

CURRICULUM VITA

L. J. SHRUM

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Department of Marketing
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Honorary Professor of Marketing
University of Bristol Business School
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EDUCATION

- Ph.D. University of Illinois at Urbana-Champaign (1992)
 Major: Communications
 Minor: Social Psychology
- M.S. University of Illinois at Urbana-Champaign (1989)
 Major: Advertising
- B.B.A. University of Houston (1986)
 Major: Finance

ACADEMIC POSITIONS

Professor Emeritus of Marketing, HEC Paris (2025-present)
Honorary Professor of Marketing, University of Bristol Business School (2025-present)
Professor of Marketing, HEC Paris (2013-2025)
Department Coordinator of Marketing, HEC Paris (2018-2023)
Department Chair of Marketing, University of Texas at San Antonio (2008-2013)
Professor of Marketing, University of Texas at San Antonio (2005-2013)
Visiting Professor of Marketing, University of Sydney (2010)
Visiting Professor of Marketing, Tulane University (2007, 2008)
Associate Professor of Marketing, University of Texas at San Antonio (2002-2005)
Visiting Associate Professor of Marketing, HKUST (2004)
Associate Professor of Marketing, Rutgers University (tenured) (1998-2002)
Graduate Faculty, School of Communication, Information and Library Science (1998-2002)
Visiting Associate Professor of Marketing, Stern School of Business, New York University (2001)
Visiting Associate Professor of Marketing, HEC Paris (2000-2001)
Vice Chair of Marketing, Rutgers University (1999-2000)
Assistant Professor of Marketing, Rutgers University (1992-1998)

HONORS / AWARDS

Fellow, Society for Consumer Psychology, elected 2024
Listed among top 1% of most frequently cited scientists across all fields in the Scopus database 1997-2017
(Ioannidis et al. (2019), *PLoS Biology*, 17(8), e3000384) ([link](#))
Best Article Award (finalist), *International Journal of Research in Marketing* (Chaplin et al., 2020)
Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2016
Outstanding Reviewer Award, *Journal of Consumer Research*, 2015
President, Society for Consumer Psychology, 2010, SCP Board of Directors 2009-2011
UTSA President's Distinguished Achievement Award, Excellence in University Service, 2007
Patrick J. Clynes Excellence in Service Award, UTSA College of Business, 2007
Piccione Endowed Faculty Award for Research Excellence, UTSA College of Business, 2006
Best Article Award (finalist), *Journal of Consumer Research* (Shrum, Wyer, & O'Guinn, 1998)
Best Article Award, *Journal of Consumer Research* (O'Guinn & Shrum, 1997)
Robert Ferber Award (honorable mention) for best article based on a dissertation published in *Journal of Consumer Research* (Shrum, Wyer, & O'Guinn, 1998)

RESEARCH

RESEARCH INTERESTS

Self-identity and consumer judgments
Culture and self-identity
Materialism
Linguistic influences on consumer perception and judgment

PUBLICATIONS

GOOGLE SCHOLAR CITATIONS

<https://scholar.google.com/citations?hl=en&user=6CwKRzkAAAAJ>

REFEREED JOURNAL ARTICLES

Rustagi, Nimish & L. J. Shrum (2024), "A Product's Connection to Self-Threat Domain Determines Self-Control Impairment Consequences of Within-Domain Compensatory Consumption," *Journal of Consumer Marketing*, 41(4), 369-377.

Fumagalli, Elena, L. J. Shrum, & Tina M. Lowrey (2024), "The Effects of Social Media Consumption on Adolescent Psychological Well-Being," *Journal of the Association for Consumer Research*, 9(2), 119-130. (Lead Article)

Fumagalli, Elena & L. J. Shrum (2024), "Shockvertising: The Effect of Disgust Exposure on Viewers' Nonconscious Behavioral Responses," *Current Research in Ecological and Social Psychology*, Volume 6, 100172.

Jaspers, Esther, Rik Pieters, Mario Pandelaere, & L. J. Shrum (2023), "Materialism and Life Satisfaction Relations Between and Within People Over Time: Results of a Three-Wave Longitudinal Study," *Journal of Consumer Psychology*, 33(3), 591-601.

Shrum, L. J., Elena Fumagalli, & Tina M. Lowrey (2023), "Coping with Loneliness Through Consumption," *Journal of Consumer Psychology*, 33(2), 441-465.

Lalwani, Ashok K., Hyejin Lee, L. J. Shrum, & Madhu Viswanathan (2023), "Men Engage in Self-Deceptive Enhancement Whereas Women Engage in Impression Management," *Psychology & Marketing*, 40, 1405-1416.

Spielmann, Nathalie, Susan Dobscha, & L. J. Shrum (2023), "Brands and Social Justice Movements: The Effects of True vs. Performative Allyship on Brand Evaluation," *Journal of the Association for Consumer Research*, 8(1), 83-94.

Kim, Sukhyun, Kiwan Park, & L. J. Shrum (2022), "Addressing the Cause-Related Marketing Paradox for Luxury Brands to Increase Prosocial Behavior and Well-Being," *Journal of Macromarketing*, 42(4), 624-629.

Gao Fei, Tina M. Lowrey, L. J. Shrum, & Mark Landau (2022), "Priming the Concept of Fullness with Sequential Images Reduces Portion Size Choice in Online Food Ordering," *Journal of Marketing Research*.
[[RETRACTED: <https://journals.sagepub.com/doi/full/10.1177/00222437221149006>]]

Mecit, Alican, Tina M. Lowrey, & L. J. Shrum (2022), "Grammatical Gender and Anthropomorphism: 'It' Depends on the Language," *Journal of Personality and Social Psychology*, 123(3), 503-517.

Kim, Sukhyun, Kiwan Park, & L. J. Shrum (2022), "Cause-Related Marketing of Luxury Brands: Nudging Materialists to Act Prosocially," *Psychology & Marketing*, 39, 1204-1217.

Fumagalli, Elena, L. J. Shrum, & Tina M. Lowrey (2022), "Consuming in Response to Loneliness: Bright Side and Dark Side Effects," *Current Opinion in Psychology*, 46, Article 101329.

Mecit, Alican, L. J. Shrum, & Tina M. Lowrey (2022), "COVID-19 is Feminine: Grammatical Gender Influences Danger Perceptions and Precautionary Behavioral Intentions by Activating Gender Stereotypes," *Journal of Consumer Psychology*, 32 (2), 316-325.

[[Replicated: Celse, J., Grolleau, G., & Max, S. (2022), " 'Le' Covid-19 est-il plus grave que 'la' Covid-19? Impact du genre grammatical attribué à la maladie sur sa perception et sur les mesures de protection prises pour s'en prémunir," ["Is 'le' Covid-19 More Serious than 'la' Covid-19? Impact of the Grammatical Gender Assignment on Disease Perception and on the Protective Measures Taken to Avoid it,"] *Revue d'economie politique*, 132(4), 679-695.]]

Shrum, L. J., Lan Nguyen Chaplin, & Tina M. Lowrey (2022), "Causes, Correlates, and Consequences of Materialism," *Consumer Psychology Review*, 5, 69-86.

Watson, Karen E., Tina M. Lowrey, L. J. Shrum, & Franco Sassi (2022), "You Are What You Drink: A Case Study of the Drink Up Campaign," *Journal of Business and Economic Policy*, 9(3), doi:10.30845/jbep.v9n3p1.

Pogacar, Ruth, Justin Angle, Tina M. Lowrey, L. J. Shrum, and Frank R. Kardes (2021), "Is Nestlé a Lady? The Feminine Brand Name Advantage," *Journal of Marketing*, 85 (6), 101-117.

Russell, Cristel A. & L. J. Shrum (2021), "The Cultivation of Parent and Child Materialism: A Parent-Child Dyadic Study," *Human Communication Research*, 47 (3), 284-308.

Fumagalli, Elena, Marina Belen Dolmatzian, & L. J. Shrum (2021), "Centennials, FOMO, and Loneliness: An Investigation of the Impact of Smartphone Usage During the Initial Stage of the Coronavirus Pandemic," *Frontiers in Psychology*, 12, article 620739.

Zhang, Weiwei, Fei Gao, Julien Gross, L. J. Shrum, & Harlene Hayne (2021), "How Does Social Distancing During COVID-19 Affect Negative Moods and Memory?," *Memory*, 29 (1), 90-97.

Chaplin, Lan Nguyen, Tina M. Lowrey, Aylla A. Ruvio, L. J. Shrum, & Kathleen Vohs (2020), "Age Differences in Children's Happiness from Material Goods and Experiences: The Role of Memory and Theory of Mind," *International Journal of Research in Marketing*, 37 (3), 572-586. [Finalist 2020 Best Paper Award]

Rustagi, Nimish & L. J. Shrum (2019), "Undermining the Potential of Compensatory Consumption: A Product's Explicit Identity Connection Inhibits Self-Repair," *Journal of Consumer Research*, 46 (1), 119-139.

Pogacar, Ruth, L. J. Shrum, & Tina M. Lowrey (2018), "The Effects of Linguistic Devices on Consumer Information Processing and Persuasion: A Language Complexity $\times$ Processing Mode Framework," *Journal of Consumer Psychology*, 28 (4), 689-711.

Gentina, Elodie, L. J. Shrum, & Tina M. Lowrey (2018), "Coping with Loneliness through Materialism: Strategies Matter for Adolescent Development of Unethical Behaviors," *Journal of Business Ethics*, 152 (1), 103-122.

Gentina, Elodie, L. J. Shrum, Tina M. Lowrey, Scott J. Vitell, & Gregory M. Rose (2018), "An Integrative Model of the Influence of Parental and Peer Support on Consumer Ethical Beliefs: The Mediating Role of Self-Esteem, Power and Materialism," *Journal of Business Ethics*, 150 (4), 1173-1186.

Lee, Jaehoon, L. J. Shrum, and Youjae Yi (2017), "The Role of Communication Norms in Social Exclusion Effects," *Journal of Consumer Psychology*, 27 (1), 108-116.

Gentina, Elodie, L. J. Shrum, & Tina M. Lowrey (2016), "Teen Attitudes toward Luxury Brands from a Social Identity Perspective: A Cross-Cultural Study of French and U.S. Teenagers," *Journal of Business Research*, 69 (December), 5785-5792.

Wyer, Robert S., Jr. & L. J. Shrum (2015), "The Role of Comprehension Processes in Communication and Persuasion," *Media Psychology*, 18, 163-195.

Shrum, L. J., Tina M. Lowrey, Mario Pandelaere, Ayalla Ruvio, Elodie Gentina, Pia Furchheim, Maud Herbert, Liselot Hudders, Inge Lens, Naomi Mandel, Agnes Nairn, Adriana Samper, Isabella Soscia, & Laurel Steinfield (2014), "Materialism: The Good, the Bad, and the Ugly," *Journal of Marketing Management*, 30 (17/18), 1858-1881.

Briley, Donnel, L. J. Shrum, & Robert S. Wyer, Jr. (2013), "Factors Affecting Judgments of Prevalence and Representation: Implications for Public Policy and Marketing," *Journal of Public Policy & Marketing*, 32, 112-118.

Shrum, L. J., Nancy Wong, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, & Jill Sundie (2013), "Reconceptualizing Materialism as Identity Goal Pursuits: Functions, Processes, and Consequences," *Journal of Business Research*, 66, 1179-1185.

Lee, Jaehoon & L. J. Shrum (2012), "Conspicuous Consumption versus Charitable Behavior in Response to Social Exclusion: A Differential Needs Explanation," *Journal of Consumer Research*, 39, 530-544.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, & Min Liu (2012), "Sound Symbolism Effects across Languages: Implications for Global Brand Names," *International Journal of Research in Marketing*, 29, 275-279.

[[Replicated: Baxter, S. & Lowrey, T. M. (2014), "Examining Children's Preferences for Phonetically Manipulated Brand Names across Two English Accent Groups," *International Journal of Research in Marketing*, 31, 122-124; Kuehnl, C. & Mantau, A. (2013), "Same Sound, Same Preference? Investigating Sound Symbolism Effects in International Brand Names," *International*

Journal of Research in Marketing, 30, 417-420; Motoki, Kosuke & Sayo Iseki (2022), "Evaluating Replicability of Ten Influential Research on Sensory Marketing," *Frontiers in Communication*, 7, 1048896.]]

Wong, Nancy, L. J. Shrum, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, & Jill Sundie (2011), "Rethinking Materialism: A Process View and Some Transformative Consumer Research Implications," *Journal of Research for Consumers*, Issue 19. http://jrconsumers.com/academic_articles/issue_19/Materialism_academic4.pdf

Shrum, L. J., Jaehoon Lee, James E. Burroughs, & Aric Rindfleisch (2011), "An On-line Process Model of Second-Order Cultivation Effects: How Television Cultivates Material Values and Its Consequences for Life Satisfaction," *Human Communication Research*, 37 (January), 34-57.

Lalwani, Ashok K., L. J. Shrum, & Chi-Yue Chiu (2009), "Motivated Response Styles: The Role of Cultural Values, Regulatory Focus, and Self-Consciousness in Socially Desirable Responding," *Journal of Personality and Social Psychology*, 96 (April), 870-882.

Zhang, Yinlong & L. J. Shrum (2009), "The Influence of Self-Construal on Impulsive Consumption," *Journal of Consumer Research*, 35 (February), 838-850.

Liu, Yuping & L. J. Shrum (2009), "A Dual-Process Model of Interactivity Effects," *Journal of Advertising*, 38 (2), 53-68.

Lowrey, Tina M. & L. J. Shrum (2007), "Phonetic Symbolism and Brand Name Preference," *Journal of Consumer Research*, 34 (October), 406-414.

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Shrum, L. J. (2007), "The Implications of Survey Method for Measuring Cultivation Effects," *Human Communication Research*, 33 (1), 64-80.

Briley, Donnel A., L. J. Shrum, & Robert S. Wyer (2007), "Subjective Impressions of Minority Model Frequencies in the Media: A Comparison of Majority and Minority Viewers' Judgments and Underlying Processes," *Journal of Consumer Psychology*, 17 (1), 36-48.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch (2005), "Television's Cultivation of Material Values," *Journal of Consumer Research*, 32 (December), 473-479.

Shrum, L. J. (2004), "The Cognitive Processes Underlying Cultivation Effects Are a Function of Whether the Judgments Are On-line or Memory-based," *Communications: The European Journal of Communication Research*, 29, 327-344.

Lowrey, Tina M., L. J. Shrum, & Tony Dubitsky (2003), "The Relation Between Brand Name Linguistic Characteristics and Brand Name Memory," *Journal of Advertising*, 32 (Fall), 7-17 (lead article).

Busselle, Rick W. & L. J. Shrum (2003), "Media Exposure and the Accessibility of Social Information," *Media Psychology*, 5 (3), 255-282.

Liu, Yuping & L. J. Shrum (2003), "What Is Interactivity and Is It Always Such a Good Thing?: Implications of Definition, Person and Situation for the Influence of Interactivity on Advertising Effectiveness," *Journal of Advertising*, 31 (4), 53-64.

Shrum, L. J. & Valerie Darmanin Bischak (2001), "Mainstreaming, Resonance, and Impersonal Impact: Testing Moderators of the Cultivation Effect for Estimates of Crime Risk," *Human Communication Research*, 27, 187-215 (lead article).

Shrum, L. J. (2001), "Processing Strategy Moderates the Cultivation Effect," *Human Communication Research*, 27, 94-120.

McCarty, John A. & L. J. Shrum (2001), "The Influence of Individualism, Collectivism, and Locus of Control on Environmental Beliefs and Behavior," *Journal of Public Policy and Marketing*, 20 (Spring), 93-104.

McCarty, John A. and L. J. Shrum (2000), "The Measurement of Personal Values in Survey Research: A Test of Alternative Rating Procedures," *Public Opinion Quarterly*, 64 (3), 271-298.

Shrum, L. J. (1999), "The Relationship of Television Viewing with Attitude Strength and Extremity: Implications for the Cultivation Effect," *Media Psychology*, 1, 3-25 (lead article).

Shrum, L. J. (1999), "Television and Persuasion: Effects of the Programs Between the Ads," *Psychology & Marketing*, 16 (2), 119-140.

Shrum, L. J., Robert S. Wyer, & Thomas C. O'Guinn (1998), "The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes," *Journal of Consumer Research*, 24 (4), 447-458.

[[Finalist, Best Article Award, *Journal of Consumer Research*; Honorable Mention, Ferber Award, *Journal of Consumer Research*]]

Shrum, L. J. (1998), "The Effect of Television Portrayals of Crime and Violence on Viewers' Perceptions of Reality: A Psychological Process Perspective," *Legal Studies Forum*, Vol. 22, 257-268.

Lowrey, Tina M., Ralph Galloway, & L. J. Shrum (1998), "The Influence of Nutrition Information and Advertising Claims on Product Perceptions," *The Journal of the Association of Marketing Educators*, 2 (Fall), 23-37.

Shrum, L. J. (1997), "The Role of Source Confusion in Cultivation Effects May Depend on Processing Strategy: A Comment on Mares (1996)," *Human Communication Research*, 24 (2), 349-358.

Otnes, Cele, Tina M. Lowrey, & L. J. Shrum (1997), "Toward an Understanding of Consumer Ambivalence," *Journal of Consumer Research*, 24 (1), 80-93. Reprinted in *Case Study Methods in Business Research*, eds. Albert J. Mills & Gabrielle Durepos, Thousand Oaks, CA: Sage.

O'Guinn, Thomas C. & L. J. Shrum (1997), "The Role of Television in the Construction of Consumer Reality," *Journal of Consumer Research*, 23 (4), 278-294.

[[Best Article Award, *Journal of Consumer Research*; selected for *Essential Readings in Marketing*, eds. Leigh McAlister, Ruth N. Bolton, and Ross Rizley, Cambridge MA: Marketing Science Institute, 2006; reprinted in *Consumer Behaviour*, ed. Margaret Hogg, Mahwah, NJ: Lawrence Erlbaum, 2005]]

McCarty, John A. & L. J. Shrum (1997), "Measuring the Importance of Positive Constructs: A Test of Alternative Rating Procedures," *Marketing Letters*, 8 (2), 239-250.

Shrum, L. J. (1996), "Psychological Processes Underlying Cultivation Effects: Further Tests of Construct Accessibility," *Human Communication Research*, 22 (4), 482-509.

Shrum, L. J. (1995), "Assessing the Social Influence of Television: A Social Cognition Perspective," *Communication Research*, 22 (4), 402-429 (lead article).

Shrum, L. J., John A. McCarty & Tina M. Lowrey (1995), "Buyer Characteristics of the Green Consumer and Their Implications for Advertising Strategy," *Journal of Advertising*, 24 (2), 71-82.

Shrum, L. J., Tina M. Lowrey, & John A. McCarty (1995), "Applying Social and Traditional Marketing Principles to the Reduction of Household Waste: Turning Research into Action," *American Behavioral Scientist*, 38 (4), 646-657.

Shrum, L. J., Tina M. Lowrey & John A. McCarty (1994), "Recycling as a Marketing Problem: A Framework for Strategy Development," *Psychology & Marketing*, 11 (4), 393-416.

McCarty, John A. & L. J. Shrum (1994), "The Recycling of Solid Wastes: Personal Values, Value Orientations, and Attitudes About Recycling as Antecedents of Recycling Behavior," *Journal of Business Research*, 30, 53-62.

McCarty, John A. & L. J. Shrum (1993), "The Role of Personal Values and Demographics in Predicting Television Viewership: Implications for Theory and Application," *Journal of Advertising*, 22 (4), 77-101.

Shrum, L. J. & Thomas C. O'Guinn (1993), "Processes and Effects in the Construction of Social Reality: Construct Accessibility as an Explanatory Variable," *Communication Research*, 20 (3), 436-471.

Shrum, L. J. & John A. McCarty (1992), "Individual Differences in Differentiation in the Rating of Personal Values: The Role of Private Self-Consciousness," *Personality and Social Psychology Bulletin*, 18 (2), 223-230.

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

Fumagalli, Elena, L. J. Shrum, & Jaehoon Lee, "Chronically Lonely Consumers Avoid Interpersonal Touch-Related Services: The Mediating Roles of Interpersonal Trust and Comfort with Interpersonal Touch," under review at *Journal of Consumer Psychology*.

Xie, Dan, L. J. Shrum, Mariia Lobanova, & Tina M. Lowrey, "Keeping Up with the Joneses: Not So Much for Consumers Who Move Around a Lot."

Xie, Dan, L. J. Shrum, & Tina M. Lowrey, "The Consumer Signaling Preference Scale."

Mecit, Alican, L. J. Shrum, & Tina M. Lowrey, "Agency in Flux: How Agentic Technology Shapes Social Relations."

Pogacar, Ruth, Robert S. Wyer, Tina M. Lowrey, & L. J. Shrum, "Curvy Shapes, Sharp Names, and Brand Gender: The Roots of Asymmetric Congruence Effects on Masculine and Feminine Products."

Mecit, Alican, L. J. Shrum, & Tina M. Lowrey, "You Run When Time Flies: Time Metaphors Affect Inferences from the Speed of Time."

RESEARCH IN PROGRESS

Lobanova, Mariia, Tina M. Lowrey, & L. J. Shrum, "Group Gift-Giving."

Zhang, Hao, & L. J. Shrum, "Human–AI Interaction and Self-Identity."

Mecit, Alican, L. J. Shrum, & Tina M. Lowrey, "Bi-directional Effects of Linguistic Relativity: Language Both Shapes and is Shaped by Thought."

INVITED ARTICLES

Shrum, L. J. (2024), "The Metaverse and Consumer Psychology: Introduction to Research Dialogue," *Journal of Consumer Psychology*, 34(1), 140-141.

Shrum, L. J. (2023), "Causes and Consequences of Missed Opportunities for Prosociality: Introduction to Research Dialogue," *Journal of Consumer Psychology*, 33(1), 197-198.

Shrum, L. J. (2022), "Residential Mobility: Implications for Consumer Psychology," *Journal of Consumer Psychology*, 32(3), 517-518.

Shrum, L. J. (2022), "The Psychological Underpinnings of False Beliefs: Construction, Updating, Prevention, and Correction," *Journal of Consumer Psychology*, 32(2), 357-358.

Shrum, L. J. (2022), "The Psychological Effects of Economic Inequality," *Journal of Consumer Psychology*, 32(1), 145.

Shrum, L. J. (2019), "Consumer Behavior as I See It," in *Consumer Behaviour: A European Perspective*, Vol. 7, eds. Michael R. Solomon, Margaret K. Hogg, & Soren Askegaard, London: Pearson Education.

Warlop, Luk & L. J. Shrum (2014), "Utterly Fresh Perspectives on Consumer Research and Advertising: Introducing the Special Issue from the 2013 La Londe Conference," *Journal of Business Research*, 67, 1519-1521.

Oliver, Mary Beth, L. J. Shrum, & Peter Vorderer (2006), "Moving On," *Media Psychology*, 8 (2), 61-63.

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BOOKS

Shrum, L. J., ed. (2012), *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, 2nd edition, NY: Taylor & Francis.

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Dubois, Bernard, Tina M. Lowrey, L. J. Shrum, & Marc Vanhuele, eds. (1999), *European Advances in Consumer Research*, Vol. IV, Provo, UT: Association for Consumer Research.

BOOK CHAPTERS

Pandelaere, Mario, L. J. Shrum, & Xiwen Wang (2026), "Fulfilling Identity Motives Through Luxury Consumption," in *Research Handbook on Luxury Branding* (2nd ed.), eds. Felicitas Morhart, Keith Wilcox, & Sandor Czellar, Cheltenham, United Kingdom: Edward Elgar Publishing, forthcoming.

Hoeger, Laura, L. J. Shrum, & Tina M. Lowrey (2025), "The Psychology of Ritual Consumption," in *Rituals, Consumption, and Marketing: A Research Companion*, eds. Cele Otnes & Tina M. Lowrey, Routledge, 16-30.

Pogacar, Ruth, Alican Mecit, L. J. Shrum, Tina M. Lowrey, & Braden Simpson (2025), "The Psychology of Language and Consumer Behavior," in *Handbook of Social Psychology and Consumer Behaviour*, eds. Eric R. Spangenberg and Katie Spangenberg, Edward Elgar Publishing, forthcoming.

Shrum, L. J., Elena Fumagalli, & Tina M. Lowrey (2025), "Materialism as Self-Identity Maintenance," in *Handbook of Social Psychology and Consumer Behaviour*, eds. Eric R. Spangenberg and Katie Spangenberg, Edward Elgar Publishing, forthcoming.

Shrum, L. J., Elena Fumagalli, & Tina M. Lowrey (2025), "The Efficacy of Self-Repair through Compensatory Consumption," in *The Routledge Handbook of Identity and Consumption* (2nd ed.), eds. Ayalla A. Ruvio & Russell Belk, New York: Routledge, 285-296.

Pogacar, Ruth, Fei Gao, Alican Mecit, L. J. Shrum, & Tina M. Lowrey (2022), "Language and Consumer Psychology," in *APA Handbook of Consumer Psychology*, ed. Lynn Kahle/assoc. eds. Tina M. Lowrey and Joel Huber, Washington, DC: American Psychological Association, 451-470.

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Chaplin, Lan, L. J. Shrum, & Tina M. Lowrey (2019), "Children's Materialism and Identity Development," in *Handbook of Research on Identity Theory in Marketing*, eds. Americus Reed II & Mark Forehand, Cheltenham, United Kingdom: Edward Elgar Publishing, 434-447.

Rustagi, Nimish & L. J. Shrum (2018), "Materialism: Conceptualizations, Antecedents, and Consequences," in *The Routledge Companion to Consumer Behavior*, eds. Michael R. Solomon & Tina M. Lowrey, New York: Routledge, 21-37.

Pogacar, Ruth, Tina M. Lowrey, & L. J. Shrum (2018), "The Influence of Marketing Language on Consumer Perceptions and Choice," in *The Routledge Companion to Consumer Behavior*, eds. Michael R. Solomon & Tina M. Lowrey, New York: Routledge, 263-275.

Roche, Sarah, L. J. Shrum, & Tina M. Lowrey (2015), "The Aesthetics of Brand Name Design: Form, Fit, Fluency, and Phonetics," in *The Psychology of Design*, eds. Rajeev Batra, Colleen Seifert, & Diann Brei, Armonk, NY: M. E. Sharpe, 180-196.

Lee, Jaehoon and L. J. Shrum (2013), "Self-Threats and Consumption," in *The Routledge Companion to Identity and Consumption*, eds. Russell Belk and Ayalla R. Ruvio, New York: Routledge, 216-224.

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Shrum, L. J. and Jaehoon Lee (2012), "Multiple Processes Underlying Cultivation Effects: How Cultivation Works Depends on the Types of Beliefs Being Cultivated," in *Living with Television Now: Advances in Cultivation Theory and Research*, eds. Michael Morgan, James Shanahan, & Nancy Signorielli, New York: Peter Lang Publishers, 147-167.

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Shrum, L. J., Min Liu, Mark Nespoli, and Tina M. Lowrey (2012), "Persuasion in the Marketplace: How Theories of Persuasion Apply to Marketing and Advertising," in *The Sage Handbook of Persuasion: Developments in Theory and Practice* (2nd ed.), eds. James Dillard & Lijiang Shen, Los Angeles: Sage, 314-330.

McCarty, John A., L. J. Shrum, and Tina M. Lowrey (2010), "Psychographics," in *Green Consumerism: An A-to-Z Guide*. Sage Publications, 5 Jan. 2011, http://www.sageereference.com/greenconsumerism/Article_n124.html.

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Lowrey, Tina M. & L. J. Shrum, "Positive and Negative Phonetic Symbolism in Brand Names," paper presented at the annual conference of the American Psychological Association, New Orleans, August 2006.

Shrum, L. J., "Construct Accessibility and Cultivation: Accessibility of Exemplars and Accessibility of Evaluations," paper presented at the annual conference of the International Communication Association, Dresden, Germany, June 2006.

Shrum, L. J., "What Persuasion Models Can Tell Us About Narrative Processing: Implications for Understanding Cultivation Effects," paper presented at the annual conference of the International Communication Association, Dresden, Germany, June 2006.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch (2005), "Processes Underlying the Effects of Television Viewing on Materialism," in *Proceedings of the Society for Consumer Psychology 2005 Winter Conference*, eds. A. M. Brumbaugh & G. R. Henderson, St. Petersburg, FL: Society for Consumer Psychology, 105.

Lowrey, Tina M., L. J. Shrum, & John A. McCarty (2005), "Phonetic Symbolism in Brand Names," in *Proceedings of the Society for Consumer Psychology 2005 Winter Conference*, eds. A. M. Brumbaugh & G. R. Henderson, St. Pete Beach, FL: Society for Consumer Psychology, 74.

Briley, Donnel, L. J. Shrum, & Robert S. Wyer (2006), "Subjective Impressions of Minority Model Frequencies in Advertisements," in *Advances in Consumer Research*, Vol. 33, eds. Connie Pechmann & Linda Price, Duluth, MN: Association for Consumer Research, 381-387.

Shrum, L. J. (2004), "Magnitude of Effects of Television Viewing on Social Perceptions Vary as a Function of Data Collection Method: Implications for Psychological Processes" in *Advances in Consumer Research*, Vol. 31, eds. B. Kahn & M. F. Luce, Valdosta, GA: Association for Consumer Research, 511-513.

Shrum, L. J., "The Effects of Television Viewing on Judgments: Memory-Based Versus On-Line Processes," paper presented at the annual conference of the American Psychological Association, Honolulu, July 2004.

Lowrey, Tina M., L. J. Shrum, & John A. McCarty, "Positive and Negative Phonetic Symbolism in Brand Names," paper presented at the annual conference of the American Psychological Association, Honolulu, July 2004.

Shrum, L. J., "The Processes Underlying Cultivation Effects Depend on Whether the Judgments are On-line or Memory-based," paper presented at the annual conference of the International Communication Association, New Orleans, May 2004.

Shrum, L. J., James E. Burroughs and Aric Rindfleisch (2003), "Does Television Promote Materialism? Cultivating Desire for the Good Life," paper presented at the annual conference of the International Communication Association, San Diego, Mass Communication Division, May 2003. (Best Paper Award)

Burroughs, James E., L. J. Shrum, & Aric Rindfleisch (2002), "Does Television Viewing Promote Materialism? Cultivating American Perceptions of the Good Life," in *Advances in Consumer Research*, Vol. 29, eds. S. Broniarczyk & K. Nakamoto, Provo, UT: Association for Consumer Research, 442-443.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch, "Television and Cultivation of Materialism: Implications for Psychological Processes," paper presented at the annual Advertising and Consumer Psychology Conference, New York May 2002.

Busselle, Richard & L. J. Shrum, "Media Exposure and the Accessibility of Social Information," paper presented at the annual conference of the International Communication Association, Washington, DC, May 2001.

Shrum, L. J., "Cognitive Processes and Cultivation: Facilitating and Inhibiting Conditions," paper presented at the annual conference of the International Communication Association, Washington, DC, May 2001.

McCarty, John A. & L. J. Shrum (1999), "Cultural Value Orientations, Attitudes, and Behavior," in *European Advances in Consumer Research*, Vol. 4, eds. B. Dubois, T. Lowrey, L. J. Shrum, & M. Vanhuele, Provo, UT: Association for Consumer Research, 285.

Shrum, L. J. & Valerie Darmanin (1999), "The Socializing Effect of Mass Media: The Interactive Influence of Direct and Indirect (Mass-Mediated) Experience on Risk Perceptions," in *Advances in Consumer Research*, Vol. 26, eds. E. Arnould & L. Scott, Provo, UT: Association for Consumer Research.

Shrum, L. J., "Detecting the Effects of Violent Television Messages May Be a Function of Data Collection Method," paper presented at the annual conference of the American Psychological Association, Boston, August 1999.

Lowrey, Tina M., L. J. Shrum, and Tony M. Dubitsky, "The Impact of Linguistic Characteristics of Brand Names on Advertising Effectiveness," paper presented at the American Psychological Association (Division 23) conference, Boston, MA, August 1999.

Shrum, L. J., "The Effect of Data-collection Method on the Cultivation Effect: Implications for the Heuristic Processing Model of Cultivation Effects," paper presented at the annual conference of the International Communication Association, San Francisco, May 1999.

Shrum, L. J., Valerie Darmanin, & Richard Busselle, "Mainstreaming, Resonance, and Impersonal Impact: Testing Moderators of the Cultivation Effect for Estimates of Crime Risk," paper presented at the annual conference of the International Communication Association, San Francisco, May 1999.

Shrum, L. J. & Valerie Darmanin (1998), "Understanding the Effects of Television Consumption on Judgments of Crime Risk: The Impact of Direct Experience and Type of Judgment," in *Society for Consumer Psychology 1998 Winter Conference Proceedings*, eds. K. Machleit & M. Campbell, Washington, DC: American Psychological Association, Society for Consumer Psychology, 183-189.

Shrum, L. J. (1998), "Development of a Cognitive Process Model to Explain the Effects of Heavy Television Viewing on Social Judgment," in *Advances in Consumer Research*, Vol. 25, eds. J. Alba & W. Hutchinson, Provo, Utah: Association for Consumer Research., 289-294.

Shrum, L. J., Robert S. Wyer, & Thomas C. O'Guinn, "The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes," Robert Ferber Award, honorable mention, paper presented at the annual conference of the Association for Consumer Research, Montreal, October 1998.

Lowrey, Tina M., L. J. Shrum & Tony M. Dubitsky (1997), "Psycholinguistic Characteristics of Brand Names: Their Impact on Advertising Recall," *Society for Consumer Psychology 1997 Winter Conference Proceedings*, eds. C. Pechmann & S. Ratneshwar, Washington, DC: American Psychological Association, Society for Consumer Psychology, 144-145.

Shrum, L. J. & Thomas C. O'Guinn, "Television and the Construction of Consumer Reality: Processes and Effects," paper presented at the annual conference of the International Communication Association, Montreal, May 1997.

Shrum, L. J., "Processing Strategy Moderates the Effect of Television Viewing on Consumer Social Reality," paper presented at the winter conference of the Society for Consumer Psychology, American Psychological Association, Division 23, St. Pete Beach, FL, February 1997.

Shrum, L. J., Robert S. Wyer, Jr., & Thomas C. O'Guinn (1996), "The Effects of Priming Television Related Concepts on the Television Viewing — Social Judgment Relation: Implications for Causal Relations and Mental Processes," in *Proceedings of the Society for Consumer Psychology*, eds. P. Herr & J. Kim, Washington, DC: American Psychological Association, Society for Consumer Psychology, 44-51.

Lowrey, Tina M., Ralph Galloway & L. J. Shrum (1996), "Effects of Nutrition Labels and Advertising Claims on Product Perceptions," in *1996 Marketing and Public Policy Conference*, Vol. 6, eds. Ronald P. Hill & Charles R. Taylor, Chicago: American Marketing Association, 28-29.

Shrum, L. J., "Heuristic Processing and Cultivation Judgments: A Direct Test of Theory," paper presented at the annual conference of the International Communication Association, Chicago, IL, May 1996.

Shrum, L. J., "Cultivation Effects for Second-Order Measures: Issues of Attitude Valence and Attitude Strength," paper presented at the annual conference of the International Communication Association, Chicago, IL, May 1996.

Shrum, L. J., Robert S. Wyer, & Thomas C. O'Guinn, "The Use of Priming Procedures to Determine Whether Television Program Viewing Influences Social Beliefs," paper presented at the annual conference of the Society for Consumer Psychology, Hilton Head, SC, February 1996.

McCarty, John A. & L. J. Shrum (1995), "Effects of Cultural Values, Personal Values, and Traits on Recycling Behavior: The Mediating Role of Attitudes and Beliefs," in *1995 Marketing and Public Policy Conference*, Vol. 5, eds. Pam Scholder Ellen & Patrick J. Kaufman, Chicago: American Marketing Association, 22.

Shrum, L. J., "A Social Cognition Perspective on the Effects of Television Consumption," paper presented at the annual conference of the American Psychological Association, New York City, August 1995.

McCarty, John A. & L. J. Shrum (1993), "A Structural Equation Analysis of the Relationships of Personal Values, Attitudes and Beliefs About Recycling, and the Recycling of Solid Waste Products," in *Advances in Consumer Research*, Vol. 20, eds. L. McAlister & M. Rothschild, Provo, Utah: Association for Consumer Research, 641-646.

Shrum, L. J. & John A. McCarty, "Issues Involving the Relationship Between Personal Values and Consumer Behavior: Theory, Methodology, and Application," paper presented at the Advertising and Consumer Psychology Conference, New York City, NY, May 1993.

Shrum, L. J., "A Direct Test of the Weighing and Balancing Model of Social Reality Processes," paper presented at the annual conference of the International Communication Association, Washington, D.C., May 1993.

O'Guinn, Thomas C., L. J. Shrum & Albert Muniz, "Understanding the Social Reality of Consumption: A Three Level/Three Method Approach," paper presented at the American Marketing Association Winter Educator's Conference, Newport Beach, CA, February 1993.

Shrum, L. J. & Thomas C. O'Guinn (1992), "The Influence of Advertising on Incidence Estimates of Advertiser-Addressed Problems: Advertising and Social Reality Effects," in *Proceedings of the 1992 Conference of the American Academy of Advertising*, ed. L. N. Reid, Athens, GA: American Academy of Advertising, 179-180.

McCarty, John A. & L. J. Shrum (1992), "A Dimensional Approach to the Coding of Values Expressed in Advertising," in *Proceedings of the 1992 Conference of the American Academy of Advertising*, ed. L. N. Reid, Athens, GA: American Academy of Advertising, 183-188.

Shrum, L. J., Thomas C. O'Guinn, Richard J. Semenik & Ronald J. Faber (1991), "Processes and Effects in the Construction of Normative Consumer Beliefs: The Role of Television," in *Advances in Consumer Research*, Vol. 18, eds. R. H. Holman & M. R. Solomon, Provo, Utah: Association for Consumer Research, 755-763.

O'Guinn, Thomas C. & L. J. Shrum, "Mass-Mediated Social Reality: The Social Cognition and Ecology of Economic Norms," paper presented at the annual conference of the International Association for Research in Economic Psychology, Stockholm, Sweden, July 1991.

O'Guinn, Thomas C., L. J. Shrum & Richard J. Semenik, "Gender and the Mass-Mediated Material World," paper presented at the Gender and Consumer Behavior conference, Salt Lake City, Utah, June 1991.

O'Guinn, Thomas C. & L. J. Shrum, "The Mass-Mediated Construction of Family Consumption Life," paper presented at the Conference on Family/Household Behavior Consumption and Production Perspectives, Irvine, California, March 1991.

Shrum, L. J. & John A. McCarty (1990), "Value-Behavior Consistency in Consumer Choice: Individual Differences as a Moderating Variable," in *Applied Economic Psychology in the 1990s*, eds. S. Lea, P. Webley & B. Young, Exeter, England: International Association for Research in Economic Psychology, 610-618.

O'Guinn, Thomas C. & L. J. Shrum (1990), "The Psychology of Normative Economic Beliefs: Mass-Mediated Processes and Effects in Consumer Socialization," in *Applied Economic Psychology in the 1990s*, eds. S. Lea, P. Webley & B. Young, Exeter, England: International Association for Research in Economic Psychology, 716-730.

John A. McCarty & L. J. Shrum (1990), "Correlates of Restaurant Tipping Behavior," in *Applied Economic Psychology in the 1990s*, eds. S. Lea, P. Webley & B. Young, Exeter, England: International Association for Research in Economic Psychology, 965.

Shrum, L. J., John A. McCarty & Tina M. Lowrey (1990), "The Usefulness of the Values Construct in Marketing and Advertising: A Re-Examination," in *Proceedings of the 1990 Conference of the American Academy of Advertising*, ed. P. Stout, Austin, TX: American Academy of Advertising, 49-54.

Shrum, L. J., John A. McCarty & Tamara L. Loeffler (1990), "Individual Differences in Value Stability: Are We Really Tapping True Values?" in *Advances in Consumer Research*, Vol. 17, eds. M. Goldberg, R. Pollay & G. Gorn, Provo, Utah: Association for Consumer Research, 609-615.

McCarty, John A., L. J. Shrum, Tracey E. Conrad-Katz & Zacho Kanne (1990), "Tipping as a Consumer Behavior: A Qualitative Investigation," in *Advances in Consumer Research*, Vol. 17, eds. M. Goldberg, R. Pollay & G. Gorn, Provo, Utah: Association for Consumer Research, 723-728.

Shrum, L. J., Thomas C. O'Guinn & Richard J. Semenik, "Social Reality, Advertising and Television Usage," workshop conducted at the conference of the Decision Sciences Institute, San Diego, California, November 1990.

Shrum, L. J., Thomas C. O'Guinn & Ronald J. Faber, "Television and the Social Reality of Consumption," paper presented at the annual conference of the International Communication Association, Dublin, Ireland, June 1990.

McCarty, John A., L. J. Shrum, & Tamara L. Loeffler, "Individual Differences in Responses to the Rokeach Value Survey: Initial Explorations," paper presented at the American Marketing Association Workshop, Chicago, Illinois, May 1988.

INVITED COLLOQUIA AND OTHER TALKS

Fumagalli, Elena, L. J. Shrum, & Jaehoon Lee, "The Effects of Chronic Loneliness on Preference for Interpersonal Touch: Implications for Services to Reduce Chronic Loneliness," invited colloquium, Nanyang Technological University, Singapore, March 2025.

Xie, Dan, L. J. Shrum, & Tina M. Lowrey, "Keeping Up with the Joneses: Not so Much for Consumers Who Move Around a Lot," invited colloquium, Nanyang Technological University, Singapore, March 2025.

Shrum, L. J. “Reflections on Paths Taken (and Not) and the Power of the Situation (Right Place, Right Time,” Fellows Address, Society for Consumer Psychology, February 2025.

Fumagalli, Elena, L. J. Shrum, & Jaehoon Lee, “Chronic Loneliness and Comfort with Interpersonal Touch,” invited colloquium, University of Cincinnati, October 2024.

Fumagalli, Elena, L. J. Shrum, & Jaehoon Lee, “Chronic Loneliness and Comfort with Interpersonal Touch,” invited colloquium, University of Ottawa, October 2024.

Xie, Dan, L. J. Shrum, & Tina M. Lowrey, “Keeping Up with the Joneses: Not so Much for Consumers Who Move Around a Lot,” invited colloquium, Durham University, UK, May 2024.

Xie, Dan, L. J. Shrum, & Tina M. Lowrey, “Keeping Up with the Joneses: Not so Much for Consumers Who Move Around a Lot,” invited colloquium, WU Vienna Marketing, April 2024.

Gao, Fei, Tina M. Lowrey, L. J. Shrum, & Mark J. Landau, “Metaphoric Transfer Effect of ‘Fullness’ Reduces Portion Size Choice,” invited colloquium, KU Leuven, November 2021.

Shrum, L. J., “Effects of Language on Consumer Decision-Making,” invited colloquium, INSEAD, Fountainebleau, France, February 2021.

Shrum, L. J., “What Does It Mean to Have a Failure to Replicate? Theory vs. Effects,” invited colloquium, North American Society for Marketing Educators in India, doctoral workshop, December 2020.

Fumagalli, Elena, Jaehoon Lee, & L. J. Shrum, “Can’t Touch Me: The Effect of Loneliness on Preference for Haptic Consumption Experiences,” invited colloquium, VU University Amsterdam, May 2018.

Gao, Fei, Tina M. Lowrey, & L. J. Shrum, “Completeness-Contrast of Food Shape Influences Portion Size,” invited colloquium, VU University Amsterdam, May 2018.

Rustagi, Nimish & L. J. Shrum, “Undermining the Restorative Potential of Compensatory Consumption: A Product’s Explicit Identity Connection Impedes Self-Repair,” invited colloquium, Tel-Aviv University, April 2017.

Rustagi, Nimish & L. J. Shrum, “Undermining the Restorative Potential of Compensatory Consumption: A Product’s Explicit Identity Connection Impedes Self-Repair,” invited colloquium, Hong Kong University, March 2017.

Rustagi, Nimish & L. J. Shrum, “Undermining the Restorative Potential of Compensatory Consumption: A Product’s Explicit Identity Connection Impedes Self-Repair,” invited colloquium, Chinese University of Hong Kong, March 2017.

Rustagi, Nimish & L. J. Shrum, “Undermining the Restorative Potential of Compensatory Consumption: A Product’s Explicit Identity Connection Impedes Self-Repair,” invited colloquium, London School of Economics, March 2017.

Rustagi, Nimish & L. J. Shrum, "Undermining the Restorative Potential of Compensatory Consumption: A Product's Explicit Identity Connection Impedes Self-Repair," invited colloquium, 38th annual INSEAD – ESSEC – HEC Research Seminar, March 2017.

Shrum, L. J., "Television's Persuasive Narratives: How Television Influences Values, Attitudes, and Beliefs," invited colloquium, New York University, October 2016.

Shrum, L. J., "Cultural Differences in Consumer Reactions to Social Exclusion and the Role of Communication Norms," invited colloquium, University of Sydney, March 2016.

Shrum, L. J., "Cultural Differences in Consumer Reactions to Social Exclusion and the Role of Communication Norms," invited colloquium, University of Lausanne, February 2016.

Shrum, L. J., "Cultural Differences in Consumer Reactions to Social Exclusion and the Role of Communication Norms," invited colloquium, SKEMA Business School, Lille, France, January 2016.

Shrum, L. J., "Cultural Differences in Consumer Reactions to Social Exclusion and the Role of Communication Norms," invited colloquium, University of Cologne Psychology Department, January 2016.

Shrum, L. J., "Cross-cultural Differences in Compensatory Consumption Reactions to Social Exclusion: Lessons Learned in the Research and Review Process," invited colloquium, SKEMA Business School, Lille, France, January 2016.

Lowrey, Tina & L. J. Shrum, "Understanding the Research Process from Start to Finish," invited colloquium, SKEMA Business School, Lille, France, January 2016.

Shrum, L. J. & Tina M. Lowrey, "Deriving Happiness from Material Objects vs. Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind," invited colloquium, Baruch College, New York City, May 2015.

Shrum, L. J., "Motivations Underlying Luxury Consumption and Their Implications for Online Retailing," invited colloquium, Wharton Online Luxury Retailing Academic-Industry Conference, New York City, April 2015.

Shrum, L. J., "Cultural Differences in Consumer Reactions to Social Exclusion and the Role of Communication Norms," invited colloquium, Grenoble Ecole de Management, April 2015.

Shrum, L. J. & Tina M. Lowrey, "When Children Derive Happiness from Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind," invited colloquium, HEC-ESSEC-INSEAD Research Seminar, Jouy-en-Josas, France, March 2015.

Lowrey, Tina M. & L. J. Shrum, "When Children Derive Happiness from Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind," invited colloquium, Ewha Womans University, Seoul, Korea, May 2014.

Lowrey, Tina M. & L. J. Shrum, "When Children Derive Happiness from Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind," invited colloquium, Korean Marketing Association Symposium, Seoul National University, May 2014.

Shrum, L. J., "Cross-Cultural Differences in Consumer Reactions to Social Exclusion: The Role of Communication Norms," invited colloquium, Rotterdam School of Management and the Erasmus School of Economics, January 2014.

Shrum, L. J., "Self-Identity, Identity Threat, and Consumption: Understanding Materialism in Terms of Underlying Motives," invited colloquium, HEC Paris, November 2012.

Lee, Jaehoon & L. J. Shrum, "Consumer Reactions to Social Exclusion Depend on Which Needs Are Threatened: Effects on Conspicuous Consumption and Charitable Behavior," invited colloquium, University of Ghent, Belgium, June 2012.

Lee, Jaehoon & L. J. Shrum, "Consumer Reactions to Social Exclusion Depend on Which Needs Are Threatened: Effects on Conspicuous Consumption and Charitable Behavior," invited colloquium, University of Lausanne, Switzerland, June 2012.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, & Min Liu, "Testing Phonetic Symbolism Effects on Brand Name Preferences Among Bilinguals Across Multiple Languages," invited colloquium, HEC Paris, November 2011.

Lee, Jaehoon & L. J. Shrum, "Consumer Reactions to Social Exclusion Depend on Which Needs Are Threatened: Effects on Conspicuous Consumption and Charitable Behavior," invited colloquium, HEC Paris, November 2011.

Shrum, L. J., "Presidential Address," Society for Consumer Psychology, February 2011, Atlanta, GA.

Lee, Jaehoon & L. J. Shrum, "Self-Focused Versus Affiliative Responses to Social Exclusion May Depend on the Type of Exclusion," invited colloquium, Social Psychologists in Texas (SPIT) annual conference, San Antonio, TX, April 2011.

Lee, Jaehoon & L. J. Shrum, "Social Exclusion Effects on Consumer Behavior: The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," invited colloquium, Dept. of Psychology, University of Texas at San Antonio, November 2011.

Lee, Jaehoon & L. J. Shrum, "Social Exclusion Effects on Consumer Behavior: The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," invited colloquium, University of Sydney, Australia, June 2010.

Lee, Jaehoon & L. J. Shrum, "Social Exclusion Effects on Consumer Behavior: The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," invited colloquium, University of Newcastle, Australia, June 2010.

Lee, Jaehoon & L. J. Shrum, "The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," invited colloquium, University of Wisconsin—Milwaukee, November 2009.

Shrum, L. J., "Television's Cultivation of Material Values: Terror Management, Mortality Salience, and Materialism," invited colloquium, University of North Carolina, April 2006.

Lowrey, Tina M. & L. J. Shrum, "The Implications of Phonetic Symbolism for Brand Names," invited colloquium, Department of Psychology, University of Texas at San Antonio, March 2006.

Lowrey, Tina M. & L. J. Shrum, "Phonetic Symbolism in Brand Names," invited lecture, doctoral seminar, University of Illinois at Urbana-Champaign, April 2005.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch, "Understanding the Media's Cultivation of Materialism," paper presented at the First Midwest Materialism Conference, University of Illinois at Urbana-Champaign, April 2005.

Shrum, L. J., "Television's Cultivation of Material Values," invited colloquium, University of Houston, April 2005.

Shrum, L. J. & Tina M. Lowrey, "Universal (?) Phonetic Symbolism of Brand Names," invited colloquium, Texas Marketing Faculty Colloquium, Baylor University, Waco, TX, March 2005.

White, Tiffany B., Tina M. Lowrey, & L. J. Shrum, "Striking a Personal/Professional Balance," workshop presented at the American Marketing Association Winter Educator's Conference, San Antonio, TX, February 2005.

Lowrey, Tina M., L. J. Shrum, & John A. McCarty, "Phonetic Symbolism of Brand Names," invited colloquium, University of Houston, October 2004.

Shrum, L. J., "The Processes Underlying Television Program Effects Depend on Whether the Judgments Are On-line or Memory-based," invited colloquium, Hong Kong University of Science and Technology, Hong Kong, China, May 2004.

Shrum, L. J., "Understanding the Persuasive Power of Fiction: Effects and Underlying Processes," invited lecture, doctoral seminar, Hong Kong University of Science and Technology, Hong Kong, China, May 2004.

Shrum, L. J., "The Role of Television in the Construction of Consumer Depends on Whether the Judgments are On-line or Memory-based," invited colloquium, Department of Psychology, University of Texas at San Antonio, December 2003.

Shrum, L. J., "The Role of Popular Entertainment Television in Consumer Socialization: A Multi-Method Inquiry," invited colloquium, Norwegian School of Economics and Business Administration, Bergen, Norway, November 2000.

Shrum, L. J. & Tina M. Lowrey, "Theoretical and Methodological Issues in Qualitative Research," invited lecture, doctoral seminar, New York University, December 1999.

Shrum, L. J., "The Effect of Television Consumption on Social Perceptions: A Cognitive Processing Model," invited colloquium, Rutgers University, School of Communication, Information, and Library Science, May 1999.

Shrum, L. J., "The Effect of Television Consumption on Social Perceptions: A Cognitive Processing Model," invited doctoral colloquium, University of Oregon, April 1999.

Shrum, L. J., "Qualitative Research: Theory and Methodology," invited lecture, doctoral seminar, New York University, May 1998.

Shrum, L. J., "A Sociocognitive Model of Media Effects," invited colloquium, Annenberg School for Communication, University of Pennsylvania, November 1997.

Shrum, L. J. & Tina M. Lowrey, "Qualitative Research: Theory and Methodology," invited lecture, doctoral seminar, New York University, December 1996.

Shrum, L. J., "Applying Social Cognition Theory to Mass Media Effects: A Mental Process Model for Cultivation Effects," paper presented to the Social Cognition Group, Department of Psychology, University of Illinois, Champaign, IL, November 1996.

Shrum, L. J. & Thomas C. O'Guinn, "The Role of Television Programming in the Construction of Consumer Reality: Social Beliefs About the Material World," paper presented at the French-German Workshop, New Developments and Approaches in Consumer Behavior Research, Potsdam, Germany, September 1996.

Lowrey, Tina M., Cele Otnes, & L. J. Shrum, "Toward an Understanding of Consumer Ambivalence," paper presented at the French-German Workshop, New Developments and Approaches in Consumer Behavior Research, Potsdam, Germany, September 1996.

Shrum, L. J., "Influence of Television Programs on Consumers' Attitudes, Beliefs, and Social Perceptions," presented to faculty colloquium, Rutgers University—Camden, February 1995.

Shrum, L. J., John A. McCarty and Tina M. Lowrey, "Characteristics of the Green Consumer: Implications for Advertising Strategy," presented at the Environmental Consumerism Conference, Georgetown University, Washington, DC, July 1994.

McCarty, John A. & L. J. Shrum, "Cultural Value Orientations, Attitudes and Beliefs About Recycling, and Recycling Behaviors: Implications for Advertising," paper presented at the Environmental Consumerism Conference, Georgetown University, Washington, DC, July 1994.

Shrum, L. J., "Psychological Determinants of Consumer Recycling Behavior," paper presented at the New Jersey All-State Marketing Conference, Wayne, NJ, April 1993.

GRANTS

2021-2024: HEC Paris Foundation Grant, "The Role of Self-Concept in Consumer Judgment and Decision-Making" (23,000€)

2021: Labex ECODEC Grant, "Materialism, Self-Identity Threat, and Consumer Decision-Making" (5000€)

2019: Labex ECODEC Grant, "Linguistic Antecedents of Anthropomorphism" (5000€)

2018: Labex ECODEC Grant, "The Effects of Consumers' Chronic Loneliness on Salesperson Interactions" (5000€)

2018-2021: European Commission H2020 STOP Grant, competitive (co-investigator) (700,000€)

2017: Labex ECODEC Grant, "Within-Domain Compensatory Consumption" (5000€)

2016-2019: HEC Paris Foundation Grant, "Self, Self-Identity, and Compensatory Consumption" (26,000€)

2014-2017: HEC Paris Foundation Grant, "The Role of Self- and Cultural Identity in Consumption: Self-Threats, Motives, and Their Implications for Materialistic Goal Pursuit and Well-Being" (30,000€)

2011: UTSA College of Business International Grant, "International Marketing Research: How Country and Culture Differ on Sequence Preference" (\$7,000), with Min Liu

- 2011: UTSA College of Business International Grant, "International Marketing Research: How Country and Culture Influence Conspicuous Consumption and Charitable Contributions" (\$8,530), with Jaehoon Lee
- 2011: UTSA College of Business International Grant, "International Marketing Research: How Countries and Cultures Differ on Impulsive Consumption and Impulse Control: Implications for International Marketing and Advertising Strategies" (\$6050), with Ashley Arsena
- 2011: COB Faculty Summer Research Grant (\$5000)
- 2010: COB Faculty Summer Research Grant (\$5000)
- 2009: COB Faculty Summer Research Grant (\$5000)
- 2008: COB Faculty Summer Research Grant (\$5000)
- 2007: COB Faculty Summer Research Grant (\$5000)
- 2006/2007: UTSA Faculty Research Award (\$5,000)
- 2001/2002: Rutgers University Research Council Grant, "Priming of Materialism via Television Program Content," (\$1500)
- 2000/2001: Rutgers University Research Council Grant, "Television Viewing's Effect on Materialism," (\$1050)
- 1999/2000: Rutgers University Research Council Grant, "Perceived Reality of Television and its Effects on Beliefs" (\$1500)
- 1998/1999: Rutgers University Research Council Grant, "Effects of TV Content on Social Judgment," (\$1800)
- 1997/1998: Faculty of Management, Rutgers University, "A Cognitive Model of Media Effects," (\$4000)
- 1997/1998: Rutgers University Research Council Grant, "Effects of TV Content on Social Judgment," (\$1500)
- 1996/1997: Harry Frank Guggenheim Foundation Grant, "Applying Social Cognition Theory Toward Understanding the Influence of Television Violence on Social Perceptions, Attitudes, and Behavior," (\$23,500)
- 1996/1997: Rutgers University Research Council Grant, "Influence of Television Programs on Beliefs and Behavior," (\$600)
- 1995/1996: Harry Frank Guggenheim Foundation Grant, "Applying Social Cognition Theory Toward Understanding the Influence of Television Violence on Social Perceptions, Attitudes, and Behavior," (\$25,000)
- 1995/1996: Rutgers University School of Business Research Grant, "Cognitive Processes Underlying Television Effects," (\$2000)

- 1995/1996: American Marketing Association Faculty Research Grant, "The Relation Between Linguistic Properties of Brand Names and Advertising Effectiveness," (\$1000)
- 1995/1996: Rutgers University Research Council Grant, "Relation of Television Violence and Social Perceptions," (\$1300)
- 1995/1996: Lilly Endowment Teaching Fellowship (\$5000)
- 1994/1995: Rutgers University Research Council Grant, "Values and Prosocial Behavior," (\$500)
- 1993/1994: Rutgers University Research Council Grant, "The Role of Program Context in the Processing of Embedded Ads," (\$1000)
- 1991/1992: University of Illinois at Urbana-Champaign, Committee on Institutional Cooperation Summer Research Opportunities Program (\$1000)
- 1990/1991: University of Illinois at Urbana-Champaign, Committee on Institutional Cooperation Summer Research Opportunities Program (\$2000)

EDITORIAL RESPONSIBILITIES

EDITED JOURNALS

- Journal of the Association for Consumer Research* (co-editor, 2026, Volume 11 (4), special issue)
- Consumer Psychology Review* (2017-2020)
- Media Psychology* (2005-2006)

EDITORIAL REVIEW AND POLICY BOARDS

- Journal of Consumer Psychology*, Associate Editor (2024-present)
- Journal of Consumer Psychology*, Associate Editor (2021-2024; Research Dialogues)
- Journal of Consumer Research*, Associate Editor (2017-2020)
- Journal of Consumer Research* Policy Board (2011-2017; President, 2014; Vice-President, 2013-14)
- Journal of Consumer Research*, Editorial Review Board (2012-2024)
- Journal of Consumer Psychology*, Editorial Review Board (2003-present)
- International Journal of Research in Marketing*, Editorial Review Board (2019-present)
- Perspectives on Psychological Science*, Editorial Review Board (2022)
- Consumer Psychology Review*, Scientific Advisory Committee (2020-present)
- Media Psychology*, Editorial Review Board (2001-2007, 2013-present)
- Recherche et Applications en Marketing* Editorial Advisory Board (2014-present)
- Journal of Communication*, Editorial Review Board (2003-2015)
- Human Communication Research*, Editorial Review Board (2003-2013)
- Communication Monographs*, Editorial Review Board (2003-2010)
- Journal of Broadcasting & Electronic Media*, Editorial Review Board (2004-2008)

AD HOC EDITORIAL REVIEWER

- Journal of Marketing*
- Journal of Marketing Research*, Guest Associate Editor (2013)
- Journal of Marketing Research*
- Psychological Science*
- PNAS*
- Journal of Experimental Social Psychology*

Journal of Applied Psychology
Personality and Social Psychology Bulletin
Journal of Experimental Psychology: General
Motivation and Emotion
Cognition
Journal of Personal and Social Relations
European Journal of Social Psychology
European Sociological Review
Journal of the Academy of Marketing Science
Journal of Advertising
Psychology & Marketing
Journal of Business Research
Journal of Public Policy & Marketing
Critical Studies in Mass Communication
Mass Communication and Society
Communication Reports
Social Psychology
Science Communication
Journal of Broadcasting & Electronic Media
Frontiers in Psychology

GRANT REVIEWER

Social Sciences and Humanities Research Council of Canada
Research Foundation Flanders (Belgium)

PROFESSIONAL ACTIVITIES AND AFFILIATIONS

CHAired CONFERENCES

Conference Co-Chair, 2013 La Londe Consumer Behavior Conference
Conference Co-Chair, 2011 Transformative Consumer Research Conference (Materialism Track)
Conference Chair, 2002 Advertising and Consumer Psychology Conference
Conference Co-Chair, 1999 European Association of Consumer Research Conference

COMMITTEES: PROFESSIONAL ORGANIZATIONS

Program Committee, Associate Editor, ACR Paris, 2024
Mid-Career Workshop, ACR Seattle, 2023
Program Committee, EACR Amsterdam, 2023
SCP Distinguished Scientific Contribution selection committee, 2022
Data Policy Task Force, *Journal of Consumer Psychology*, 2020
Program Committee, ACR Paris, 2020
Early Career Mentoring Workshop, ACR Paris, 2020
Program Committee, ACR Atlanta, 2019
Program Committee, ACR Dallas, 2018
Program Committee, European ACR Ghent, 2018
Program Committee, SCP Conference on Vice and Virtue Consumption, 2017
Scientific Committee, Monaco Symposium on Luxury, 2016, 2017, 2018, 2019
Symposium Faculty, 2023, 2019, 2017, 2015, 2014, 2013 ACR Doctoral Symposia
Consortium Faculty, 2025, 2016, 2015 SCP Doctoral Consortia
Program Committee, Association for Consumer Research, 2016

Associate Editor for Competitive Papers, Association for Consumer Research, 2015
Program Committee, Society for Consumer Psychology International Conference, 2015
Super-Committee on Scientific Practices in Consumer Psychology, 2012-2013
APA Council Representative, Division 23 (Society for Consumer Psychology), 2006-2009
Associate Editor for Competitive Papers, Association for Consumer Research, 2008
Publications Committee, Society for Consumer Psychology, 2007-2008, 2020-2023
Arrangements Committee, Association for Consumer Research, 2004-2006
Publications Committee, American Academy of Advertising, 1997-1999
Research Committee, American Academy of Advertising, 1993-1997
Membership Committee, Society for Consumer Psychology, 1996-2001

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
International Communication Association
Society for Consumer Psychology
Society for Personality and Social Psychology

UNIVERSITY SERVICE

HEC PARIS

Department Coordinator (Marketing), 2018-2023
Ph.D. Program Coordinator (Marketing), 2016-2017
Masters of Science Core Course Coordinator, 2014-2016

UNIVERSITY OF TEXAS AT SAN ANTONIO

IRB Working Group (chair), 2012-2013
UTSA Presidential Awards Committee, 2011
UTSA Presidential Awards Committee, 2010
Department Chair, 2008-2013
Ph.D. Program Coordinator, Department of Marketing, 2006-2008
University Faculty Senate, 2005-2007
HOP Revision Committee, 2007
Provost Search Committee, 2007
University Faculty Review Committee (chair), 2005-2006
Institutional Review Board, 2005-2006
Faculty Advisor, Phi Chi Theta (national co-ed professional business fraternity)
University Research Leave Committee, 2003
Ph.D./Research Committee, College of Business, 2002-2008
MBA Committee, 2005-2006 (chair)
College Faculty Review Committee, 2003-2005, 2007
Department Faculty Review Committee, 2003-2005, 2007
College of Business Faculty Excellence Awards Committee, 2008
President's Distinguished Awards Committee (chair), 2008
Department Subject Pool Coordinator, 2003-2008

RUTGERS UNIVERSITY

Vice Chairperson, Department of Marketing, 1998-2000

Associate Member of the Faculty of the Graduate School-New Brunswick (Ph.D. Program in Communication, Information, and Library Studies)
Full Member of the Graduate School of Management, Rutgers-Newark
Faculty Advisor to the Marketing Society, 1993-1997
Faculty Advisor to the Advertising Club, 1993-1995
School of Business Library Committee, 1992-1994
School of Business Computer Resources Committee, 1992-1994
School of Business Research Committee, 1995-1996
School of Business Ad Hoc Personnel Committee, 1995-1996
Faculty of Management Ad Hoc Bylaws Committee, 1997-1998
Faculty of Management Ad Hoc Faculty Evaluation Procedures Committee, 1997-1998
Faculty of Management Ad Hoc Undergraduate Program Review Committee, 1997-1998
Faculty of Management AACSB Accreditation Committee, 1997-1998
Dean's Leadership Council, 1998-1999
Dean's Cabinet, 1998- 2001
Information Systems Task Force, 1998-1999

DOCTORAL COMMITTEES

Yang Cao, HEC Paris (co-chair)
Laura Hoeger, HEC Paris (co-chair)
Dan Xie, HEC Paris (co-chair)
Yuan yi (Chloe) Xu, Durham University, UK, Department of Marketing
Nadja Dillisson, RMIT University, Melbourne, Australia
Alican Mecit, HEC Paris (co-chair)
Fei Gao, HEC Paris (co-chair)
Esther Jaspers, Tilburg University, Department of Marketing
Yi Li, HEC Paris, Department of Marketing
Goedele Kreckels, Ghent University, Department of Marketing
Katrien Meert, Ghent University, Department of Marketing
Sukhyun Kim, HEC Paris, Department of Marketing (Chair)
Elena Fumagalli, HEC Paris, Department of Marketing (Chair)
Nimish Rustagi, HEC Paris, Department of Marketing (Chair)
Ashley Arsena, University of Texas at San Antonio, Department of Marketing
Sommer Kapitan, University of Texas at San Antonio, Department of Marketing
Jaehoon Lee, University of Texas at San Antonio, Department of Marketing (Chair)
Brian Daugherty, University of Texas at San Antonio, Department of Accounting
Vigdis Kaland, NHH Bergen, Norway, Department of Marketing
Yuping Lui, Rutgers University, Department of Marketing (Chair)
Allison Smith, Rutgers University, Department of Psychology
Polly Polumbo, Rutgers University, Department of Psychology

MASTER'S THESIS COMMITTEES

Elissa Rizkalla, HEC Paris (Chair)
Emilie Meleze, HEC Paris (Chair)
Firas Ataya, HEC Paris (Chair)
Lavinia Manfredi, HEC Paris (Chair)
Lirui (Lara) Zheng, HEC Paris (Chair)
Priscilla Jamet, HEC Paris (Chair)
Valentine March, HEC Paris (Chair)
Ai Hsuan (Jennifer) Lee, HEC Paris (Chair)

Florentine Salmony, HEC Paris (Chair)
Juliette Amoudry, HEC Paris (Chair)
Shrutika Soni, HEC Paris (Chair)
Sui Gu, HEC Paris (Chair)
Thierry Rigoine de Fougerolles, HEC Paris (Chair)
Xiangyi (Cookie) Wan, HEC Paris (Chair)
Candice Voiron, HEC Paris (Chair)
Diane Sevestre, HEC Paris (Chair)
Gerard Tolarbas, HEC Paris (Chair)
Zhengyuan (Heeven) Huang, HEC Paris (Chair)
Iliane Kardaszewicz, HEC Paris (Chair)
Malgorzata Szczeppek, HEC Paris (Chair)
Michael Soskin, HEC Paris (Chair)
Valentine Teinturier, HEC Paris (Chair)
William Denormandie, HEC Paris (Chair)
Yulin Cai, HEC Paris (Chair)
Samantha Blackburn, University of Texas at San Antonio, Department of Communication
David Weber, University of Texas at San Antonio, Department of Psychology

COURSES TAUGHT

Seminar in Experimental Design (Ph.D.)
Consumer Judgment and Decision-Making (Ph.D.)
Principles of Advertising (undergrad)
Integrated Marketing Communications (MBA)
Marketing Strategy and Decision Making (undergrad)
Marketing Research (undergrad, MBA)
Marketing Management (MBA)
Consumer Behavior (undergraduate, MBA, Ph.D.)
Advertising Management (undergrad)
Advertising Research (undergrad)

CONSULTING

GfK Innovation: scientific consultant, media psychology.
72andSunny: scientific consultant, psychology of entertainment media.
Wayne Colton, Inc.: Expert witness: false advertisement, trademark infringement, trade dress infringement.
Spencer Hall, Inc.: develop web-based assessment of personal values 2010-present for segmentation and targeting.