

# Freeman Wu

Owen Graduate School of Management  
Vanderbilt University  
401 21<sup>st</sup> Ave. S.  
Nashville, TN 37203

[freeman.wu@vanderbilt.edu](mailto:freeman.wu@vanderbilt.edu)  
Telephone: (615) 343-7552  
Citizenship: Canadian

## EMPLOYMENT

---

Vanderbilt University, Owen Graduate School of Management June 2018 – Present  
*Assistant Professor of Marketing*

## EDUCATION

---

Ph.D.	Marketing, Arizona State University, W.P. Carey School of Business	2018
M.S.	Marketing, Arizona State University, W.P. Carey School of Business	2014
B.Sc.	Psychology, University of British Columbia	2011

## RESEARCH INTERESTS

---

Aesthetics and Design, Social Influence and Persuasion, Social Perception

## PUBLICATIONS

---

Otterbring, Tobias, Freeman Wu, and Per Kristensson (2021), “Too Close for Comfort? Examining the Impact of Salesperson-Customer Proximity on Consumers’ Purchase Behavior,” *Psychology & Marketing*, Forthcoming.

Wu, Freeman, Kevin L. Sample, and Kelly L. Haws (2021), “The Messy Satiation Effect: Understanding How Eating Messily Can Accelerate the Rate of Satiation and Reduce Consumption,” *Appetite*, Forthcoming.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2017), “It’s Too Pretty to Use! When and How Enhanced Product Aesthetics Discourage Usage and Lower Consumption Enjoyment,” *Journal of Consumer Research*, 44 (3), 651–72.

## MANUSCRIPTS IN THE REVIEW PROCESS

---

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “I Have a Bad Feeling About This: Understanding Consumer Reactions to Photo-Customized Products,” Revising for second-round resubmission, *Journal of Consumer Research*.

Wu, Freeman, Martin Reimann, Gratiana Pol, and C. W. Park, “The Scarcity of Beauty: How Product Aesthetics Mobilizes Consumer Acquisition Effort,” Revising for second-round resubmission, *Journal of the Academy of Marketing Science*.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations,” Under review, *Journal of Consumer Research*.

Wu, Freeman, Geoff R. O. Durso, and Kelly L. Haws, “How to Lose Friends and Influence No One: The Social Penalty of Documenting Shared Experiences,” Under review, *Journal of Consumer Psychology*.

## **WORKING PAPERS**

---

Wu, Freeman, Andrea C. Morales, and On Amir, “Updating the Norm of Reciprocity.”

Wu, Freeman and Kelly L. Haws, “The Handmade Halo Effect: The Social Benefits of Buying Handmade Goods.”

## **SELECT RESEARCH IN PROGRESS**

---

“Aesthetics and Luxury,” with Martin Reimann.

“Effort and Material Favors,” with Andrea Morales and On Amir

“Locus of Control and Zero-sum Beliefs,” with Krishna Savani.

“Media Type and Perceived Organizational Investment,” with Lauren Grewal, Helen Van der Sluis, and Aradhna Krishna.

“Left on Read,” with Michelle Daniels.

“Fading Beauty,” with Adriana Samper and Andrea Morales.

“Dress for Less,” with Adriana Samper and Andrea Morales.

## **INVITED PRESENTATIONS**

---

University of Miami, Miami Herbert Business School (May 2020)

Association for Consumer Research, Doctoral Symposium (October 2019)

Vanderbilt University, Marketing Research Summit (May 2019)

University of Hong Kong, Faculty of Business and Economics (April 2019)

American University, Kogod School of Business (October 2017)

McGill University, Desautels Faculty of Management (October 2017)

Vanderbilt University, Owen Graduate School of Management (October 2017)

The Hong Kong University of Science and Technology (September 2017)

The Hong Kong Polytechnic University (September 2017)

Rice University, Jones Graduate School of Business (September 2017)

University of Houston, Bauer College of Business (April 2016)

University of Houston, Bauer College of Business (April 2015)

## REFERRED CONFERENCE PRESENTATIONS (\* Presenter)

---

Wu, Freeman and Martin Reimann, "Beyond Beauty, How Can Aesthetics and Design Be Leveraged to Enhance Consumer and Societal Wellbeing?," *Association for Consumer Research*, October 2021.

**Knowledge Forum Co-Chair.**

Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations," *Association for Consumer Research*, October 2021.

Wu, Freeman\*, Geoff R. O. Durso, and Kelly L. Haws, "How to Lose Friends and Influence No One: The Social Penalty of Documenting Shared Experiences," *Association for Consumer Research*, October 2021.

Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "I Have a Bad Feeling About This: How the Law of Similarity Shapes Consumer Responses to Photo Customization," *European Marketing Academy Conference*, May 2020. Canceled due to COVID-19.

Wu, Freeman\* and Kelly L. Haws, "The Handmade Halo Effect: The Social Benefits of Buying Handmade Goods," *Society for Consumer Psychology*, March 2020.

Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "That Just Feels Wrong: How the Law of Similarity Shapes Consumer Responses to Personalized Products," *Theory & Practice in Marketing Conference*, May 2019. **Session Chair.**

Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "That's Just Plain Creepy: Understanding Consumer Responses to Personalized Food Products that Resemble People," *Association for Consumer Research*, October 2018.

\*Sample, Kevin L., Freeman Wu, and Kelly L. Haws, "The Messy Satiation Effect: The Benefits of Eating Like a Pig," *Association for Consumer Research*, October 2018

Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "It's Too Pretty to Use! When Enhanced Product Aesthetics Discourage Consumption and Lower Enjoyment," *Society for Consumer Psychology*, February 2017. **Session Organizer and Chair.**

White, Andrew, Freeman Wu, Andrea C. Morales\*, Douglas T. Kenrick, and Robert B. Cialdini, "The Effectiveness of Reciprocity Appeals in Economic Booms and Busts," *Society for Consumer Psychology*, February 2017.

Samper, Adriana, Freeman Wu\*, Andrea C. Morales, and Daniele Mathras, "Consumers with Stars in their Eyes: The Influence of Celebrity Seeding on Brand Perceptions and Behaviors," *Association for Consumer Research*, October 2016.

Wu, Freeman\*, Adriana Samper, and Andrea C. Morales, "The Impact of Employee Appearance on Consumer Responses to Flattery," *Association for Consumer Research*, October 2015. **Session Organizer and Chair.**

Wu, Freeman\*, Adriana Samper, and Andrea C. Morales, "Are Salespeople or Signs more Persuasive? The Moderating Role of SES on Consumer Responses to Verbal vs. Written Product Claims," *Society for Consumer Psychology*, February 2015.

Samper, Adriana, Daniele Mathras\*, Andrea C. Morales, and Freeman Wu, “Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors,” *Society for Consumer Psychology*, February 2015.

## **POSTER PRESENTATIONS (\*Presenter)**

---

Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “It’s Too Pretty to Use! When Aesthetics Discourage Consumption of Nondurable Products,” *Society for Judgment and Decision Making*, November 2016.

Wu, Freeman\*, and Adriana Samper, “What is it That You’re Holding? The Impact of Shopping Bags in the Retail Environment,” *Society for Consumer Psychology*, February 2015.

Wu, Freeman\*, Naomi Mandel, and Derek D. Rucker, “The Psychological Downsides of Power,” *Society for Consumer Psychology*, March 2014.

Hall, D. Geoffrey\*, Stella Christie, Freeman Wu, Angelina Lee, Kristan Marchak, and Virginie Cousineau, “Nike Shoes and Running Shoes: Children’s Representations of Brand Concepts and Kind Concepts,” *The Biennial Meeting of the Society for Research in Child Development*, April 2013.

## **HONORS AND AWARDS**

---

Vanderbilt Strong Faculty Grant	2021
Vanderbilt Provost Research Studio Award	2020–2021
Professors Institute Invitee, SMU Cox Brierley Institute for Customer Engagement	2020
MSI Research Grant #4000885 (\$10,000)	2019
Michael D. and Rita M. Hutt Doctoral Scholarship	2017
ASU Graduate and Professional Student Association Individual Travel Grant	2016
Ken Coney Research Excellence Award	2016
AMA Sheth Doctoral Consortium Fellow, London Business School	2015
Southwest Doctoral Consortium Award	2014
Alfred H. Schmidt Scholar	2013–2017
Dean’s Honor List	2009–2011
Go Global International Learning Programs Award	2009
British Columbia Government Scholarship	2006
President’s Entrance Scholarship	2006

## **TEACHING**

---

Vanderbilt University, Owen Graduate School of Management

Instructor, “Principles of Marketing,” Undergraduate Business Minor Program 2018–present

Arizona State University, W.P. Carey School of Business

Online Guest Lecturer, “Consumer Behavior,” Undergraduate Marketing Program 2016

Instructor, “Marketing Research,” Undergraduate Marketing Program 2015, 2018

Instructor, “Essentials of Marketing,” Undergraduate Marketing Program 2013

---

## PROFESSIONAL SERVICE

---

Editorial Review Board:

*Journal of Retailing* 2020–present

Ad Hoc Journal Reviewing:

*Journal of Consumer Research* 2020–present

*Organizational Behavior and Human Decision Processes* 2020–present

*Journal of Marketing Research* 2019–present

*Journal of Consumer Psychology* 2019–present

*Journal of Retailing* 2018–present

Trainee Reviewer, *Journal of Consumer Research* 2016

Conference Reviewing:

Working & Competitive Paper Reviewer, Association for Consumer Research 2014–present

Working & Competitive Paper Reviewer, Society for Consumer Psychology 2014–present

Other Reviewing:

John A. Howard AMA Doctoral Dissertation Award 2020

Society for Consumer Psychology Dissertation Proposal Competition 2018

---

## UNIVERSITY SERVICE

---

VU Undergraduate Business Minor Governing Board 2021–present

Faculty Advisor, Vanderbilt Asian Pre-Professional Society 2018–present

W.P. Carey Ph.D. Student Leadership Team 2015

---

## PROFESSIONAL AFFILIATIONS

---

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association