

Freeman Wu

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EMPLOYMENT

Vanderbilt University, Owen Graduate School of Management 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

Digital Marketing, Social Influence, Aesthetics and Design

PUBLICATIONS (*Equal Authorship)

*Daniels, Michelle E. and *Freeman Wu (2024), “No Comments (From You): Understanding the Interpersonal and Professional Consequences of Disabling Social Media Comments,” Forthcoming, *Journal of Marketing*.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2024), “When Do Photos on Products Hurt or Help Consumption? How Magical Thinking Shapes Consumer Reactions to Photo-Integrated Products,” Forthcoming, *Journal of Consumer Psychology*.

*Wu, Freeman, *Martin Reimann, Gratiana Pol, and C. W. Park (2023), “The Scarcity of Beauty: How and Why Product Aesthetics Mobilize Consumer Acquisition Effort,” *Journal of the Academy of Marketing Science*, 51 (6), 1245–65.

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.

OTHER PUBLICATIONS

Wu, Freeman and Michelle Daniels (2024), “What Happens When Influencers Turn Off Comments,” *Harvard Business Review*. Available at <https://hbr.org/2024/08/research-what-happens-when-influencers-turn-off-comments>.

MANUSCRIPTS IN THE REVIEW PROCESS

*Wu, Freeman, *Lauren Grewal, Helen van der Sluis, and Aradhna Krishna, “Taking a Stance, Now or “Forever”: Optimizing the Communication of Corporate Political Activism in Digital Contexts,” Revising for third round review, *Journal of Marketing Research*.

- 2024 AMA CBSIG Conference Best Advanced Talk Award

*Wu, Freeman and *Kelley Gullo Wight, “Buying Burberry for Your Baby: The Divergent Impact of Luxury Purchases on the Perceived Status and Impressions of Parents,” Under review, *Journal of Consumer Research*.

Wu, Freeman, Geoffrey R. O. Durso, and Kelly L. Haws, “How to Lose Friends and Influence No One: Understanding the Documentation Penalty in Experiential Consumption,” Under review, *Journal of the Association for Consumer Research*.

WORKING PAPERS

Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea C. Morales, “Are People More Likely to Spend Cash in a Cashless Society?” Preparing for submission, *Journal of Consumer Research*.

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, *Journal of Marketing*.

Durso, Geoffrey R. O. and Freeman Wu, “Political Ideology and Informational Context in the Sociopolitical Marketplace: The Case of Rainbow Marketing,” Preparing for submission, *Psychological Science*.

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

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “Beauty is Pain: Understanding How Gift Card Design Influences the Pain of Payment and Redemption,” 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*.

SELECTED RESEARCH IN PROGRESS

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

“Brands and Social Media Comments,” with Ismail Karabas, Yana Andonova, and Michelle Daniels.

“Representation Sweats,” with Helen van der Sluis.

“Need for Structure and Zero-Sum Beliefs,” with Anyi Ma and Krishna Savani

INVITED PRESENTATIONS

University of Louisville, College of Business, CLIK Conference (May 2024)

University of Miami, Miami Herbert Business School (March 2024)

Portland State University, The School of Business (October 2023)

University of Louisville, College of Business, CLIK Conference (August 2023)

Tianjin University, College of Management and Economics (April 2023)

HEC Montréal (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)

*Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea Morales, “Are People More Likely to Spend Cash in a Cashless Society?,” *Association for Consumer Research*, September 2024.

*Wu, Freeman, Lauren Grewal, Helen van der Sluis, and Aradhna Krishna, “Where You Say It Matters: How Firms Convey Public Stances on Social Media Impacts Their Perceived Commitment to Political Advocacy,” *American Marketing Association CBSIG Conference*, July 2024.

*Wu, Freeman, Lauren Grewal, Helen van der Sluis, and Aradhna Krishna, “Where You Say It Matters: How Firms Convey Public Stances on Social Media Impacts Their Perceived Commitment to Political Advocacy,” *Society for Consumer Psychology*, March 2024.

Shoham, Meyrav and Jared Watson, “Everyone Everywhere All at Once: Integrating Novel Approaches to Social Influence(rs),” *Association for Consumer Research*, October 2023. **Knowledge Forum Discussant.**

Daniels, Michelle and *Freeman Wu, “No Comments (From You): Understanding the Interpersonal and Professional Consequences of Disabling Social Media Comments,” *La Londe Conference*, May 2023.

Patrick Vanessa, Maura Scott, 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 Morales, and Gavan 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.

Nickerson, Dionne, Adriana Samper, and Freeman Wu, “Towards A More Nuanced Understanding of Diversity, Equity, and Inclusiveness in the Marketplace,” *American Marketing Association*, February 2023. **Session Organizer and Co-Chair.**

*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. **Session Chair.**

*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 Morales, and Gavan 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 Morales, and Gavan Fitzsimons, “Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations,” *Association for Consumer Research*, October 2021.

*Wu, Freeman, Geoffrey Durso, and Kelly 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 Morales, and Gavan 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 Haws, “The Handmade Halo Effect: The Social Benefits of Buying Handmade Goods,” *Society for Consumer Psychology*, March 2020.

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

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

*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan 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 Morales, Douglas Kenrick, and Robert Cialdini, “The Effectiveness of Reciprocity Appeals in Economic Booms and Busts,” *Society for Consumer Psychology*, February 2017.

*Wu, Freeman, Adriana Samper, Andrea 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 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 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 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 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 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

AMA CBSIG Conference Best Advanced Talk Award	2024
Dean’s Research Fund	2022–2024
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
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 September 2024

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

PROFESSIONAL SERVICE

Doctoral Thesis Committees

Xin Zhou – Committee member (ASU) 2024–present

Editorial Review Board

Journal of Consumer Research 2023–present

Journal of Marketing 2023–present

Journal of Retailing 2020–present

Ad Hoc Journal Reviewing

Appetite 2023–present

Journal of Business Research 2022–present

Journal of Marketing 2021–present

Journal of Consumer Research 2020–present

Organizational Behavior and Human Decision Processes 2020

Journal of Marketing Research 2019–present

Journal of Consumer Psychology 2019–present

Journal of Retailing 2018–present

Trainee Reviewer, *Journal of Consumer Research* 2016

Service to Professional Organizations

Social Co-Chair, SCP Conference 2025

Program Committee Member, ACR Conference 2024

Consumer Behavior Track Co-Chair, AMA Summer Academic Conference 2024

Program Committee Member, SCP Conference 2024

Reviewer, AMA CBSIG Conference 2024

Reviewer, Asian-Pacific ACR Conference 2024

Reviewer, European ACR Conference 2023

Reviewer, La Londe Conference 2023

Diversity, Equity, and Inclusion Track Co-Chair, AMA Winter Academic Conference 2023

Reviewer, AMA Winter Conference 2022–present

Award Reviewer, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2022–present

Award Reviewer, John A. Howard AMA Doctoral Dissertation Award 2020

Award Reviewer, SCP Dissertation Proposal Competition 2018

Reviewer, ACR Conference	2014–present
Reviewer, SCP Conference	2014–present

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

SELECTED MEDIA COVERAGE

Washington Post, Harvard Business Review, Eater, Forbes, NPR, Fox News, ABC News