

Freeman Wu

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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 Media

PUBLICATIONS (*Equal Authorship)

Wu, Freeman*, Martin Reimann*, Gratiana Pol, and C. W. Park (2022), “The Scarcity of Beauty: How and Why Product Aesthetics Mobilize Consumer Acquisition Effort,” *Journal of the Academy of Marketing Science*, Forthcoming.

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*, 38 (9), 1576–90.

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*, 159, 105057.

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

Daniels, Michelle E.* and Freeman Wu*, “No Comments (From You): Understanding the Interpersonal and Professional Consequences of Disabling Social Media Comments,” Under review, *Journal of Marketing*.

WORKING PAPERS

*Wu, Freeman, *Lauren Grewal, Helen Van der Sluis, and Aradhna Krishna, “When the Medium is the Message: Public Stance Communication on Social Media Impacts Firms’ Perceived Commitment to Political Advocacy,” Under review, *Journal of Marketing Research*.

Wu, Freeman, Abhishek Sheetal, and Krishna Savani, “Using Machine Learning to Identify Novel Outcomes: Lower Sense of Control Increases Zero-Sum Beliefs,” Preparing for submission, *Journal of Experimental Psychology: General*.

Wu, Freeman and Martin Reimann, “Feeling Accomplished with Beauty but Arrogant with Luxury: Understanding How Aesthetic versus Luxury Products Shape the Experience of Pride,” Preparing for submission, *Journal of Consumer Psychology*.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “Understanding How the Law of Similarity Shapes Consumer Reactions to Photo-Integrated Products,” Preparing for submission, *Journal of Consumer Psychology*.

Wu, Freeman, Andrea C. Morales, and On Amir, “It Pays to Go the Extra Mile: Understanding the Relative Effectiveness of Effort versus Material Favors in the Marketplace,” Preparing for submission, *OBHDP*.

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,” Preparing for submission, *Journal of Consumer Psychology*.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “Gift Card Design,” Preparing for submission, *Journal of Marketing*.

Wu, Freeman, Andrea C. Morales, and On Amir, “Skeptical but Still Indebted: Understanding How Reciprocity is Immune to Skepticism,” Preparing for submission, *OBHDP*.

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

SELECT RESEARCH IN PROGRESS

“Trying Too Hard,” with Francesca Valsesia and Michelle Daniels.

“Rainbow Marketing,” with Geoff Durso

“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

HEC Montreal (February 2023)
Wilfred Laurier University, Lazaridis School of Business and Economics (February 2022)
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)

Patrick Vanessa, Maura Scot, and Luca Cian, “Good Design is Inclusive,” *Society for Consumer Psychology*, March 2023. **Knowledge Forum Discussant.**

Daniels, Michelle* and Freeman Wu, “No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments,” *Society for Consumer Psychology*, March 2023.

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,” *Society for Consumer Psychology*, March 2023.

Wu, Freeman* and Martin Reimann, “Feeling Accomplished with Beauty but Arrogant with Luxury: Understanding How Aesthetic versus Luxury Ownership Shapes the Experience of Pride,” *Society for Consumer Psychology*, March 2023.

Wu, Freeman*, Lauren Grewal, Helen Van der Sluis, and Aradhna Krishna, “Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Values,” *American Marketing Association*, February 2023.

Daniels, Michelle* and Freeman Wu, “No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments,” *American Marketing Association*, February 2023.

Wu, Freeman, Lauren Grewal, Helen Van der Sluis*, and Aradhna Krishna, “Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Values,” *Association for Consumer Research*, October 2022.

Daniels, Michelle* and Freeman Wu, “No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments,” *Association for Consumer Research*, October 2022.

Wu, Freeman*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “I Have a Bad Feeling About This: Understanding How Givers and Recipients Respond Differently to Photo-Customized Products,” *Society for Consumer Psychology*, March 2022.

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.

Sheetal, Abhishek, Freeman Wu, and Krishna Savani*, “Using Machine Learning to Generate Novel Insights in Conflict Management: Low Perceived Control Leads to Zero-Sum Beliefs,” *International Association for Conflict Management*, 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.

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.

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*, 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*, 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.

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

Dean’s Research Fund	2022
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, “Retailing,” MBA and Master of Marketing Elective

2021–present

December 2022

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 Business Research 2022–present

Journal of Marketing 2021–present

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:

DEI Track Co-chair, American Marketing Association 2022

Competitive Paper Reviewer, American Marketing Association 2022

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

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

Other Reviewing:

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2022

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

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association