

# ADAM DUHACHEK CURRICULUM VITAE

## PERSONAL DATA

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Kelley School of Business  
Indiana University  
Marketing Department  
1309 E. 10<sup>th</sup> Street  
Bloomington, IN 47401

Phone: (812) 855-1099  
Fax: (812) 855-6440  
Email: aduhache@indiana.edu

## EMPLOYMENT HISTORY

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**Professor of Marketing**  
**Nestlé-Hustad Professor of Marketing**  
Indiana University  
2015—present

**Associate Professor**  
**Nestlé-Hustad Professor of Marketing**  
Indiana University  
2009-May 2015

**Jack R. Wentworth Associate Professor of Marketing** (with tenure)  
Indiana University  
2008-2009

**Assistant Professor**  
Indiana University  
2004-2008

**Lecturer**  
Kellogg School of Management, MBA program  
Northwestern University  
2004

**Visiting Professor**  
University of Sydney  
Spring 2011-2015

**Honorary Professor**  
University of Sydney  
Spring 2016-present

## EDUCATION

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### **Doctorate of Philosophy in Marketing**, June 2004

J.L. Kellogg School of Management, Northwestern University, Evanston, IL  
Minor emphasis: Psychology

### **Masters of Science in Marketing**, June 2002

J.L. Kellogg School of Management, Northwestern University, Evanston, IL

### **Bachelor of Arts with Highest Distinction in Mathematics and Economics**, May 1999

University of Nebraska-Lincoln, Lincoln, NE  
Minors: Geography and Business

### **Oxford University**, Oxford, England

Summer Economics Program, Summer 1998

### **The Pennsylvania State University**, State College, PA

Mathematics Advanced Studies Program, Fall 1996

## RESEARCH INTERESTS

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coping and cognitive appraisals and emotions, consumer health

## RESEARCH

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Google Scholar Citations = 2913 citations (January 2017)

1. Kelting, Katie, Adam Duhachek and Kimberly Whitler (2017), "Copycat Private Labels Improve the Consumer Shopping Experience: A Fluency Explanation" conditionally accepted at *Journal of Academy of Marketing Science*.
2. Han, DaHee, Ashok K. Lalwani and Adam Duhachek (2017) "Power Distance Belief, Power and Charitable Giving", forthcoming in *Journal of Consumer Research*.
3. Han, DaHee, Adam Duhachek and Nidhi Agrawal (2016), "Coping and Construal Level Matching Drives Health Message Effectiveness via Response Efficacy or Self Efficacy Enhancement", *Journal of Consumer Research*, 43 (October), 429-447.
4. Achar, Chethana, Jane So, Nidhi Agrawal and Adam Duhachek (2016), "What We Feel and Why We Buy: The Influence of Emotions on Consumer Decision Making," *Current Opinion in Psychology*, 10 166-170.
5. Han, DaHee, Adam Duhachek and Derek D. Rucker (2015), "Distinct Threats, Common Remedies: How Consumers Cope with Psychological Threat," *Journal of Consumer*

*Psychology*, 25 (4) 531-545\*.

\* The first author received the Park Young Contributor Award for this article at 2016 *Society of Consumer Psychology* conference.

6. So, Jane, Chethana Achar, DaHee Han, Nidhi Agrawal, Adam Duhachek, Durairaj Maheswaran (2015), "The Psychology of Appraisal: Specific Emotions and Decision-Making," *Journal of Consumer Psychology* 25 (3) 359-371.
7. Han, DaHee, Adam Duhachek, and Nidhi Agrawal (2015), "Coping Research in the Broader Perspective: Emotions, Threats, Mindsets and More", in *Cambridge Handbook of Consumer Psychology*, Eds. Derek D. Rucker, Michael Norton and Cait Lambertson, 282-308.
8. Han, DaHee, Adam Duhachek and Nidhi Agrawal (2014), "When Emotions Shape Construal: The Case of Guilt and Shame," *Journal of Consumer Research*, 41 (4) 1047-1064.
9. Poor, Morgan, Adam Duhachek and H. Shanker Krishnan (2013), "How Images of Other Consumers Influence Subsequent Taste Perceptions," *Journal of Marketing*, 77 (6) 124-139.
10. Agrawal, Nidhi, DaHee Han, and Adam Duhachek (2013), "Emotional Agency Appraisals Influence Responses to Preference Inconsistent Information," *Organizational Behavior and Human Decision Processes*, 120 (1), 87-97.
11. Duhachek, Adam, Nidhi Agrawal, and DaHee Han (2012), "Guilt Versus Shame: Coping, Fluency, and Framing in the Effectiveness of Responsible Drinking Messages," *Journal of Marketing Research*, 49 (6), 928-941.
12. Poor, Morgan, Adam Duhachek and H. Shanker Krishnan (2012), "The Moderating Role of Emotional Differentiation on Satiation," *Journal of Consumer Psychology*, 22 (4) 507-519.
13. Agrawal, Nidhi and Adam Duhachek (2010), "Emotional Compatibility and the Effectiveness of Anti-Drinking Messages", *Journal of Marketing Research*, 47 (2), 263-273.
14. Duhachek, Adam and Katie Kelting (2009) "Coping Repertoire: Integrating a New Conceptualization of Coping with Transactional Theory," *Journal of Consumer Psychology*, 19 (3), 473-485.
15. Oakley, James, Adam Duhachek, Bala Balachander and S. Sriram (2008), "Order of Entry and the Moderating Role of Comparison Brands in Brand Extension Evaluation", *Journal of Consumer Research*, 34 (5), 706-712.
16. Duhachek, Adam (2008), "Summing up the State of Coping Research: Prescriptions and Prospects for Consumer Research," p.1057-1077 in *Consumer Behavioral Handbook*, Eds. Curt P. Haugtvedt, Paul M. Herr and Frank R. Kardes.
17. Duhachek, Adam, Shuoyang Zhang and H. Shanker Krishnan (2007), "Anticipated Group Interaction: Coping with Valence Asymmetries in Attitude Shift", *Journal of Consumer Research*, 34 (3) 395-405.

18. Duhachek, Adam and James L. Oakley (2007), "Mapping the Hierarchical Structure of Coping: Unifying Empirical and Theoretical Perspectives," *Journal of Consumer Psychology*, 17 (3), 218-233.
19. Oakley, James L., Dawn Iacobucci and Adam Duhachek (2006), "Multi-level Hierarchical Linear Models and Marketing: This is not Your Advisor's OLS Model," in *Review of Marketing Research*, New York: Wiley.
20. Duhachek, Adam, Anne T. Coughlan and Dawn Iacobucci (2005), "Results on the Standard Error of the Coefficient Alpha Index of Reliability," *Marketing Science* 24 (2) 294-301.
  - Reprinted in *Recherche et Applications en Marketing*, Journal of the French Marketing Association (2006).
21. Duhachek, Adam (2005), "Coping: A Multidimensional, Hierarchical Framework of Responses to Stressful Consumption Episodes," *Journal of Consumer Research*, (32) 1, 41-53.
22. Duhachek, Adam and Dawn Iacobucci (2005), "Consumer Personality and Coping: Testing Rival Theories of Process," *Journal of Consumer Psychology*, 15 (1), 52-63.
23. Duhachek, Adam and Dawn Iacobucci (2004), "Alpha's Standard Error (ASE): An Accurate and Precise Confidence Interval Estimate," *Journal of Applied Psychology*, 89 (5), 792-808.
24. Kozinets, Robert, John F. Sherry Jr., Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit, and Benet DeBerry-Spence (2004), "Ludic Agency and Retail Spectacle," *Journal of Consumer Research*, 31 (3), 658-672.
25. Sherry, John F. Jr., Robert Kozinets, Adam Duhachek, Benet DeBerry-Spence, Krittinee Nuttavuthisit, and Diana Storm (2004), "Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago," *Journal of Consumer Psychology*, 14 (1-2), 151-158.
26. Iacobucci, Dawn, Doug Grisaffe, Adam Duhachek and Alberto Marcatti (2003), "FAC-SEM: A Methodology for Modeling Factorial Structural Equations Models, Applied to Cross-Cultural and Cross-Industry Drivers of Customer Evaluations," (lead article), *Journal of Service Research*, 6 (1), 3-23.
27. Iacobucci, Dawn and Adam Duhachek (2003), "Advancing Alpha: Measuring Reliability with Confidence," *Journal of Consumer Psychology*, 13 (4), 478-487.
28. Novak, Tom, Donna Hoffman and Adam Duhachek (2003), "The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences," (lead article), *Journal of Consumer Psychology* 13 (1 & 2), 3-16.
29. Hopkins, Nigel, Adam Duhachek and Dawn Iacobucci (2003). "Decision Guidance Systems" in *Kellogg on Interactive Marketing*, eds. Dawn Iacobucci and Bobby Calder, pp.208-225.

30. Iacobucci, Dawn, Bobby J. Calder, Edward Malthouse, and Adam Duhachek, "Psychological, Marketing, Physical, and Sociological Factors Affecting Attitudes and Behavioral Intentions for Customers Resisting the Purchase of an Embarrassing Product," in Punam Anand Keller and Dennis W. Rook (eds.) (2003) *Advances in Consumer Research*, 30, 236-240, Provo UT: Association for Consumer Research
31. Kozinets, Robert, John F. Sherry Jr., Benet DeBerry-Spence, Adam Duhachek, Krittinee Nuttavuthisit, and Diana Storm (2002), "Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects," *Journal of Retailing* 78 (1), 17-29.
- Awarded Honorable Mention for Davidson Award for best article in *Journal of Retailing* for 2002.
32. Iacobucci, Dawn, Bobby J. Calder, Edward Malthouse and Adam Duhachek (2002), "Did You Hear? Consumers Tune in to Multimedia Marketing," *Marketing Health Services*, 22, 16-20.
33. Sherry Jr., John F., Robert Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benet DeBerry-Spence, (2001) "Being in the Zone: Staging Retail Theater at ESPN Zone Chicago," *Journal of Contemporary Ethnography*, 30, 4, 465-510.

## DOCTORAL COMMITTEES & ADVISING EXPERIENCE \_\_\_\_\_

Doctoral Committee Experience (First job in parentheses):

Committees Chaired or Co-chaired

Katie Kelting, Marketing Ph.D., 2011, Indiana University (University of Arkansas)  
 Morgan Poor, Ph.D., 2012, Indiana University (University of San Diego)  
 Da Hee Han, Ph.D., 2013, Indiana University (McGill University)  
 Tae Woo Kim, Ph.D., 2017, Indiana University  
 Heeryung Kim, Ph.D., 2017, Indiana University  
 John Bullock, Ph.D., 2019, Indiana University

Committees Served:

Fernanda Concatto, Marketing, M.S., FGV-EBAPE, Rio de Janeiro (2016)  
 Julia Schuckman, Marketing, M.S., FGV-EBAPE, Rio de Janeiro (2015)  
 Lura Forcum, Marketing Ph.D., Indiana University 2015 (University of Clemson)  
 Giuliana Isabella, Marketing Ph.D., University of São Paulo  
 Jiemaio Chen, Marketing Ph.D., Indiana University 2010 (Monash U.)  
 Mauricio de Palmeira, Marketing Ph.D., Indiana University 2009 (Monash U.)  
 Shuoyang Zhang, Marketing Ph.D., Indiana University 2009 (Colorado St.)  
 Josh Clarkson, Social psychology Ph.D., Indiana University, 2009 (Florida)  
 Charles Lindsey, Marketing Ph.D., Indiana University 2006 (SUNY-Buffalo)  
 Xiaojing Yang, Marketing Ph.D., Indiana University 2005 (Wisconsin-Milwaukee)

Independent Study Advising Experience:

Michelle Xie, Indiana University, 2015  
 Jen Naye, Indiana University, 2009

Nick Thomas, Indiana University, 2008

## HONORS, ACTIVITIES, AND AWARDS

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Sauvain Teaching Award Nominee 2011  
Society for Consumer Psychology 2010 Conference Co-Chair  
Nestlé-Hustad Professor of Marketing 2009-present  
Jack R. Wentworth Professorship, 2008-2013  
Gallup World Poll Research Scholar, 2008-present  
AMA Doctoral Consortium Faculty Fellow, 2008, 2011, 2013  
Kelley Life Sciences Research Fellow, 2007-present  
Student Choice Award Nominee, 2008-2009  
Trustees Teaching Award Nominee, 2007, 2011, 2012, 2013, 2014, 2015  
Outstanding Reviewer Award, *Journal of Consumer Research* 2005  
3M Research Fellowship, Indiana University, 2005-2007  
AMA Doctoral Consortium Fellow, 2003  
Graduate Fellowship, Northwestern University  
University Superior Scholar, University of Nebraska-Lincoln  
University David Scholarship, University of Nebraska-Lincoln  
University Honors Program Scholarship, University of Nebraska-Lincoln

## PROFESSIONAL AFFILIATION

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American Marketing Association  
Association for Consumer Research  
Society for Consumer Psychology

## CONFERENCES AND PRESENTATIONS

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“The Effects of Power on Anger,” with Claire Heeryung Kim, DaHee Han, Derek Rucker, and Adam Duhachek, *Association for Consumer Research Conference*, Berlin, Germany, Oct 26, 2016

“Political Ideology and Fundamental Attribution Error,” with Claire Heeryung Kim, Claire Heeryung, DaHee Han, Adam Duhachek, and H. Shanker Krishnan, *Society for Consumer Psychology Conference*, St. Pete Beach, FL, February 26, 2016

“Activation of an Ideal Self Makes Successful Performance Contagious” with Tae Woo Kim, Adam Duhachek, and Kelly Herd, *Society for Consumer Psychology Conference*, St. Pete Beach, Florida, February 26, 2016.

“Keep Your Thoughts Safe: Meaning of Action in Embodiment” with Tae Woo Kim, Adam Duhachek, Pablo Briñol, Richard Petty, *Society for Personality and Social Psychology Conference*, Embodied Cognition Preconference, San Diego, California, January 27, 2016.

“Religious Priming and the Endowment Effect” with Heeryung Kim, DaHee Han and Nidhi Agrawal, presented at Social Psychology Seminar Series, September 11, 2015, Department of Psychological and Brain Sciences, Indiana University.

“The Influence of Waiting on Preference Polarization” with Josh Clarkson, Ashley Otto, and Zakary Tormala, *Society for Consumer Psychology Conference*, Phoenix, AZ, Feb 28, 2015.

“Religiosity and Message Framing,” with DaHee Han, Heeryung Kim, Nidhi Agrawal, and Adam Duhachek, *Society for Consumer Psychology Conference*, Phoenix, AZ, Feb 28, 2015.

“Materializing Thoughts” with Tae Woo Kim, Pablo Brinol and Richard E. Petty, presented at Association for Consumer Research conference, Baltimore, MD, October 24, 2014.

“Political Ideology and Consumer Preference” with DaHee Han, Heeryung Kim, Zakary Tormala, presented at Association for Consumer Research conference, Baltimore, MD, October 24, 2014.

“Guilt and Shame and Construal” with DaHee Han and Nidhi Agrawal, presented at Association for Consumer Research conference, Baltimore, MD, October 24, 2014.

“Forgive by Remembering or by Forgetting: The Temporal Match Between Victim Motivation and Apology Gift Preferences” with Christina Anthony and Elizabeth Cowley, presented at Association for Consumer Research conference, Chicago, IL, October 4, 2013.

“The Downstream Consequences of Incidental Emotions and Preference Inconsistent Information” with DaHee Han and Morgan Poor, presented at Association for Consumer Research conference, Chicago, IL, October 4, 2013.

“Construal and Coping: How I Cope Affects How I Think” with DaHee Han, presented at Society for Consumer Psychology conference, San Antonio, TX, February 28, 2013.

“Forgive or Forget: How Victim Motivation Following An Interpersonal Transgression Affects Apology Gift Preference” with Christina Anthony and Elizabeth Cowley, presented at Society for Consumer Psychology conference, San Antonio, TX, February 27, 2013.

“Power Distance Belief, Power, and Charitable Giving,” with DaHee Han and Ashok Lalwani, (2012), presented at the Association for Consumer Research Conference, Vancouver, Canada, October 6, 2012.

“Can Social Responsibility Backfire? The Role of Intentions in Times of Corporate Crisis” with Katie Kelting and Durairaj Maheswaran, presented at Association for Consumer Research conference, Vancouver, Canada, October 5, 2012

“Saying Sorry: Exploring the temporal match between forgiveness motivation and apology gift types,” with Christina Anthony and Elizabeth Cowley, presented at European Marketing Academy Conference, Lisbon, Portugal, May 24, 2012.

“Can Social Responsibility Backfire? The Role of Intentions in Times of Corporate Crisis” with

Katie Kelting and Durairaj Maheswaran, presented at Society for Consumer Psychology conference, Las Vegas, NV, February 17, 2012

“Power Distance Belief, Power, and Charitable Giving” with DaHee Han and Ashok Lalwani, presented at Social Psychology Seminar Series, December 9, 2011, Department of Psychological and Brain Sciences, Indiana University.

“Imitation by Private Label Brands: A Processing Fluency Perspective” with Katie Kelting, presented at the Association for Consumer Research conference, October 14, 2011, St. Louis, MO.

“Guilt-free by association: How images of other consumers influence subsequent taste perceptions” with Morgan Poor and Shanker Krishnan, presented at the Association for Consumer Research conference, October 14, 2011, St. Louis, MO.

“The Effect of Sensual vs. Disease Prevention Positioning and Contextual Setting on Condom Purchasing” with Gerald Gorn, Katie Kelting, Darren W. Dahl, Charles B. Weinberg, presented at AIDSImpact Conference, September 13, 2011, Santa Fe, NM.

“As clear as consumption: The moderating role of emotional clarity on satiation.” with Morgan Poor and Shanker Krishnan, presented at Society for Consumer Psychology conference, Atlanta, GA, February 19, 2011.

“Negative Emotions and Health Messaging: Coping Efficacy and Message Framing Effects,” with Da Hee Han and Nidhi Agrawal, paper presented at the Association for Consumer Research conference, October 9, 2010, Jacksonville, FL.

“Emotions and Motivated Reasoning: How Anger Increases and Shame Decreases Defensive Processing,” with Da Hee Han and Nidhi Agrawal, paper presented at the Association for Consumer Research conference, October 8, 2010, Jacksonville, FL.

“Seeking optimality in the consumer waiting experience: The good and bad of waiting time”, presented at the annual meeting of the Society of Consumer Psychology, February 25, 2010, St. Petersburg, Florida.

“Emotional Compatibility and the Effectiveness of Anti-drinking Messages”, presented at Society for Consumer Psychology Conference, February 14, 2009, San Diego, CA.

“Emotional Advertising and the Moderating Role of Expertise” paper presented at Society for Consumer Psychology Conference, February 14, 2009, San Diego, CA.

“Coping and Negative Emotional Appeals”, presented at the AMA Doctoral Consortium, June 6, 2008, Columbia, MO.

“The Effectiveness of Anti-Drinking Messaging”, presented at Society for Consumer Psychology Conference, February 16, 2007, Las Vegas, NV.

“To Change or Not to Change: Coping with Attitude Shift” presented at Society for Consumer Psychology Conference, February 12, 2006

“Toward a Theory of the Relationship between Consumer Personality and Coping: The Trait of Coping Flexibility” presented at the Consumer Personality and Research Methods Conference, September 20, 2005, Dubrovnik, Croatia.

“Identifying New Trends in the Use of Technology in Market Research” presented at the Summer Educator’s Conference of the American Marketing Association, August 1, 2005, San Francisco, CA (session discussant).

“Investigating Links between Consumption Emotions and Behavior” presented at the Association for Consumer Research conference, October 12, 2003, Toronto, ON.

“A Meditation on Mediation” a roundtable discussion presented at the Association for Consumer Research conference, October 11, 2003, Toronto, ON (with Dawn Iacobucci).

“Improving the Reporting of Coefficient Alpha” presented at the European Association for Consumer Research conference, Dublin, Ireland June 5, 2003.

“Confidence Intervals and Coefficient Alpha” presented at the Society of Consumer Psychology Winter Conference, February 23, 2003.

“High Intensity Consumption and Advertising Effectiveness: Evidence Collected from a Sports Broadcast,” presented at the Midwest Marketing Camp, June 8, 2002, Champaign, Illinois

“Consumers and Stress: Evidence from a Stressful Episode,” presented at the Nebraska Doctoral Symposium, March 29, 2002, Lincoln, Nebraska

“Taking the Bad with the Good: Examining Negative Consumer Experience in Brand Relationships,” presented at the Society of Consumer Psychology Winter Conference, February 23, 2002, Austin, Texas.

## **PROFESSIONAL SERVICE**

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### Editorial Review Board Membership

*Journal of Consumer Psychology* (2010-present)

*Journal of Consumer Research* (2004 – 2005; 2014-present)

### Ad hoc Associate Editor Experience:

*Journal of Consumer Psychology*

### Ad hoc reviewer for:

*Journal of the Academy of Marketing Science*

*Journal of Business to Business Marketing*

*Journal of Consumer Psychology*

*Journal of Consumer Research*

*Journal of Personality and Social Psychology*

*Journal of Service Research*  
*Manufacturing & Service Operations Management*  
*Marketing Letters*  
*Marketing Science*  
*Psychological Methods*  
*Psychological Reports and Perceptual Motor Skills*

Reviewing for Conference Proceedings:

Association for Consumer Research conference  
Society of Consumer Psychology conference  
Academy of Marketing Science conference  
European Association for Consumer Research conference  
Asia-Pacific Association for Consumer Research conference  
2004 EMAC conference.

Conference Service:

Conference Co-Chair, Society for Consumer Psychology Conference, February 2010.  
2009 Association for Consumer Research Program Committee  
2009 Society for Consumer Psychology Program Committee  
Marketing Research Track Co-Chair for 2005 AMA Summer Educator's Conference

**TEACHING INTERESTS** \_\_\_\_\_

Marketing Research, Marketing Management, Advertising, Consumer Behavior, Marketing Strategy

**TEACHING** \_\_\_\_\_

M304, Marketing Principles Honors Core, Indiana University, Fall 2015  
M304, Marketing Principles Honors Core, Indiana University, Fall 2014  
M304, Marketing Principles Honors Core, Indiana University, Fall 2013  
M544, Advertising Strategy, Indiana University, Fall 2012  
M405, Consumer Behavior, Indiana University, Fall 2012  
M544, Advertising Strategy, Indiana University, Fall 2011  
M405, Consumer Behavior, Indiana University, Fall 2011  
M405, Consumer Behavior, Indiana University, Fall 2010  
M405, Consumer Behavior, Indiana University, Fall 2009  
M405, Consumer Behavior, Indiana University, Fall 2008  
M303, Market Research Methods, Indiana University, Fall 2008  
M303, Market Research Methods, Indiana University, Spring 2008  
M303, Market Research Methods, Indiana University, Spring 2007  
M303, Marketing Research Methods, Indiana University, Spring 2006.  
M303, Marketing Research Methods, Indiana University, Spring 2005.  
MBA Marketing Research, Kellogg School of Management, Spring 2004.

**INTERNATIONAL TEACHING** \_\_\_\_\_

PhD Seminar, FGV-EBAPE, Rio de Janeiro, Brazil, December 2014  
Masters Advertising, University of Sydney, Sydney Australia, March 2013-2016  
Masters Business Marketing, University of Sydney, Sydney Australia, March 2012  
Masters Strategy, University of Sydney, Sydney Australia, March-April 2011  
MBA Consumer Behavior, Sungkyunkwan University, Seoul, South Korea, March 2009  
MBA Marketing Research, Luiss Guido Carli University, Rome, Italy, March 2004

## CASES WRITTEN

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“Exploring Ethnography at ESPNZone Chicago” Kellogg Marketing Case, (2003).  
“Examining Indicators of Health in the U.S.” Kellogg Marketing Case (2003).

## UNIVERSITY/DEPARTMENTAL SERVICE

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Kelley School Academic Council, 2016-2017  
Chair, Undergraduate Policy Committee, 2008-2009  
Doctoral Exams Coordinator, Doctoral Policy Committee, 2008-2009  
Member, Kelley School Undergraduate Policy Committee, 2008-2009  
Faculty Advisor, Kelley Marketing X, 2007-2008  
Departmental Overview Presentation for Undergraduate Marketing Majors, Fall 2006; 2007  
Guest Speaker, Kelley Undergraduate Marketing Club, April 25, 2005; November 16, 2006  
Speaker, Kelley Direct Admission Student Reception, Fall 2006.  
Coordinator, Marketing Seminar Series, Indiana University, 2005-2006  
Faculty Recruiting Committee, Indiana University, 2004-2006  
Doctoral Policy Committee, Indiana University, 2004-2009  
Coordinator, MediaLab Tutorial Seminar, Spring 2005  
Faculty sponsor for Indiana University Athletics, 2005-2006  
Dissertation Proposal Examination Committee Member:  
    Jordan Barlow, MIS, Indiana University  
    Steve Whiting, Management, Indiana University  
    Valya Kuskova, Management, Indiana University  
    Devon Erickson, Accounting, Indiana University  
    Ryan Gottfredson, Management, Indiana University

## MEDIA

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“Anti-Drinking Ads Backfire” March 2010 press release generated over 100 mentions in media.  
“Negative Opinions and consumption”, interview appeared in *Shape* magazine, April 2008  
“After ten lean years, Jared still phat”, *Indianapolis Star*, March 2, 2008.  
February 1, 2006 Interview with Indiana Daily Student, “IU is Red Hot”  
Kelley Magazine Research Feature, Summer 2005  
April 28, 2005 Interview with Indiana Daily Student, “Carbs Recharge”  
May 24, 2005 Indy 500 Marketing Strategy, *Indianapolis Star*.  
Guest Speaker, Undergraduate Marketing Club, November 2006  
Guest Speaker, Undergraduate Marketing Club, April 2005

Recognized as Outstanding Faculty by Delta Gamma Sorority  
Interview with JobTraks, a high school education program re: marketing research careers, June 22, 2005.  
Coping with Consumer Stress Interview with Wisconsin Public Radio, July 18, 2005.

## **PROFESSIONAL EXPERIENCE**

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### **Independent Consultant, 1999-2002**

Alliant Foodservices, Chicago, IL  
MarketTools, Inc., Mill Valley, CA

### **Researcher, 1997-1999**

The Gallup Organization, Lincoln, NE.