

January 2022

H. SHANKER KRISHNAN

Kelley School of Business
Indiana University
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EDUCATION

- Ph.D. Business Administration, University of Arizona, December 1991
Major: Marketing Minor: Psychology
- MBA Duke University, May 1986
- B.A. Economics, University of Madras, May 1978

EXPERIENCE

Research and Teaching

- Visiting Professor, Ivey School of Business, University of Western Ontario, 2008-09
- Promoted to Professor, Indiana University, 2008
- Visiting Professor, University of Florida, 2001-2002
- Promoted to Associate Professor with tenure, Indiana University, 1999
- Appointment to Indiana University Graduate School Faculty, 1993
- Assistant Professor of Marketing, Indiana University, from Fall 1991
- Research Assistant, University of Arizona, Department of Marketing, 1986-1991

Business

Intern, Visiting Professor Program. Tatham Euro RSCG, Chicago. June 1993. Grant from Advertising Educational Foundation.

Market Research Intern. Control Data Corp., Minneapolis. Summer 1985. Collected primary and secondary data to perform a competitor analysis of the Computer Based Training market.

Tennis Professional. 1978-83. Competed in tournaments worldwide including Davis Cup (representing India).

HONORS - RESEARCH AND SCHOLARSHIP

- 2020- Nestle-Hustad Professor of Marketing
- 2018-2020 Fettig/Whirlpool Faculty Fellow
- 2013 Faculty Fellow, AMA Doctoral Consortium, Ann Arbor
- 2010 Outstanding Reviewer Award, Journal of Consumer Psychology
- 2008-2018 Whirlpool Corporation Faculty Fellow
- 2006-07 Research Excellence Award, Kelley School of Business
- 2005 Outstanding Reviewer Award, Journal of Consumer Research
- 1998-99 Research Excellence Award, Kelley School of Business
- 1997-98 Guest Editor, Psychology & Marketing Special Issue on “Nonconscious Memory Processes: Theoretical and Marketing Implications”
- 1996 Faculty Fellow, AMA Doctoral Consortium, Boulder
- 1988 Fellow, AMA Doctoral Consortium, Berkeley
- 1985 Fuqua Scholar, Duke University

HONORS – TEACHING

Winner, Trustees Teaching Award: 2011
Finalist, Trustees Teaching Award: 2010, 2014, 2018, 2020
Winner, Innovative Teaching Award: 2008
Winner, Doctoral Student Association Exceptional Inspiration and Guidance Award: 2006
Dean's Citation for Teaching Excellence: 1993, 96, 97, 99, 2000, 03, 04, 05, 06, 07, 08, 10
Finalist, Innovative Teaching Award: 1998, 1999, 2004
Finalist, Faculty Mentor Award, Graduate and Professional Student Organization: 2005
Finalist, Doctoral Student Exceptional Inspiration and Guidance Award: 2003, 2005, 2020
Fellow, Lilly Freshman Learning Project: 2001
Teaching Excellence Recognition Award (TERA): 2000
Finalist, Sauvain Teaching Award: 1999
University of Arizona Foundation Award for Meritorious Performance in Teaching: 1989

RESEARCH INTERESTS

- Implicit memory for information
- Memory interference processes
- Role of memory in brand equity, brand associations, and brand extensions
- Interactions between memory and attitudes, confidence, and intentions

JOURNAL PUBLICATIONS

Palmeira, Mauricio, Nicolas Pontes, Dominic Thomas, and H. Shanker Krishnan (2016), "Framing as Status or Benefits? Consumers' Reactions to Hierarchical Loyalty Program Communication," European Journal of Marketing, 50 (3/4), 488-508.

Anand Kumar, Ali Besharat, Charles Lindsey, and H. Shanker Krishnan (2014), "Contextual and Competitive Interference: Inhibition or Facilitation?" Journal of Advertising, 43 (3), 228-243.

Morgan Poor, Adam Duhachek, and H. Shanker Krishnan (2013), "How Images of Other Consumers Influence Subsequent Taste Perceptions," Journal of Marketing, 77 (6), 124-139.

Morgan Poor, Adam Duhachek and H. Shanker Krishnan (2012), "The Moderating Role of Emotional Differentiation on Satiation," Journal of Consumer Psychology, 22 (4), 507-519.

Arun Lakshmanan and H. Shanker Krishnan (2011), "The Aha! Experience: Insight and Discontinuous Learning in Product Usage," Journal of Marketing, 75(6), 105-123.

Arun Lakshmanan, Charles Lindsey, and H. Shanker Krishnan (2010), "Practice Makes Perfect? When does Massed Learning Improve Product Usage Proficiency?" Journal of Consumer Research, 37 (4), 599-613.

- Research featured in EurekAlert!, Science Daily, Science Blog, Eureka! Science News, PhysOrg.com, Thaindian News, Before It's News, RedOrbit.

Sridhar Samu and H. Shanker Krishnan (2010), "Brand Related Information as Context: The Impact of Brand Name Characteristics on Memory and Choice," Journal of the Academy of Marketing Science.

Devon DelVecchio, Arun Lakshmanan, and H. Shanker Krishnan (2009), "The Effects of Discount Location and Frame on Consumers' Price Estimates," Journal of Retailing, 85(3),336-46.

Arun Lakshmanan and H. Shanker Krishnan (2009), "How does Imagery in Interactive Consumption lead to False Memory? A Reconstructive Memory Perspective," Journal of Consumer Psychology, 19 (3), 451-462.

Mauricio Palmeira and H. Shanker Krishnan (2008), "Criteria instability and the isolated option effect," Organization Behavior and Human Decision Processes, 106, 153-167.

Adam Duhachek, Shuoyang Zhang, and H. Shanker Krishnan (2007), "Anticipated Group Interaction: Coping with Valence Asymmetries in Attitude Shift," Journal of Consumer Research, Vol. 34 (3), 395-405.

- Research featured in WebMD article.

Devon DelVecchio, H. Shanker Krishnan, and Daniel C. Smith (2007), "Cents or Percent: The Effects of Promotion Framing on Price Expectations and Choice," Journal of Marketing, Vol. 71 (3), 158-170.

- Research featured in NY Times article.

Charles Lindsey and H. Shanker Krishnan (2007), "Retrieval Disruption in Collaborative Groups Due to Brand Cues," Journal of Consumer Research, Vol. 33 (4), 470-478.

- Research featured in LiveScience, Yahoo News, Fox News, MSNBC, Rush Limbaugh's talk show; Lindsey interviewed live on Canadian Broadcasting Corporation.

Stewart Shapiro, Charles Lindsey, and H. Shanker Krishnan (2006), "Intentional Forgetting as a Facilitator for Recalling New Product Attributes," Journal of Experimental Psychology: Applied, Vol. 12 (4), 251-263.

Mao, Huifang and H. Shanker Krishnan (2006), "Effects of Prototype and Exemplar Fit on Brand Extension Evaluations: A Two-Process Contingency Model," Journal of Consumer Research, Vol. 33 (June), 41-49.

Elliot Bendoly, Doug Blocher, Kurt Bretthauer, H. Shanker Krishnan, and M.A. Venkataramanan (2005), "On-line/In-Store Integration and Customer Retention," Journal of Service Research, Vol. 7 (4), 313-327.

Anand Kumar and H. Shanker Krishnan (2004), "Memory Interference in Advertising: A Replication and Extension," Journal of Consumer Research, Vol. 30 (March), 602-611.

H. Shanker Krishnan and Dipankar Chakravarti (2003), "A Process Analysis of the Effects of Humorous Advertising Executions on Brand Claims Memory," Journal of Consumer Psychology, Vol. 13 (3), 230-245.

Stewart Shapiro and H. Shanker Krishnan (2001), "Memory-Based Measures for Assessing Advertising Effects: A Comparison of Explicit and Implicit Memory Effects," Journal of Advertising, 30 (3), 1-14. Lead article.

Sridhar Samu, H. Shanker Krishnan, and Robert E. Smith (1999), "Using Advertising Alliances

for New Product Introduction: Interactions between Product Complementarity and Promotional Strategies,” Journal of Marketing, Vol. 63 (January), 57-74.

Stewart Shapiro and H. Shanker Krishnan (1999), “Consumer Memory for Intentions: A Prospective Memory Perspective,” Journal of Experimental Psychology: Applied, Vol. 5 (2), 169-189.

H. Shanker Krishnan and Charles V. Trappey (1999), “Nonconscious Memory Processes in Marketing: A Historical Perspective and Future Directions,” Psychology & Marketing, 16 (6), 451-457. Lead article.

H. Shanker Krishnan and Stewart Shapiro (1999), “Prospective and Retrospective Memory for Intentions: A Two-Component Approach,” Journal of Consumer Psychology, Vol. 8 (2), 141-166.

H. Shanker Krishnan and Dipankar Chakravarti (1999), “Memory Measures for Pretesting Advertisements: An Integrative Conceptual Framework and a Diagnostic Template,” Journal of Consumer Psychology, Vol. 8 (1), 1-37. Lead article.

H. Shanker Krishnan and Robert E. Smith (1998), “The Relative Endurance of Attitudes, Confidence, and A-B Consistency: The Role of Information Source and Delay,” Journal of Consumer Psychology, Vol. 7(3), 273-298.

H. Shanker Krishnan and Stewart Shapiro (1996), “Comparing Implicit and Explicit Memory for Brand Names from Advertisements,” Journal of Experimental Psychology: Applied, Vol. 2 (2), 147-163.

H. Shanker Krishnan (1996), “Characteristics of Memory Associations: A Consumer-Based Brand Equity Perspective,” International Journal of Research in Marketing, Vol. 13, 389-405.

Bernard Jaworski, Vlasis Stathakopoulos, and H. Shanker Krishnan (1993), “Control Combinations in Marketing: Conceptual Framework and Empirical Evidence,” Journal of Marketing, Vol. 57 (January), 57-69.

WORKING PAPERS

Forcum, Lura, Arun Lakshmanan, and H. Shanker Krishnan, “Is this Hat Me? Interactivity and the Self in Virtual Product Trial,” being revised for second review, European Journal of Marketing.

Heeryung Kim, Kelly Herd, H. Shanker Krishnan, “The Influence of Haptics on Creativity,” revision requested, being revised for second review, Marketing Letters.

BOOK CHAPTERS

Krishnan, Shanker and Lura Forcum (2014), “Consumer memory dynamics: Effects of branding and advertising on formation, stability and use of consumer memory,” in Tim Perfect & Steve Lindsay (eds.) Handbook of Applied Memory, Sage Publications, p. 329-347.

H. Shanker Krishnan and Dipankar Chakravarti (1993), “Varieties of Brand Memory Induced by Advertising: Determinants, Measures, and Relationships,” in David A. Aaker and Alexander L.

Biel (eds.), Advertising and Building Strong Brands, 213-231.

CONFERENCE PROCEEDINGS

Bryan Lilly and H. Shanker Krishnan (1996), "Consumer Responses to New Product Announcements: A Conceptual Framework," Proceedings of the American Marketing Association Winter Educators' Conference, Hilton Head, 46-54.

H. Shanker Krishnan and Richard Olshavsky (1995), "The Dual Role of Emotions in Consumer Satisfaction/Dissatisfaction," in Frank Kardes and Mita Sujan (eds.), Advances in Consumer Research, 454-460.

H. Shanker Krishnan and Carol Pluzinski (1993), "Brand Name Memory Following Ad Exposure: Inhibition, Interference, and Attenuation Processes as Revealed by Direct and Indirect Tests of Memory," Special Session summary in Michael Rothschild and Leigh McAlister (eds.), Advances in Consumer Research, 655.

H. Shanker Krishnan and Dipankar Chakravarti (1990), "Humor in Advertising: Testing Effects on Brand Name and Message Claim Memory," in William Bearden and A. Parasuraman (eds.), Proceedings of the American Marketing Association Summer Educators' Conference, Washington (D.C.), 10-16.

H. Shanker Krishnan (1989), "Making More Effective Use of Market Information. A Conference Summary," Marketing Science Institute Working Paper Series, No. 89 -113.

RESEARCH PRESENTATIONS

Der-Wei Huang and H. Shanker Krishnan, "Let me see how I look: How visual perspective affects consumer attitudes and sharing behaviors."

- *Association for Consumer Research*, Atlanta, October 2019.
- *Society for Consumer Psychology*, Huntington Beach, February 2020.

Nari Yoon and H. Shanker Krishnan, "The effects of vicarious pride on consumer outcomes."

- *Association for Consumer Research*, Dallas, October 2018.
- *Society for Consumer Psychology*, Dallas, February 2018.

Kim, Heeryung and H. Shanker Krishnan, "Yes, "touch" matters: The Impact of Haptic cues on Consumer Creativity."

- *Association for Consumer Research*, Symposium Session, Chicago, October 2013.
- *University of Louisville*, April 2014.

Forcum, Lura, Arun Lakshmanan, and H. Shanker Krishnan, "The Dark Side of Product Visualization" *Association for Consumer Research*, Symposium Session, Chicago, October 2013.

Krishnan, Shanker, Distinguished Alumni Speaker in Marketing, Eller College of Management, The University of Arizona, March 2012.

Kim, Heeryung and H. Shanker Krishnan, "Does Feeling Happy Make Colors Look Brighter?" *Society for Consumer Psychology*, Poster Session, Las Vegas, February 2012.

Forcum, Lura, Arun Lakshmanan, and H. Shanker Krishnan, "My picture, my product: Does co-creation of a usage experience lead to positive consumer outcomes?" *Association for Consumer Research*, Symposium Session, St. Louis, October 2011.

Palmeira, Mauricio, Shuoyang Zhang, and H. Shanker Krishnan, "What happens between the memory option and the stimulus option? Attribute valence and information retrieval in mixed choice" *Association for Consumer Research*, Competitive Paper, Jacksonville, October 2010.

Palmeira, Mauricio, Shuoyang Zhang, and H. Shanker Krishnan, "When do Consumers Prefer a Vaguely Remembered Alternative? The Role of Feature Valence in Mixed Choice" *Society for Consumer Psychology*, Competitive Paper Session, St. Petersburg, February 2010.

Arun Lakshmanan and H. Shanker Krishnan, "How does Imagery in Interactive Consumption lead to False Memory? A Reconstructive Memory Perspective" *Society for Consumer Psychology*, Symposium Session, St. Petersburg, February 2010.

H. Shanker Krishnan and Arun Lakshmanan, "The "Aha" Moment: Discontinuous Learning of Product Features," *Southern Ontario Behavioral Decision Research conference*, Brock University, May 2009.

Sylvia Sisi Yang and H. Shanker Krishnan, "Does Comparative Advertising Benefit the Comparison Brand?" *Society for Consumer Psychology*, Competitive Paper, San Diego, February 2009.

H. Shanker Krishnan, Arun Lakshmanan, and Charles Lindsey, "The Spacing Effect Revisited: When does Massed Learning Lead to Better Performance?" *Consumer Behavior Winter Research Camp*, Ivey School of Business, January 2009.

Palmeira, Mauricio, Shuoyang Zhang, and H. Shanker Krishnan, "The Impact of Information Display: Can Simply Presenting Pieces of Information Together or Apart Affect Consumers' Judgment?" *Society for Consumer Psychology*, Competitive Paper, New Orleans, February 2008.

H. Shanker Krishnan, "Memory Interference in Consumer Research: How many forms can it take?"

· Mason School of Business, College of William & Mary, November 2007.

DelVecchio, Devon, Arun Lakshmanan, and H. Shanker Krishnan, "The Effects Of On-Pack Discount Information On Consumers' Price Perceptions," *Society for Consumer Psychology*, Competitive Paper Session, Las Vegas, February 2007.

Lakshmanan, Arun and H. Shanker Krishnan, "Fact or Fiction: Accuracy of Consumption memory in an Interactive Context," *Society for Consumer Psychology*, Special Session, Las Vegas, February 2007.

H. Shanker Krishnan, Charles Lindsey, and Stewart Shapiro, "Does Intentional Forgetting lead to Improved Memory for New Attributes."

· Richard Ivey School of Business, University of Western Ontario, November 2006.

· Babcock Graduate School of Management, Wake Forest University, February 2007.

· Indian School of Business, Hyderabad, June 2007.

Shuoyang Zhang, Adam Duhachek, and H. Shanker Krishnan, "Coping with Individual-Group Incongruity," *Association for Consumer Research*, Working Paper, San Antonio, September 2005.

Arun Lakshmanan and H. Shanker Krishnan, "Elaboration, Imagination, and the Misinformation Effect," *Association for Consumer Research*, Working Paper, San Antonio, September 2005.

Huifang Mao and H. Shanker Krishnan, "Normative versus Comparative Fit in Brand Extension Evaluations," *Association for Consumer Research*, Competitive Paper, Toronto, October 2003.

Xiaojing Yang and H. Shanker Krishnan, "The Impact of Social Satisfaction on Consumer Satisfaction Judgment," *Association for Consumer Research*, Working Paper, Toronto, October 2003.

Huifang Mao and H. Shanker Krishnan, "Normative versus Comparative Fit in Brand Extension Evaluations," *Midwest Marketing Camp*, Ohio State University, June 2003.

Charles Lindsey and Shanker Krishnan, "Do External Memory Cues affect Groups more than Individuals? A Part-List Cuing Explanation," *Midwest Marketing Camp*, Ohio State University, June 2003.

Anand Kumar and Shanker Krishnan, "Effects of Contextual Ad Interference on Memory for Brand Names and Claims," *Midwest Marketing Camp*, Ohio State University, June 2003.

Charles Lindsey and H. Shanker Krishnan, "Do External Memory Cues affect Groups more than Individuals? A Part-List Cuing Explanation," *Society for Consumer Psychology*, Poster Session, New Orleans, February 2003.

Huifang Mao and H. Shanker Krishnan, "Normative versus Comparative Fit in Brand Extension Evaluations," *Society for Consumer Psychology*, Poster Session, New Orleans, February 2003.

Anand Kumar and Shanker Krishnan, "Effects of Contextual Ad Interference on Memory for Brand Names and Claims," *Society for Consumer Psychology*, Competitive Paper Session, New Orleans, February 2003.

"Testing the Boundaries of Contextual Interference in Advertising," with Anand Kumar, *University of Florida Seminar series*, October 2001.

"Does Collaborative Advertising Build Brand Equity for Both Brand Partners," with Sridhar Samu and Robert Smith, *AMA Summer Educators Conference*, San Francisco, August 1999.

"Does Collaborative Advertising Build Brand Equity for Both Brand Partners," with Sridhar Samu and Robert Smith, *INFORMS Marketing cluster*, Cincinnati, May 1999.

"Separating Automatic and Conscious Influences of Advertising: A Process Dissociation Method," with Stewart Shapiro, *Association for Consumer Research Conference*, Montreal, October 1998.

"Memory Measures for Pretesting Advertisements: An Integrative Conceptual Framework and a

Managerial Diagnostic Template,” with Dipankar Chakravarti, *Marketing Science Conference*, Berkeley, March 1997.

“Do New Product Announcements Cause Purchase Delay?: The Mediating Role of Uncertainty and Positive Expectations,” with Bryan Lilly, *SCP Conference*, St. Petersburg, February 1997.

“Remembering “To Remember” versus Remembering “What to Remember”: A Prospective Memory Perspective,” *Ohio State University Faculty Seminar*, May 1996.

“Implicit and Explicit Memory for Advertising,” *Ohio State University PhD Seminar*, May 1996.

“Consumer Responses to New Product Announcements: A Conceptual Framework,” with Bryan Lilly, *AMA Winter Educators' Conference*, Hilton Head, February 1996.

“The Dual Role of Emotions in Consumer Satisfaction/Dissatisfaction,” with Richard Olshavsky, *Association for Consumer Research Conference*, Boston, October 1994.

“Brand Choice Behaviors as an Expression of Implicitly Primed Product Information,” with Carol Pluzinski, *ACR Conference*, Boston, October 1994.

“Consideration Set Formation and Choice: The Role of Associations and Frequency,” with S. Samu, *Society for Consumer Psychology Conference*, APA Division 23, Toronto, August 1993.

“The Relative Decay of Attitudes and Confidence from Memory,” with Robert E. Smith, *Indiana University Colloquium*, April 1993.

“Word Frequency, Elaboration, and Repetition Effects on Direct and Indirect Tests of Brand Name Memory,” with Stewart Shapiro, *ACR Conference*, Vancouver, B.C., October 1992.

“Varieties of Brand Memory Induced by Advertising: Determinants, Measures, and Relationships,” with Dipankar Chakravarti, *Tenth Annual Advertising and Consumer Psychology Conference*, San Francisco, May 1991.

“Humor in Advertising: Facilitation/Inhibition Effects on Memory for Brand Name and Message Claims,” with Dipankar Chakravarti, *Association for Consumer Research Conference*, New Orleans, October 1989.

“A Diagnostic Model for Testing the Memorability of Advertisements.”

- University of Denver, November 1990.
- SUNY-Baruch, November 1990.
- Indiana University, October 1990.
- University of Texas-Austin, October 1990.
- Rice University, September 1990.
- University of Arizona, August 1990.

PUBLISHED TEACHING PAPERS

Barry M. Rubin and H. Shanker Krishnan (2004), "Decoding Applied Data in Professional Schools," in Decoding the Disciplines: Helping Students Learn Disciplinary Ways of Thinking by David Pace and Joan Middendorf (eds.), 98 (Summer), 67-73.

H. Shanker Krishnan and Thomas W. Porter (1998), "A Process Approach for Developing Skills in a Consumer Behavior Course," Journal of Marketing Education, Vol. 20 (1), 24-34.

CURRICULUM DEVELOPMENT: MBA

- Jointly developed Lexus IS case with Toyota Lexus, Marie Callender's case with ConAgra, Berry Burst Cheerios case with General Mills, Maytag case with Whirlpool
- Published Shopper's Stop case with Ivey School of Business, London, ON

CURRICULUM DEVELOPMENT: EXECUTIVE EDUCATION

- Speaker, Marketing Leadership programs for Harrison's & Crosfield, Ashland Chemical, Samsung, IBM, 3M, Diebold, BFS, Manitowoc, SPX, Eli Lilly, Carlisle, GE Aviation, Parker Hannifin
- Program Coordinator, Leadership programs for Ingersoll-Rand, Firestone, 3M

SERVICE LEADERSHIP

Department Chair, Marketing, 2012-2018
Chair, Kelley School Faculty Review Committee, 2010-12
Co-Chair, Haring Symposium, 1993, 2003, 2004, 2005, 2010, 2011
Marketing Department Faculty Annual Review Committee, 2010-2012
Chair, Marketing Department Undergraduate Task Force, 2007
Chair, Marketing Department Undergraduate Policy Committee, 2007-08
Coordinator, DuPont Marketing Seminar Series, 00-01, 02-03, spring 2008
Chair, Doctoral Policy Committee, Marketing Department, 2002-06
Association for Consumer Research, Advisory Council, 2007-2009
Chair, Kelley School of Business Teaching Excellence Committee, 1996-97
Co-Chair, New Faculty Jumpstart Seminar, Kelley School of Business, 1997-1999
Coordinator, Marketing Department Subject Pool, 1993-96

DOCTORAL DISSERTATION COMMITTEES CHAIRED

- Co-Chair, Sridhar Samu (1996), "Joint Relationships between brands: Using an associative network model to examine brand positioning strategies"
 - Assistant Professor, Memorial University of Newfoundland
 - Associate Professor, Great Lakes Institute of Management, Chennai
- Co-Chair, R. Unni (2000), "Understanding the relative efficacy of virtual trial: The role of information efficiency and product characteristics"
 - Assistant Professor, Portland State University
 - Associate Professor, Tennessee State University

- Co-Chair, Devon DeVecchio (2001), “Rethinking the Pervasiveness of the Negative Long Term Effect of Sales Promotion on Brand Equity”
 - Professor, Miami University (Ohio)
- Chair, Charles Lindsey (2006), “The Effect of Consumer Overconfidence on Delayed Marketplace Decisions”
 - Associate Professor, State University of New York, Buffalo
- Chair, Huifang Mao (2006), “Two Essays on Brand Relationship Positioning and The Role of Brand Personalities on Consumer Responses”
 - Assistant Professor, University of Central Florida
 - Professor, Iowa State University
- Chair, Arun Lakshmanan (2008), “Practice Makes Imperfect? Sequence Learning and the Discontinuous Acquisition of Feature Use Skills”
 - Associate Professor, State University of New York, Buffalo
- Chair, Mauricio Palmeira (2009), “Essays in Sequential Choice”
 - Assistant Professor, Monash University, Melbourne
 - Associate Professor, University of South Florida
- Co-Chair, Morgan Poor (2012), “Seeing is Believing: Exploring the Conditions Under Which Food Images Influence Taste Perceptions”
 - Assistant Professor, University of San Diego
 - Associate Professor, San Diego State University
- Chair, Lura Forcum (2015), “Why Good Consumers Love Bad Brands: Assertive Language Makes Consumers Care for Brands”
 - Assistant Professor, Clemson University
 - Honorable Mention, Marketing Science Institute Dissertation Proposal Competition
 - Winner, Best Proposal, Southern Marketing Association Dissertation Competition
 - Winner, Best proposal, Society for Marketing Advances
- Co-Chair, Claire Heeryung Kim (2017), “The Effects of Political Ideology on Consumer Creativity”
 - Assistant Professor, McGill University
- Chair, Der-Wei Huang (2023)

DISSERTATION COMMITTEES SERVED ON

- Bryan Lilly (1997), “Preannouncing new products: Examining consumer reactions to competing preannouncing strategies”
 - Professor, University of Wisconsin-Milwaukee
- Michael Aharne (2000), “An examination of the antecedents and consequences of organizational citizenship behavior in sales teams”
 - Chaired Professor, University of Houston

- Member (ODT, Elliot Bendoly (2001), “Supply and Demand Characteristics in Clicks-and-Mortar Operations: Inventory Control Strategies and Service Implications”
 - Assistant Professor, Emory University
 - Chaired Professor, Ohio State University

- Member, Angela Chang (2002), “The Role of Customer-Interface Technology in Consumer Decision Postponement”
 - Associate Professor, Central Michigan University

- Member (Psychology), Kristin Hendrix (2008), “The Impact of Variations in the Likeability among Multiple Sources upon Thoughts, Attitudes, behavior, and Thought/Attitude Confidence and Certainty”
 - Assistant Professor, IUPUI Medical School, Indianapolis

- Member (Business Economics), Robert Ridlon (2008), “Competitive Contests”
 - Lecturer, Indiana University

- Member (Management), Aarti Ramaswami (2009), “A Cross-Cultural Examination of the Relationship between Mentor-Protégé Similarity and Mentor Behavior in India and the US”
 - Associate Professor, ESSEC, France

- Member, Shuoyang Zhang (2010), “Two Essays in Tie Strength and Its Structural Dynamics in Consumer Egocentric Networks”
 - Assistant Professor, University of St. Thomas, Houston

- Member, Yuna Kim (2012), “Two essays examining the effect of interactive firm-consumer collaboration on consumer knowledge creation, new product introduction and firm performance”
 - Associate Professor, California State University, Fullerton

- Member, Jessie Wang (2014), “Two essays on the Effects of Power Distance on Consumption Behavior”
 - Assistant Professor, Miami University (Ohio)

- Member, Tae Woo Kim (2018), “The Impact of Artificial Agents on Consumer Decision Making and Persuasion”
 - Assistant Professor, University of Technology, Sydney

- Member, Hyejin Lee (2020), “Essays on the Role of Power Distance Belief on Consumers’ Judgments and Choice Behaviors”
 - Assistant Professor, Sungkyungwan University, Seoul, S. Korea
- Member, Nari Yoon (2022)
- Member, Pooja Somasundaram (2023)

KELLEY SCHOOL OF BUSINESS AND UNIVERSITY COMMITTEES

- Indiana University-Bloomington, Provost Search Committee, 2021-22
- Faculty representative, Bloomington Faculty Council, 2019-2021
- Kelley School of Business P&T Task Force, 2019-2021

- Faculty Review Committee, 2009-10, 2018-20, 2021-22
- Faculty representative, Academic Council, 2009-2011
- Member, Preparing Future Professors Committee, 2011-2012
- Mentor to Sylvia Yang, Cox Research Scholars Program, 2007-2011
- Senior Lecturer Review Committee, 2007-08
- Advisory Board member, Research & Creativity Activity magazine, 2007-11
- Committee member, IU Summer Instructional Development grants, 2006-2008
- Advisory Council, Scholarship of Teaching and Learning (SOTL), 2000-2007
- Teaching Excellence Committee, 1999-00
- Doctoral Policy Committee, 1998-01, 02-07

DISCIPLINE

Journals

- Associate Editor, Journal of Consumer Psychology, 2012-2014
- Editorial Review Board, Journal of Consumer Research, 2004-2005
- Editorial Review Board, Journal of Consumer Psychology, 2005-current
- Editorial Review Board, Journal of Retailing, 2020-current
- Editorial Review Board, Marketing Education Review, 2001-2013
- *Guest Editor*, Psychology & Marketing Special Issue (September 1999) on “Nonconscious Memory Processes: Theoretical and Marketing Implications”

Ad hoc reviewer for:

- Journal of Marketing
- Journal of Marketing Research
- Journal of Retailing
- Journal of Experimental Psychology: Applied
- Psychological Science
- International Journal of Research in Marketing
- Psychology & Marketing
- Memory
- Experimental Psychology

Conferences

- *Program Committee*, 2016 ACR conference, Berlin, Germany
- *Program Committee*, 2014 ACR conference, Baltimore, MD
- *Program Committee*, 2011 ACR Asia-Pacific conference, Beijing, China
- *Program Committee*, 2011 ACR conference, St. Louis, MO
- *Program Committee*, 2010 ACR conference, Jacksonville, FL
- *Program Committee*, 2007 ACR conference, Memphis, TN
- *Co-chair*, Consumer Psychology Track, 2005 APA conference, Washington, DC
- *Co-chair*, Marketing Communications Track, 2005 Summer AMA Conference, San Francisco
- *Program Committee*, 1999 SCP conference, St. Petersburg, FL
- *Track Co-Chair*, Consumer Behavior Track, 1995 AMS Annual Conference
- *Reviewer*, Competitive papers, Association for Consumer Research Conference
- *Reviewer*, Competitive Papers, American Marketing Association Conference

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- Society for Consumer Psychology