

ALEXANDER (SASHA) FEDORIKHIN
Curriculum Vitae

Kelley School of Business
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EDUCATION

- Ph.D. The University of Iowa, Iowa City, Iowa, July 1998
 Major: Marketing
 Minor: International Business
- M.B.A. Idaho State University, Pocatello, Idaho, 1992
- Bachelor of Arts Moscow Institute of Foreign Languages, Moscow, Russia, 1984
(with honors) Major: Translation and Interpreting (English/Russian)
 Minor: Translation and Interpreting (Spanish/Russian)

RELEVANT WORK EXPERIENCE

- Associate Professor of Marketing, Indiana University, with tenure
(July 2012 to present)
- Associate Professor of Marketing, Indiana University
(July 2005 to July 2012)
- Assistant Professor of Marketing, University of Southern California
(July 2000 to June 2005)
- Assistant Professor of Marketing, Washington State University
(August 1998 to June 2000)

HONORS AND AWARDS

- Center for International Business Education and Research (CIBER), Kelley School of Business, and US Department of Education International Research Grant, Indiana University, 2008
- Indiana University Trustees Teaching Award, 2007
- Center for International Business Education and Research (CIBER), Marshall School of Business, and US Department of Education International Faculty Development Award, USC, 2000
- Ponder Fellowship Award, University of Iowa, 1998
- AMA Doctoral Consortium Fellow, University of Cincinnati, 1997
- Wendell A. Smith Dissertation Award, University of Iowa, 1997
- Bhanu Murthy Memorial Prize for Excellence in Teaching, 1995-1996

RESEARCH INTERESTS

My research interests concentrate on the intersection of the areas of affect (emotions, mood, feelings) and cognition in consumer decision making. I believe that the judgment and decision making literature has been overly cognitive in nature and the role of affect has been traditionally under-emphasized. My goal is to contribute to redressing this imbalance. I am also interested in international differences in relationship between affect and cognition in consumer decision making.

PUBLISHED RESEARCH

- Shiv, Baba and Alexander Fedorikhin (1999), “Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making,” *Journal of Consumer Research*, 26 (December), 278-292.
 - The paper was selected for the *Journal of Consumer Research* 40th Anniversary Special Issue (2015) as the highest impact paper from 1999.
- Shiv, Baba and Alexander Fedorikhin (2002), “Spontaneous Versus Controlled Influences of Task-Induced Affect on Choice Behavior: The Affective-Cognitive Model.” *Organizational Behavior and Human Decision Processes*, 87 (2) (March), 342-370.
- Fedorikhin, Alexander and Catherine Cole (2004), “Mood Effects on Attitudes, Perceived Risk, and Choice: Moderators and Mediators.” *Journal of Consumer Psychology*, v. 14 (1&2), 2-12 (Lead Article).
- Shiv, Baba, Alexander Fedorikhin, and Stephen M. Nowlis (2005), “Interplay of the Heart and Mind in Decision Making,” in *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*, ed. Ratti Ratneshwar and David Mick, New York, Routledge, 166-184.
- Einwiller, Sabine, Alexander Fedorikhin, Allison R. Johnson, and Michael A. Kamins (2006), “Enough Is Enough! When Identification No Longer Prevents Negative Corporate Associations.” *Journal of the Academy of Marketing Science*, v. 34 (2), 185-194.
- Fedorikhin, Alexander, C.W. Park, and Matthew Thomson (2008), “Beyond Fit and Attitude: The Effect of Emotional Attachment on Consumer Responses to Brand Extensions.” *Journal of Consumer Psychology*, 18 (4), 281-291.
- Srivastava, Joydeep, Francine Espinoza, and Alexander Fedorikhin (2009), “Coupling and Decoupling of Unfairness and Anger in Ultimatum Bargaining.” *Journal of Behavioral Decision Making*, 22 (December), 475-489.
- Van der Lans, Ralf, Joseph A. Cote, Siew Meng Leong, Catherine A. Cole, Ale Smidts, Pamela W. Henderson, Christian Bluemelhuber, Paul A. Bottomley, John R Doyle, Alexander Fedorikhin, M. Janakiraman, B. Ramaseshan, and Bernd Schmitt (2009), “Cross-National Logo Evaluation Analysis: An Individual Level Approach.” *Marketing Science*, 28 (5), 968-985.

PUBLISHED RESEARCH (continued)

- Kamins, Michael, Valerie Folkes, and Alexander Fedorikhin (2009), “Promotional Bundles and Consumers’ Price Perceptions: When the Best Things in Life Are Not Free.” *Journal of Consumer Research*, 36 (December), 660-670.
- Fedorikhin, Alexander and Vanessa Patrick (2010), “Positive Mood and Resistance to Temptation: The Interfering Influence of Elevated Arousal.” *Journal of Consumer Research*, 37 (December), 698-711.
- Barone, Michael, Alexander Fedorikhin, and David Hansen (2017), “The Influence of Positive Affect on Consideration Set Formation in Memory-Based Choice.” *Marketing Letters*, 28 (1), 59-69.
- Jakubanecs, Alexander, Alexander Fedorikhin, and Nina Iversen (2018): “Consumer Responses to Hedonic Food Products: Healthy Cake or Indulgent Cake? Could Dialecticism Be the Answer?” *Journal of Business Research*, 91 (October), 221-232, <https://doi.org/10.1016/j.jbusres.2018.06.016>.

RESEARCH IN PROGRESS

- Jakubanecs, Alexander, Magne Supphellen, Alexander Fedorikhin, Hege Mathea Haugen, and Njål Sivertstøl, “Elicitation of Salient Brand Emotions in Western and Asian Markets.” Being revised for resubmission to *International Journal of Market Research*.
- Anthony, Christina and Alexander Fedorikhin, “Recruiting Regulatory Support: Examining When and How Individuals Seek Or Discourage the Involvement of Others in Affect Regulation.” Manuscript in preparation for submission to *Journal of Personality and Social Psychology*.
- Fedorikhin, Alexander and Catherine Cole, “Reacting to Service Waits: Horizontal Individualists and Collectivists in Four Cultures.” Manuscript in preparation for submission to *International Journal of Research in Marketing*.
- Jakubanecs, Alexander and Alexander Fedorikhin, “Group Based Emotions and Evaluation of Innovations.” Targeted to *Journal of International Business Studies*.
- Fedorikhin, Alexander, Valerie Folkes, Michael Kamins, and Gerard Sanders, “Walking a Fine Line When Bundling a Product with Others: Attribute Alignment Influences Product Evaluation.” Targeted to *Journal of Retailing*.
- Fedorikhin, Alexander and Catherine Cole, “Impact of Culture Dimensions on Consumer Cognitive and Emotional Responses to Logos with and without Brand Names.” Targeted to *Journal of Marketing Research*.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

CONFERENCE PRESENTATIONS

- Jakubanecs, Alexander, Alexander Fedorikhin, and Helge Thorbjørnsen, “Effects of service failure and self-construal on the experience of anger and evaluation of self-service technology,” 15th International Research Conference in Service Management, La Londe les Maures, France, June 2018.
- Jakubanecs, Alexander, Magne Supphellen, Alexander Fedorikhin, Hege Mathea Haugen, and Njål Sivertstøl, “Elicitation of salient brand emotions in Western and Asian markets: The role of elicitation context.” American Marketing Association Global Marketing SIG, Santorini, Greece, May 2018.
- Jakubanecs, Alexander, Alexander Fedorikhin, and Nina Iversen, “Effects of Dialecticism on Consumer Responses to Products with Conflicting Goals: Healthy Cake or Indulgent Cake, Could Dialecticism Be the Answer?” Society for Consumer Psychology Boutique Conference on Consumption of Vices and Virtues, Sydney, Australia. January 2018.
- Jakubanecs, Alexander, Alexander Fedorikhin, and Nina Iversen, “Effects of Dialecticism on Responses to Luxury Hedonic Food Products with Conflicting Goals: Healthy Cake or Indulgent Cake, Could Dialecticism Be the Answer?” Mystique of Luxury Brands Conference, Seoul, South Korea. May 2017.
- Jakubanecs, Alexander, Alexander Fedorikhin, and Nina Iversen, “Effects of Dialecticism on Consumer Responses to Products with Conflicting Goals: Healthy Cake or Indulgent Cake, Could Dialecticism Be the Answer?” American Marketing Association’s Global Marketing Special Interest Group (SIG) Conference, Havana, Cuba. April 2017.
- Anthony, Christina and Alexander Fedorikhin, “Recruiting Regulatory Support: Examining When and How People Involve Others in Affect Regulation.” American Marketing Association’s Services Marketing Special Interest Group (SERVSIG) Conference, Maastricht, Netherlands. June 2016.
- Anthony, Christina and Alexander Fedorikhin, “Recruiting Regulatory Support: Examining When and How Individuals Seek Or Discourage the Involvement of Others in Affect Regulation.” International Society for Consumer Psychology Conference, Vienna, Austria. June 2015.
- Fedorikhin, Alexander and Catherine Cole, “The Effect of Culture on Emotional Reactions to Service Encounters in America, Asia, and Europe” Advertising and Consumer Psychology Conference, Singapore, Singapore. December 2012.

CONFERENCE PRESENTATIONS (continued)

- Isaac, Mathew S., Alexander Fedorikhin, and David Gal, “Motivated Misremembering of Affective Forecasts.” Association for Consumer Research Annual North American Conference, Vancouver, Canada, October 2012.
- Fedorikhin, Alexander, “Consumer Psychology and Decision-Making.” Brazilian National Association of Graduate Studies and Research in Administration, Invited keynote speaker. Rio de Janeiro, Brazil, September 2012.
- Fedorikhin, Alexander and Catherine Cole, “Moving Service Research outside the North American Box: The Effect of Culture on Consumer Emotional Reactions to Waits.” Academy for Global Business Advancement Annual World Congress, Ajman UAE, March 2012.
- Isaac, Mathew S., Alexander Fedorikhin, and David Gal, “Motivated Misremembering of Affective Forecasts.” Society for Judgment and Decision Making Annual Conference, Seattle, November 2011.
- Isaac, Mathew S., Alexander Fedorikhin, and David Gal, “But How Did You Expect to Feel? Motivated Misremembering of Affective Forecasts.” Society for Consumer Psychology Annual Conference, Atlanta, February 2011.
- Kamins, Michael, Valerie Folkes, and Alexander Fedorikhin, “Promotional Bundles and Consumers’ Price Perceptions: When the Best Things in Life Are Not Free.” Association for Consumer Research Annual North American Conference, Pittsburgh, October 2009.
- Fedorikhin, Alexander and Vanessa Patrick, “What’s Wrong with Having Too Much Fun: The Moderating Role of Arousal in the Influence of Positive Mood on Self-Control.” Association for Consumer Research Latin American Conference, Sao Paulo, Brazil, August 2008.
- Fedorikhin, Alexander, C.W. Park, and Matthew Thomson, “Fitting in with the Family: The Effect of Emotional Attachment on Consumer Responses to Brand Extensions” Society for Consumer Psychology Annual Conference, February, 2006.
- Fedorikhin, Alexander, C.W. Park, and Matthew Thomson, “Emotional Attachment and Brand Extensions: Do They Fit at Any Level of Fit?” Association for Consumer Research Annual North American Conference, San Antonio, 2005.
- Einwiller, Sabine, Alexander Fedorikhin, Allison R. Johnson, and Michael A. Kamins, “Enough Is Enough! When Identification No Longer Prevents Negative Corporate Associations.” Academy of Marketing Science Annual Conference, Tampa, 2005.
- Patrick, Vanessa, Alexander Fedorikhin, and Deborah MacInnis, “The Future is Colored Pink or Blue: The Effect of Mood on Affective Forecasting.” Association for Consumer Research Annual North American Conference, Portland, 2004.
- Fedorikhin, Alexander and Vanessa Patrick, “Feeling the Urge to Splurge: Effect of Valence and Arousal of Consumer Mood States on Impulsive Consumption.” Society for Consumer Psychology Annual Conference, San Francisco, 2004.

CONFERENCE PRESENTATIONS (continued)

- Fedorikhin, Alexander, and Catherine Cole, “Collectivists and Individualists’ Emotional and Cognitive Reactions to Service Encounters.” Association for Consumer Research Annual North American Conference, Toronto, Canada, 2003.
- Shiv, Baba, and Alexander Fedorikhin, “Spontaneous Versus Controlled Influences of Stimulus-Based Affect on Choice Behavior.” Association for Consumer Research Annual North American Conference, Salt Lake City, Utah, 2000.
- Shiv, Baba, and Alexander Fedorikhin, “Spontaneous Influences of Task-Induced Affect on Consumer Decision Making,” Association for Consumer Research Annual North American Conference, Montreal, Canada, 1998.
- Shiv, Baba, and Alexander Fedorikhin, “Automatic Effects of Task-Induced Emotions,” Midwest Marketing Camp, University of Iowa, Iowa City, 1998.
- Fedorikhin, Alexander, and Catherine Cole, “The Relationship between Mood and Consumer Elaboration on a Retail Newspaper Advertising Insert,” American Academy of Advertising Annual Conference, St. Louis, 1997.
- Fedorikhin, Alexander, “The Relationship between Mood and Cognitive Elaboration,” Big Eight Doctoral Symposium, University of Nebraska, Lincoln, Nebraska, 1996.

RESEARCH PRESENTATIONS AT ACADEMIC INSTITUTIONS

- “Reacting to Service Waits: Horizontal Individualists and Collectivists in Four Cultures.” University of Sydney, Sydney, Australia, February 2016.
- “Consumer Responses to Risk Statements in Health Messages: The Boomerang Effect.” University of Sydney, Sydney, Australia, March 2015.
- “Ad-ons versus Bundles: Why Does it Matter to Consumers?” University of Sydney, Sydney, Australia, April 2014.
- “But How Did You Expect to Feel: Motivated Misremembering of Affective Forecasts.” University of Sydney, Sydney, Australia, March 2013.
- “But How Did You Expect to Feel: Motivated Misremembering of Affective Forecasts.” Indiana University, Indianapolis, February 2013.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Self-Control.” State University of New York Stony Brook, Stony Brook, December 2009.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Self-Control.” University of International Business and Economics, Beijing, China, November 2009.
- “Promotional Bundles and Consumers’ Price Perceptions: When the Best Things in Life Are Not Free.” Indiana University, Indianapolis, December 2008.

- “Fitting in with the Family: The Effect of Emotional Attachment on Consumer Responses to Brand Extensions” Indiana University, Indianapolis, 2007.
- “Interplay of Emotions and Cognition in Consumer Decision-Making.” RAI Foundation Institute, Delhi, India, March 2007.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Impulsive Choice and Consumption.” Psychology Department, Purdue University, Indianapolis, November 2006.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Impulsive Choice and Consumption.” University of Houston, February 2005.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Impulsive Choice and Consumption.” Chapman University, October 2004.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Impulsive Choice and Consumption.” Baruch College, October 2004.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Impulsive Choice and Consumption.” Indiana University, Indianapolis, September 2004.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Impulsive Choice and Consumption.” Virginia Tech University, September 2004.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Impulsive Choice and Consumption.” University of Central Florida, September 2004.
- “Feeling the Urge to Indulge: The Role of Positive Mood and Arousal in Impulsive Choice and Consumption.” University of Vermont, September 2004.
- “Mood Effects on Attitudes, Perceived Risk, and Choice: Moderators and Mediators.” Iowa State University, October 1999.
- “Mood Effects on Attitudes, Perceived Risk, and Choice: Moderators and Mediators.” University of Southern California, September 1999.
- “Mood Effects on Attitudes, Perceived Risk, and Choice: Moderators and Mediators.” University of California Berkeley, September 1999.
- “Affect and Decision-Making: A Constructive Processing Perspective.” Southern Illinois University, October 1997.
- “Affect and Decision-Making: A Constructive Processing Perspective.” Washington State University, October 1997.

TEACHING EXPERIENCE

Global Marketing (graduate and undergraduate): Indiana University, University of Southern California, and Washington State University.

Consumer Behavior (graduate and undergraduate): University of Southern California and University of Iowa;
(undergraduate): Indiana University and Washington State University.

Introduction to Marketing (undergraduate): University of Iowa and Washington State University.

Psychology of Decision-Making (graduate): Indiana University.

Marketing Strategy (graduate): University of Sydney

International Business (graduate, Business of Medicine MBA): Indiana University.

Global Healthcare (graduate, Business of Medicine MBA): Indiana University.

Marketing and Sales Management (graduate), Algebra University, Zagreb

DISSERTATION COMMITTEES

Vanessa Patrick – University of Southern California (Ph.D. in Marketing)

Wade Mitchell – Indiana University (MS in Informatics, Human-Computer Interaction Program)

Chin-Chang Ho – Indiana University (Ph.D.in Informatics, Human-Computer Interaction Program)

Eric Vorm – Indiana University (Ph.D.in Informatics, Human-Computer Interaction Program)

TEACHING AWARDS

Indiana University Trustees Teaching Award, 2007

Bhanu Murthy Memorial Prize for Excellence in Teaching, University of Iowa, 1995-1996

PROFESSIONAL SERVICEEditorial Review Board Member:*Journal of Consumer Psychology* (2012 – present)*Journal of Business Research* (2016 – present)*Journal of Retailing* (2018 – present)Has Served as Ad Hoc Reviewer:*Journal of Consumer Research**Journal of Marketing Research**Journal of Marketing**Marketing Science**Psychological Science**Organizational Behavior and Human Decision Processes**Journal of the Academy of Marketing Science**Journal of Advertising**Journal of Association for Consumer Research**Journal of Economic Science Association**Journal of Financial Services Research*

Association for Consumer Research Conferences

Society for Consumer Psychology Conferences

American Marketing Association Summer Educators Conferences

International Society for Consumer Psychology Conference

Advertising and Consumer Psychology Conference

Marketing Science Institute

National Science Foundation

UNIVERSITY SERVICE (Kelley School of Business [KSB], Kelley School of Business Indianapolis [KSBI], and Indiana University Purdue University Indianapolis [IUPUI])

KSB IIB-CIBER Committee (2013—present)

KSB Academic Council (2016—present)

KSB Research Committee (2012—2013)

KSBI Subject Pool Coordinator (2016—present)

KSBI Marketing Club Faculty Advisor (2012—present)

KSBI MBA Policy Committee (2008—2009; 2016—2017)

KSBI Undergraduate Policy Committee (2005—2016)

KSBI Research Committee (2008—2009; 2015)

KSBI Recruiting Committee for Marketing Position, Chair (2015, 2018)

KSBI Recruiting Committee for Marketing Position (2009; 2010)

KSBI Scholarship Committee (2010—2012)

IUPUI Faculty Council (2012—present)

IUPUI Faculty Council Faculty Affairs Committee (2013—present)

IUPUI International Council (2009—2016)

IUPUI International Affairs Committee (2005—2007)

IUPUI International Enrollment Advisory Committee (2009—2011)

IUPUI Center for Undergraduate Research and Learning (2007—2008)