006  
Youth about Business Summer Business Camp volunteer, 2005  
Volunteer Teacher's Aide, Ventana Vista elementary school (Arizona), 2003  
Pro bono consultant to the Teacher Enhancement to Reform Mathematics, NSF Planning Grant, Tucson Unified School District, 1998  
Pro bono consultant to *Tucson Lifestyle* magazine, 1997

## **Grants and Contracts**

“Automatic Assessment of Narrativity and Consumer Responses in Big Data,” grant from Marketing Science Institute, 2017: \$4000, Co-PI 33%, Tom van Laer 33%, Stephan Ludwig 33%.

“Decision-Support in Customizable Environments: How Much Control Can Consumers Handle,” grant from the Huntsman Center for Global Competition and Innovation, 2002: \$4,000, 2001: \$4000, Co-PI: 50%, Mary Frances Luce, 50%.

“Narrative Processing: Building Connections between Brands and the Self,” grant from the University of Arizona Small Grants Program, 1998, \$4,000, PI: 100%.

“Teacher Enhancement to Reform Mathematics,” NSF Planning Grant, Tucson Unified School District, \$50,000, PI: Virginia Horak, my role: consultant, 4% plus additional pro bono work, 1998.

## **Other**

Owner of competition swimwear company, Agon Sport LLC (dba Agonswim.com)

Fluent in Spanish

Mother of two daughters, Elena (1996) and Marina (1999)