

CURRICULUM VITA

TINA M. LOWREY

Professor Emerita
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 EMPLOYMENT

Professor Emerita of Marketing, HEC Paris (2025-present)
Honorary Professor of Marketing, University of Bristol Business School (2025-present)
Doctoral Coordinator for Marketing, HEC Paris (2019-2025)
Professor of Marketing, HEC Paris (2013-2025)
Doctoral Coordinator for 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, 2016)
Visiting Professor of Marketing, Tulane University (2007-2009)
Associate Professor of Marketing, University of Texas at San Antonio (2002-2005)
Visiting Associate Professor of Marketing, The Wharton School of the University of Pennsylvania (1997-2001)

Associate Professor of Marketing, Rider University (1996-2002)

Visiting Associate Professor of Marketing, Stern School of Business, New York University (2001)

Visiting Associate Professor of Marketing, Ecole Supérieur de Commerce de Paris (ESCP) (2000)

Assistant Professor of Marketing, Rider University (1992-1996)

AWARDS & HONORS

Invited Faculty Panelist, NEOMA Marketing Conversations, Paris, France, October 2025

Invited Community Track Co-Chair, Association for Consumer Research conference, Paris, France, October 2024

Invited Mid-Career Workshop Faculty Mentor, Association for Consumer Research conference, Paris, France, October 2024

Invited Faculty Member, AMA-Sheth Doctoral Consortium, Alliance Manchester Business School, UK, June 2024

Invited Advisory Board Membership “Designing a Career in the Marketing Academy” (DCMA), 2023-present

Invited Track Chair for “Communication & Language” track, European Association for Consumer Research conference, Amsterdam, Netherlands, July 2023

Invited Host for networking luncheon, Society for Consumer Psychology, San Juan, Puerto Rico, March 2023

Elected President of the Association for Consumer Research (President-Elect 2022; President 2023; Outgoing President 2024)

Invited Faculty Member, Doctoral Consortium, Association for Consumer Research, Denver, CO, October 2022

Invited Faculty Member, Program Committee of the 2022 ACR/Sheth Foundation Dissertation Awards

Finalist for *IJRM*’s 2020 Best Paper Award

Invited Host for “Confab” Meeting, Association for Consumer Research, Seattle, WA, October 2021 (virtual)

Mid-Career Workshop Panelist, Association for Consumer Research, Seattle, WA, October 2021 (virtual)

Faculty Mentor for CCT Manuscript Development Workshop, May 2021 (virtual)

Early Career Mentorship Program Roundtable Discussion Leader, Association for Consumer Research, San Diego, CA, October 2017

Doctoral Consortium, Association for Consumer Research, Berlin, Germany, October 2016

Doctoral Consortium, Society for Consumer Psychology, St. Petersburg, FL, February 2016

Doctoral Consortium, Association for Consumer Research, New Orleans, LA, October 2015

Doctoral Consortium, European Marketing Academy, Leuven, Belgium, May 2015

Doctoral Consortium, Society for Consumer Psychology, Phoenix, AZ, February 2015

The Endowed 1969 Commemorative Award for Overall Faculty Excellence, UTSA College of Business, 2012

Top 25 Business Professors in Texas, onlineschoolstexas.com, 2012

Doctoral Consortium, Society for Consumer Psychology, Atlanta, GA, February 2011

Doctoral Consortium, Association for Consumer Research, Jacksonville, FL, October 2010

Journal of Advertising Best Reviewer Awards, 2019, 2010 & 2006

The Latin American Association for Consumer Research Competitive Paper Award, 2006

2005 Books to Buses Marketing Competition Grand Prize Winner, 2005 (student competition)

RESEARCH

PUBLICATIONS

REFEREED JOURNAL ARTICLES

Fumagalli, Elena, L. J. Shrum, and 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].

Givi, Julian, Jeff Galak, Laura Birg, and Tina M. Lowrey (2023), "An Integrative Review of Gift-Giving Research in Consumer Behavior and Marketing," *Journal of Consumer Psychology*, 33(3), 529-545.

Shrum, L. J., Elena Fumagalli, and Tina M. Lowrey (2023), "Coping with Loneliness Through

Consumption,” *Journal of Consumer Psychology*, 33(2), 441-465. [Most downloaded article in 1st 12 months post-publication].

Gao Fei, Tina M. Lowrey, L. J. Shrum, & Landau, Mark (2022), “Priming the Concept of Fullness with Visual Sequences 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, and L. J. Shrum (2022), “Grammatical Gender and Anthropomorphism: ‘It’ Depends on the Language,” *Journal of Personality and Social Psychology*, 123(3), 503-517.

Fumagalli, Elena, L. J. Shrum, and 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, and Tina M. Lowrey (2022), “COVID-19 is Feminine: Grammatical Gender Influences Future 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'économie politique*, 132(4), 679-695.]]

Chen, Ning, Francine Petersen, and Tina M. Lowrey (2022), “The Effect of Altruistic Gift Giving on Subsequent Self-Indulgence in Luxury,” *Journal of Business Research*, 146, 84-94.

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

Watson, Karen, Tina M. Lowrey, L. J. Shrum, and Franco Sassi (2022), “You Are What You Drink: A Case Study of the Drink Up Campaign,” *Journal of Business & 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.

Spielmann, Nathalie, Susan Dobscha, and Tina M. Lowrey (2021), “Real Men Don’t Buy “Mrs. Clean”: Gender Bias in Gendered Brands,” *Journal of the Association of Consumer Research*, 6 (2), 211-222.

Zawadzka, Anna Maria, Agnes Nairn, Tina M. Lowrey, Liselot Hudders, Aysen Bakir, Andrew Rogers, Verolien Cauberghe, Elodie Gentina, Hua Li, and Fiona Spotswood (2021), “Can the Youth Materialism Scale be Used Across Different Countries and Cultures?” *International Journal of Marketing Research*, 63 (3), 317-334.

Chaplin, Lan Nguyen, Tina M. Lowrey, Ayalla A. Ruvio, L. J. Shrum, and 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, 572-586. Finalist for 2020 Best Paper Award.

Liu, Fan, Zachary Johnson, Carolyn Massiah, and Tina M. Lowrey (2020), "Nonmonetary and Nonreciprocal Freecycling: Motivations for Participating in Online Alternative Giving Communities," *Journal of Consumer Behavior*, 19 (4), 339-350.

Pogacar, Ruth, L. J. Shrum, and 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, and Tina M. Lowrey (2018), "Coping with Loneliness Through Materialism: Strategies Matter for Adolescent Development of Unethical Behavior," *Journal of Business Ethics*, 152, 103-122.

Gentina, Elodie, L. J. Shrum, Tina M. Lowrey, Scott J. Vitell, and 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.

Baxter, Stacey M., Jasmini Ilicic, Alicia Kulczynski, and Tina M. Lowrey (2017), "Using Sublexical Priming to Enhance Brand Name Phonetic Symbolism Effects in Young Children," *Marketing Letters*, 28 (4), 565-577.

Gentina, Elodie, L. J. Shrum, and Tina M. Lowrey (2016), "Teen Attitudes toward Luxury Fashion Brands from a Social Identity Perspective: A Cross-Cultural Study of French and U.S. Teenagers," *Journal of Business Research*, 69 (12), 5785-5792.

Kronrod, Ann, and Tina M. Lowrey (2016), "Tastlé and Toogle – Nestlé and Google: The Effects of Similarity to Familiar Brand Names in Brand Name Innovation," *Journal of Business Research*, 69 (3), 1182-1189.

Baxter, Stacey M., Jasmina Ilicic, Alicia Kulczynski, and Tina M. Lowrey (2015), "Communicating Product Size Using Sound and Shape Symbolism," *Journal of Product & Brand Management*, 24 (5), 472-480.

Klein, Jill G., Tina M. Lowrey, and Cele C. Otnes (2015), "Identity-Based Motivations and Anticipated Reckoning: Contributions to Gift-Giving Theory from an Identity-Stripping Context," *Journal of Consumer Psychology*, 25 (3), 431-448.

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

Baxter, Stacey, and Tina M. Lowrey (2014), "Examining Children's Preference for Phonetically Manipulated Brand Names across Two English Accent Groups," *International Journal of Research in Marketing*, 31, 122-124.

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, and Jill Sundie (2013), "Reconceptualizing Materialism as Identity Goal Pursuits: Functions, Processes, and Consequences," *Journal of Business Research*, 66, 1179-1185.

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*, forthcoming.]]

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, and Jill Sundie (2011), "Rethinking Materialism: A Process View and Some Transformative Consumer Research Implications," *Journal of Research for Consumers*, 19, 1-4.

Baxter, Stacey, and Tina M. Lowrey (2011), "Phonetic Symbolism and Children's Brand Name Preferences," *Journal of Consumer Marketing*, 28 (7), 516-523.

Chaplin, Lan Nguyen, Wilson Bastos, and Tina M. Lowrey (2010), "Beyond Brands: Happy Adolescents See the Good in People," *Journal of Positive Psychology*, 5 (5), 342-354.

Chaplin, Lan Nguyen, and Tina M. Lowrey (2010), "The Development of Consumer-Based Consumption Constellations in Children," *Journal of Consumer Research*, 36 (5), 757-777.

Sabbane, Lalla Ilhame, Tina M. Lowrey, and Jean-Charles Chebat (2009), "The Effectiveness of Cigarette Warning Label Fear Threats on Non-Smoking Adolescents," *Journal of Consumer Affairs*, 43 (2), 332-345.

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

[[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*, forthcoming.]]

- Lowrey, Tina M. (2006), "The Relation Between Script Complexity and Commercial Memorability," *Journal of Advertising*, 35 (3), 7-15.
- Lowrey, Tina M., Cele C. Otnes, and Mary Ann McGrath (2005), "Shopping with Consumers: Reflections and Innovations," *Qualitative Market Research: An International Journal*, 8 (2), 176-188.
- Lowrey, Tina M., Cele C. Otnes, and Julie A. Ruth (2004), "Social Influences on Dyadic Giving Over Time: A Taxonomy From the Giver's Perspective," *Journal of Consumer Research*, 30 (4), 547-558.
- 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).
- Lowrey, Tina M., Basil G. Englis, Sharon Shavitt, and Michael R. Solomon (2001), "Response Latency Verification of Consumption Constellations: Implications for Advertising Strategy," *Journal of Advertising*, 30 (1), 29-39.
- 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.
- Lowrey, Tina M. (1998), "The Effects of Syntactic Complexity on Advertising Persuasiveness," *Journal of Consumer Psychology*, 7 (2), 187-206.
- 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.
- Otnes, Cele, Mary Ann McGrath, and Tina M. Lowrey (1995), "Shopping with Consumers: Usage as Past, Present and Future Research Technique," *Journal of Retailing and Consumer Services*, 2 (2), 97-110.
- 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., 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.
- Shavitt, Sharon, Suzanne C. Swan, Tina M. Lowrey, and Michaela Wanke (1994), "The Interaction of Endorser Attractiveness and Involvement in Persuasion Depends on the Goal That Guides Message Processing," *Journal of Consumer Psychology*, 3 (2), 137-162.

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.

Otnes, Cele, Tina M. Lowrey, and Young Chan Kim (1993), "Gift Selection for Easy and Difficult Recipients," *Journal of Consumer Research*, 20 (2), 229-244.

Shavitt, Sharon, Tina M. Lowrey, and Sang-Pil Han (1992), "Attitude Functions in Advertising: The Interactive Role of Products and Self-Monitoring," *Journal of Consumer Psychology*, 1 (4), 337-364.

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

Hoeger, Laura, Tina M. Lowrey, and Mariia Lobanova, "A World Run by Women: Seeking Freedom from Gendered Violence Through Female Rage," in preparation for journal submission.

Mecit, Alican, L. J. Shrum, and Tina M. Lowrey, "Agency in Flux: How Agentic Technology Shapes Social Relations," in preparation for journal submission.

Mecit, Alican, L. J. Shrum, and Tina M. Lowrey, "You Run When Time Flies: Time Metaphors Affect Inferences from the Speed of Time," in preparation for journal submission.

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

Xie, Dan, L. J. Shrum, Mariia Lobanova and Tina M. Lowrey, "Keeping Up with the Joneses: Not so Much for Consumers Who Move Around a Lot," in preparation for journal submission.

Xie, Dan, L. J. Shrum, and Tina M. Lowrey, "The Consumer Signaling Preference Scale," in preparation for journal submission.

RESEARCH IN PROGRESS

Campbell, Margaret, Lan Nguyen Chaplin, Serkan Saka, and Tina M. Lowrey, "Priming Positive Food-Related Behaviors in Children," data analysis in progress.

Givi, Julian, Cele Otnes, Yuna Choe, Kylie Vo, and Tina M. Lowrey, "Where do Gift Ideas Come From? A Challenges-Based Framework," data analysis in progress.

Lobanova, Mariia, Tina M. Lowrey, and L. J. Shrum, "Group Gifts," data collection in progress.

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

Otnes, Cele, Tina M. Lowrey, and Laura Hoeger, "Who Are You, My Uncle? Gift Failure in

Seinfeld,” data collection in progress.

Pogacar, Ruth, L. J. Shrum, and Tina M. Lowrey, “Effects of Incongruent vs. Congruent Linguistic Cues on Brand Name Preference,” data collection in progress.

BOOKS

Otnes, Cele C., and Tina M. Lowrey, eds. (2025), *Rituals, Consumption & Marketing: A Research Companion*, Routledge/Taylor & Francis.

Kahle, Lynn, ed., Tina M. Lowrey, and Joel Huber, assoc. eds. (2022), *APA Handbook of Consumer Psychology*, APA.

Solomon, Michael R., and Tina M. Lowrey, eds. (2017), *The Routledge Companion to Consumer Behavior*, Routledge.

Gonzalez, Eva, and Tina M. Lowrey, eds. (2014), *Latin American Advances in Consumer Research*, Vol. III, Association for Consumer Research.

Acevedo, Claudia R., José Mauro C. Hernandez, and Tina M. Lowrey, eds. (2009), *Latin American Advances in Consumer Research*, Vol. II, Association for Consumer Research.

Lowrey, Tina M., ed. (2008), *Brick & Mortar Shopping in the 21st Century*, New York, NY: Lawrence Erlbaum Associates.

Lowrey, Tina M., ed. (2007), *Psycholinguistic Phenomena in Marketing Communications*, Mahwah, NJ: Lawrence Erlbaum Associates.

Otnes, Cele C., and Tina M. Lowrey, eds. (2004), *Contemporary Consumption Rituals: A Research Anthology*, Mahwah, NJ: Lawrence Erlbaum Associates.

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

BOOK CHAPTERS

Hoeger, Laura K., L. J. Shrum, and Tina M. Lowrey (2025), “The Psychology of Ritual Consumption,” in *Rituals, Consumption & Marketing: A Research Companion*, eds. C. C. Otnes & T. M. Lowrey, Routledge/Taylor & Francis, 16-30.

Otnes, Cele, Laura K. Hoeger, & Tina M. Lowrey (2025), “Leveraging Seinfeld to Understand the Norms of Failed Gift Exchange,” in *Rituals, Consumption & Marketing: A Research Companion*, eds. C. C. Otnes & T. M. Lowrey, Routledge/Taylor & Francis, 319-333.

Otnes, Cele, and Tina M. Lowrey (2025), “Preface,” in *Rituals, Consumption & Marketing: A Research Companion*, eds. C. C. Otnes & T. M. Lowrey, Routledge/Taylor & Francis, xxi-xxii.

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

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

Shrum, L. J., Elena Fumagalli, and Tina M. Lowrey (2024), "The Efficacy of Self-Repair through Compensatory Consumption," in *Routledge Handbook of Identity and Consumption* (2nd ed.), eds. R. Belk & A. R. Ruvio, New York: Routledge, 285-296.

Kahle, Lynn, Tina M. Lowrey, and Joel Huber (2022), "Introduction to Consumer Psychology," in *APA Handbook of Consumer Psychology*, ed. L. Kahle/assoc. eds. T. M. Lowrey and J. Huber, Washington, DC: American Psychological Association, 15-18.

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

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

Lowrey, Tina. M., Lan Nguyen Chaplin, Agnes Nairn, Aysen Bakir, Verolien Cauberghe, Elodie Gentina, Liselot Hudders, Hua Li, Fiona Spotswood, and Anna Maria Zawadzka (2018), "Conducting International Research with Children: Challenges and Potential Solutions," in *The Routledge Companion to Consumer Behavior*, eds. M. R. Solomon and T. M. Lowrey, New York: Routledge, 346-360.

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

Solomon, Michael R., and Tina M. Lowrey (2018), "Preface," in *The Routledge Companion to Consumer Behavior*, eds. M. R. Solomon and T. M. Lowrey, New York: Routledge, 21-37.

Gonzalez, Eva, and Tina M. Lowrey (2015), "Preface," in *Latin American Advances in Consumer Research*, Vol. III, eds. E. Gonzalez and T. M. Lowrey, Association for Consumer Research.

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

McCarty, John A., and Tina M. Lowrey (2012), "Product Integration: Current Practices and New Directions," in *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion* (2nd ed.), ed. L. J. Shrum, New York, NY: Routledge, 11-35.

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. J. P. Dillard and L. 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*, ed. J. Mansvelt, Thousand Oaks, CA: Sage Publications, 5 Jan. 2011, http://www.sageereference.com/greenconsumerism/Article_n124.html.

Acevedo, Claudia R., José Mauro C. Hernandez, and Tina M. Lowrey (2009), "Preface," in *Latin American Advances in Consumer Research*, Vol. II, eds. C. R. Acevedo, J. M. C. Hernandez, and T. M. Lowrey, Association for Consumer Research, iii.

Shrum, L. J., Tina M. Lowrey, and Yuping Liu (2009), "Emerging Issues in Advertising Research," in *Handbook of Media Processes and Effects*, eds. R. Nabi and M. B. Oliver, Thousand Oaks, CA: Sage, 299-312.

Lowrey, Tina M. (2008), "The Case for a Complexity Continuum," in *Go Figure: New Directions in Advertising Rhetoric*, eds. E. F. McQuarrie and B. J. Phillips, Armonk, NY: ME Sharpe, 159-177.

Lowrey, Tina M. (2008), "Preface," in *Brick & Mortar Shopping in the 21st Century*, ed. T. M. Lowrey, New York, NY: Lawrence Erlbaum Associates, xxiii-xxvi.

Lowrey, Tina M. (2007), "Preface," in *Psycholinguistic Phenomena in Marketing Communications*, ed. T. M. Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, ix-xii.

Shrum, L. J., and Tina M. Lowrey (2007), "Sounds Convey Meaning: The Implications of Phonetic Symbolism for Brand Name Construction" in *Psycholinguistic Phenomena in Marketing Communications*, ed. T. M. Lowrey, Mahwah, NJ: Lawrence Erlbaum, 39-58.

Otnes, Cele C., Julie A. Ruth, Tina M. Lowrey, and Suraj Commuri (2006), "Capturing Time," in *Handbook of Qualitative Research Methods in Marketing*, ed. R. W. Belk, Cheltenham, UK: Edward Elgar, 387-399.

Lowrey, Tina M., L. J. Shrum, and John A. McCarty (2005), "The Future of Television Advertising," in *Marketing Communication: Emerging Trends and Developments*, ed. Allan J. Kimmel, New York: Oxford University Press, 113-132.

Lowrey, Tina M., and Cele C. Otnes (2004), "Consumer Fairy Tales of the Perfect Christmas: Villains and Other *Dramatis Personae*," in *Contemporary Consumption Rituals: A Research Anthology*, eds. C. C. Otnes and T. M. Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, 99-

122.

Otnes, Cele C., and Tina M. Lowrey (2004), "Preface," in *Contemporary Consumption Rituals: A Research Anthology*, eds. C. C. Otnes and T. M. Lowrey, Mahway, NJ: Lawrence Erlbaum Associates, xvii-xxiii.

Lowrey, Tina M., Cele Otnes, and L. J. Shrum (1998), "Consumer Ambivalence: Lessons Learned from Participant Observation in Shopping with Consumers," in *New Developments and Approaches in Consumer Behavior Research*, eds. I. Balderjahn, C. Mennicken, and E. Vermette, London: Macmillan, 307-320.

Lowrey, Tina M., Cele Otnes, and Kevin Robbins (1996), "Values Influencing Christmas Gift Selection: An Interpretive Study," in *Gift Giving: A Research Anthology*, eds. C. Otnes and R. F. Beltramini, Bowling Green, OH: Popular Press, 37-56.

Shrum, L. J., Tina M. Lowrey and John A. McCarty (1996), "Using Marketing and Advertising Principles to Encourage Pro-environmental Behaviors," in *Marketing and Consumer Behavior Research in the Public Interest*, ed. R. P. Hill, Beverly Hills: Sage, 197-216 (refereed).

Lowrey, Tina M., and Cele Otnes (1994), "Construction of a Meaningful Wedding: Differences in the Priorities of Brides and Grooms," in *Gender Issues and Consumer Behavior*, ed. J. A. Costa, Thousand Oaks, CA: Sage, 164-183 (refereed).

ENCYCLOPEDIA ENTRIES

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INVITED COLLOQUIA AND OTHER TALKS

Xie, Dan, Mariia Lobanova, L. J. Shrum, and Tina M. Lowrey, "Residential Mobility and Concern with Keeping Up with the Joneses," Frankfurt, Germany, Frankfurt School of Finance & Management, August 2025.

Xie, Dan, L. J. Shrum, and Tina M. Lowrey, "Keeping up with the Joneses? Not so Much for Those who Move Around a Lot," Singapore, Nanyang Technological University, March 2025.

Hoeger, Laura, Mariia Lobanova, and Tina M. Lowrey, "You're Not on Your Own, Kid: Gift-

Giving, Friendship, and Safety in the Swiftie Fandom,” Toulouse, France, Social & Innovation Lab, Toulouse Business School, June 2024.

Lowrey, Tina M., Presidential Address, Seattle, WA, Association for Consumer Research, October, 2023.

Otnes, Cele, Hoeger, Laura, and Lowrey, Tina M., “Who Are You, My Uncle? Investigating Failed Gifts in Seinfeld,” Paris, France, SKEMA MINT Research Center, May, 2023.

Lowrey, Tina M., “The Power of Language: The Changing Language of Wellness,” virtual panel discussion member, The Silab’s Observe Summit with CEO of Relative Insight, March, 2022.

Mecit, Alican, Tina M. Lowrey, and L. J. Shrum, “COVID-19 is Feminine,” Toulouse, France, Toulouse Business School, March, 2022.

Mecit, Alican, Tina M. Lowrey, and L. J. Shrum, “COVID-19 is Feminine: Grammatical Gender Influences Danger Perceptions by Activating Gender Stereotypes,” Lilles, France, IESEG Spring Symposium, scheduled for May, 2020 – POSTPONED -- RESCHEDULED for May, 2021.

Mecit, Alican, Tina M. Lowrey, and L. J. Shrum, “Anthropomorphism: “It” Depends on the Language,” Milan, Italy, Bocconi, scheduled for April, 2020 – POSTPONED.

Lowrey, Tina M., Jill Klein, and Cele Otnes, “Persistence Pays Off! (or How I Spent a Decade on 1 Project ;-),” Lancaster, England, Lancaster University Management School, November 2019.

Lowrey, Tina M., “The Challenge of Applying Adult-Confirmed Nudge Approaches to a Children’s Population,” Uppsala, Sweden, Uppsala University, August 2019.

Gao, Fei, Tina M. Lowrey, and L. J. Shrum, “Conceptual Metaphor Nudge Reduces Hunger Perceptions and Portion Size Choice: Implications for Online Food Ordering,” London, England, Cass Business School, City University of London, March 2019.

Gao, Fei, Tina M. Lowrey, and L. J. Shrum, “Completeness-Contrast of Food Shape Influences Portion Size Choice,” Amsterdam, The Netherlands, Vrije Universiteit, May 2018.

Lowrey, Tina M., “Children’s and Adolescents’ Understanding of Brands,” Tel Aviv, Israel, Tel Aviv University, April 2017.

Lowrey, Tina M., “Children’s and Adolescents’ Understanding of Brands,” Hong Kong, China, Hong Kong University, March 2017.

Lowrey, Tina M., “Children’s and Adolescents’ Understanding of Brands,” Hong Kong, China, Christian University of Hong Kong, March 2017.

Chaplin, Lan, Tina M. Lowrey, Ayalla A. Ruvio, L. J. Shrum, and Kathleen Vohs, “Finding Happiness from Experiences: Cross-Sectional, Longitudinal, and Experimental Investigations

with Children,” Auckland, New Zealand, Auckland University of Technology, March 2016.

Chaplin, Lan, Tina M. Lowrey, Ayalla A. Ruvio, L. J. Shrum, and Kathleen Vohs, “Finding Happiness from Experiences: Cross-Sectional, Longitudinal, and Experimental Investigations with Children,” Sydney, Australia, University of Sydney, March 2016.

Chaplin, Lan, Tina M. Lowrey, Ayalla A. Ruvio, L. J. Shrum, and Kathleen Vohs, “Finding Happiness from Experiences: Cross-Sectional, Longitudinal, and Experimental Investigations with Children,” Lausanne, Switzerland, HEC Lausanne, February 2016.

Lowrey, Tina M., “Getting Ideas, Investigating Them, and Publishing Them,” Lille, France, SKEMA Business School, January 2016.

Chaplin, Lan, Tina M. Lowrey, Ayalla A. Ruvio, L. J. Shrum, and Kathleen Vohs, “Finding Happiness from Experiences: Cross-Sectional, Longitudinal, and Experimental Investigations with Children,” Cologne, Germany, January 2016.

Lowrey, Tina M., “Understanding Consumer Behavior,” panel discussion member, EMAC, Leuven, Belgium, May 2015.

Lowrey, Tina M., “Children’s and Adolescents’ Understanding of Brands,” invitation-only conference on online luxury retailing, Wharton’s Baker Retailing Center, New York, NY, April 2015.

Lowrey, Tina M., “Getting Ideas,” doctoral seminar guest, Baruch University, New York, NY, April 2015.

Shrum, L. J. and 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 University, New York, NY, April 2015.

Lowrey, Tina M. and L. J. Shrum, “Understanding Children’s Appreciation of Experiences: A Developmental Perspective,” paper presented at the Grenoble Ecole de Management, April 2015.

Shrum, L. J. and 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 Marketing Camp, Jouy-en-Josas, France, March 2015.

Lowrey, Tina M., “Marketing Ph.D. Programs,” panel discussion at the HEC Information Session on Ph.D. Programs, Jouy-en-Josas, France, November 2014.

Lowrey, Tina M. and L. J. Shrum, “How Memory and Theory of Mind Impact the Ability to Appreciate Experiences: A Developmental Perspective,” paper presented at Ewha Women’s University, Seoul, Korea, May 2014.

Lowrey, Tina M. and L. J. Shrum, “When Children Derive Happiness from Experiences: A

Developmental Investigation of the Role of Memory and Theory of Mind,” paper presented at the Korean Marketing Association Symposium, Seoul National University, Korea, May 2014.

Lowrey, Tina M., “Youth and Consumer Culture,” Keynote Address, SKEMA Business School, Lille, France, April 2014.

Lowrey, Tina M., “Studying Materialism,” Ph.D. Brownbag Tutorial, Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands, January 2014.

Lowrey, Tina M., “Materialism in Children,” ESSEC Marketing Camp, Paris, France, December 2013.

Lowrey, Tina M., Distinguished Visiting Professors Program, University of Monterrey, Guadalajara, Mexico, March 2013 (current research presentation, methodological seminar, and undergraduate/MBA/doctoral classes).

Lowrey, Tina M., “A Developmental Perspective of the Value of Experiences vs. Products,” HEC Paris, Jouy-en-Josas, France, November 2012.

Lowrey, Tina M., “Current Issues in Phonetic Symbolism Research,” University of Lausanne, Lausanne, Switzerland, June 2012.

Chaplin, Lan Nguyen, Tina M. Lowrey, Kristin Trask, and Ayalla A. Ruvio, “Children’s Preferences for Material Objects Over Experiences,” Ghent University, Ghent, Belgium, June 2012.

Lowrey, Tina M. and L. J. Shrum, “Testing Phonetic Symbolism Effects on Brand Name Preferences Among Bilinguals Across Multiple Languages,” HEC Paris, Jouy-en-Josas, France, November 2011.

Chaplin, Lan Nguyen, and Tina M. Lowrey, “Children’s Consumption Constellations,” University of Newcastle, Newcastle, Australia, June 2010.

Chaplin, Lan Nguyen, and Tina M. Lowrey, “The Development of Consumer-Based Consumption Constellations,” Monash University, Caulfield East, Australia, May 2010 (posted on website to share with Monash campuses in Malaysia and South Africa).

Chaplin, Lan Nguyen, and Tina M. Lowrey, “Children’s Consumption Constellations,” Melbourne Business School, Melbourne, Australia, May 2010.

Chaplin, Lan Nguyen, and Tina M. Lowrey, “The Development of Consumer-Based Consumption Constellations,” University of Sydney, Sydney, Australia, May 2010.

Chaplin, Lan Nguyen, and Tina M. Lowrey, “Children’s Consumption Constellations: How Children Develop, Store, and Use Brand Name Associations in Memory,” University of Wisconsin-Milwaukee, November 2009.

Chaplin, Lan Nguyen, and Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations in Children," UTSA Mktg. Dept. Research Colloquia, San Antonio, TX, October 2009.

Lowrey, Tina M., "Careers in Advertising & Marketing," Natalia Independent School District/NHS Career Day, Natalia, TX, February 2008.

Lowrey, Tina M., "Time Management," New Faculty Orientation Panel Discussion, UTSA, San Antonio, TX, August, 2006.

Lowrey, Tina M., and L. J. Shrum, "The Implications of Phonetic Symbolism for Brand Names," UTSA Psychology Dept. Research Speaker Series, San Antonio, TX, March 2006.

Lowrey, Tina M., "Adidas, Nike & Abercrombie: How Brand Name Consciousness Affects Our Kids," conversation leader, UTSA Honors College *Great Conversation!*, San Antonio, TX, February 2006.

Lowrey, Tina M. & L. J. Shrum, "Phonetic Symbolism and Brand Attributes," guest lecture, doctoral seminar, Stellner Distinguished Scholar Series, University of Illinois at Urbana-Champaign, IL, April 2005.

Chaplin, Lan, Tina M. Lowrey, Tara Gerstner, Leslie Jinks, and Chandra Kalapatapu, "Children's Consumption Constellations," Texas Marketing Faculty Consortium, Baylor University, Waco, TX, March 2005.

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

White, Tiffany B., Tina M. Lowrey, and L. J. Shrum, "Striking a Personal/Professional Balance," Career Management Transitions Workshop presented at the American Marketing Association Winter Educators' Conference, San Antonio, TX, February 2005.

Lowrey, Tina M., "Is TV Advertising Driving You Crazy?" conversation leader, UTSA Honors College *Great Conversation!*, San Antonio, TX, February 2005.

Lowrey, Tina M., L. J. Shrum, and John A. McCarty, "Phonetic Symbolism of Brand Names," University of Houston Marketing Dept., Houston, TX, October 2004.

Lowrey, Tina M., "Legibility and Readability of Advertising Copy," Mktg. Dept., HEC Montreal, Montreal, Canada, September 2004.

Lowrey, Tina M., "Psycholinguistics in Advertising," guest presentation, UTSA COB Advisory Council Meeting, San Antonio, TX, April 2004.

Lowrey, Tina M., "Getting Manuscripts Accepted in Elite Journals," UTSA IS Dept., San

Antonio, TX, February 2004.

Lowrey, Tina M., "Psycholinguistic Factors Contributing to Advertising Effectiveness," Dept. of Mktg. Economics, Norwegian School of Economics & Business Administration, Bergen, Norway, November 2000.

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

Lowrey, Tina M., "The Use of Reaction Time Methodology to Verify the Existence of Consumption Constellations," guest lecture, Mktg. Dept., University of Oregon, Eugene, OR, April 1999.

Lowrey, Tina M., and L. J. Shrum, "Qualitative Research: Theory and Methodology," guest lecture, doctoral seminar, New York University, New York, NY: May 1998.

Lowrey, Tina M., Cele Otnes, and L. J. Shrum, "Consumer Ambivalence: Perspectives Gained from Shopping with Consumers," College of Business Brown Bag Series, Rutgers University, Camden, NJ, April 1997.

Lowrey, Tina M., Cele Otnes, and L. J. Shrum, "Consumer Ambivalence: Lessons Learned from Shopping with Consumers," Work-in-Progress Seminar at the College of Business Administration, Rider University, Lawrenceville, NJ, April 1997.

Lowrey, Tina M., and L. J. Shrum, "Qualitative Research: Theoretical Underpinnings and Practical Considerations," guest lecture, doctoral seminar, New York University, New York, NY: December 1996.

Lowrey, Tina M., Cele Otnes, and 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.

Lowrey, Tina M., Ralph Gallay, and L. J. Shrum, "Effects of Nutrition Labels and Advertising Claims on Product Perceptions," Work-in-Progress Seminar at the College of Business Administration, Rider University, Lawrenceville, NJ, March 1996.

Lowrey, Tina M., "The Relation Between Syntactic Complexity and Product Involvement in Determining the Persuasiveness of Television Commercials," Work-in-Progress Seminar at the College of Business Administration, Rider University, Lawrenceville, NJ, November 1995.

Lowrey, Tina M., "Consumption and Nonconsumption," discussant comments presented at the Association for Consumer Research conference, Boston, MA, October 1994.

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.

Lowrey, Tina M., and Cele Otnes, "Management of Ritual: The Influence of Gender on Wedding Planning," Work-in-Progress Seminar at the College of Business Administration, Rider University, Lawrenceville, NJ, March 1994.

Lowrey, Tina M., "The Language of Advertising: An Exploration," Work-in-Progress Seminar at the College of Business Administration, Rider University, Lawrenceville, NJ, May 1993.

Lowrey, Tina M., "Issues Concerning Advertising for Charities and the Public Sector," discussant comments presented at the American Academy of Advertising conference, Montreal, Canada, April 1993.

Lowrey, Tina M., "The Relation Between Psycholinguistic Structure and Advertising Effectiveness," New Jersey All-State Marketing Conference, Wayne, NJ, April 1993.

Lowrey, Tina M., "Syntactic Complexity and the Effectiveness of Headlines," American Psychological Association (Division 23) conference, Washington, D.C., August 1992.

Lowrey, Tina M., "How People Deal With Household Electronic Technology," panel discussant, Institute of Communications Research/Speech Communication Colloquium, University of Illinois at Urbana-Champaign, IL, November 1990.

Lowrey, Tina M., "The Use of Attractive Female Models in Advertising," panel discussant, University of Illinois at Urbana-Champaign, IL, September 1989.

Lowrey, Tina M., "Media Planning Strategies," guest lecture, Mktg. Dept., Columbia University, New York, NY, July 1989.

MEDIA COVERAGE

Business Digest (2022)

Keller Center Research Report (6/2022)

La Tribune/Les Echos (in French; 7/2021)

The Conversation (in French; 7/2021)

Harvard Business Review (6/2021)

AcademicResearchInYourHands (ariyh) (6/2021)

The Wall Street Journal (5/2021)

thefashionlaw.com (5/2021)

Bentley Newsletter (4/2021)

Knowledge@HEC (4/2021)

Globe & Mail's Report on Business (3/2021)

HEC Inside (1/2021)

Channel News Asia (12/2020)

The Conversation (12/2020)

Singapore Today live radio talk show (12/2020)
NPR's Marketplace online (8/2019)
Forbes France (6/2019)
Knowledge@HEC (2/2019)
Knowledge@HEC (9/2017)
Numérara (9/2016)
Fast Company (4/2016)
Space Doctors (6/2015)
Knowledge@HEC (5/2015)
Daily.JSTOR.org (2/17/2015)
MarketWatch (11/5/2014)
NBCNewYork.com (11/2012)
KTSA San Antonio (9/19/2012)
WOAI San Antonio (9/19/2012)
MarketWatch (8/7/2012)
SmartMoney Online (8/2012)
SmartMoney Online (1/2012)
NPR Philadelphia (12/20/2011)
WCCO-AM Radio Minneapolis (12/5/2011)
KIRO-FM CBS Radio Seattle (12/2011)
Louisville Courier Journal (12/2011)
Reno Gazette Journal (12/2011)
SmartMoney Online (12/2011)
The Times Online (12/2011)
Alexandria Daily Town Talk (11/2011)
Coshocton Tribune (11/2011)
Daily Comet (11/2011)
Detroit Free Press (11/2011)
Houma Courier (11/2011)
KSDK-TV Online (11/2011)
Livingston County Daily (11/2011)
Pensacola News Journal (11/2011)
San Antonio Express News (11/2011)
South Bend Tribune (11/2011)
The Lansing State Journal (11/2011)
USA Today (11/2011)
SmartMoney.com (11/2011)
University of Illinois' *Perspectives* (10/2011)
Real Simple (9/2011)
iWatchNews.org – Center for Public Integrity (6/2011)
San Antonio Express News (6/22/2011)
The Jewish Journal of San Antonio (9/2010)
UTSA's *The Sombrilla* (Summer 2010)
MarketWatch (8/25/2009)
KQXT-FM (8/5/2009)
WOAI Radio (8/4/2009)

National Public Radio (8/2009)
Charles Adler Show (7/30/2009)
Common Dreams (7/30/2009)
Simi Sara Show (7/30/2009)
Wade Sorochan Show (7/30/2009)
Times Columnist (7/30/2009)
The Calgary Herald (7/29/2009)
Canada.com (7/29/2009)
CH Red Deer (CHCA-TV) (7/29/2009)
Dose.ca (7/29/2009)
The Edmonton Journal (7/29/2009)
The Montreal Gazette (7/29/2009)
The Ottawa Citizen (7/29/2009)
The Province (7/29/2009)
Regina Leader-Post (7/29/2009)
Star Phoenix (7/29/2009)
The Vancouver Sun (7/29/2009)
The Windsor Star (7/29/2009)
EurekAlert! (7/23/2009)
Science Daily (7/23/2009)
RedOrbit (7/21/2009)
PhysOrg.com (7/20/2009)
Medical News Today (6/6/2009)
Science Daily (6/4/2009)
Genetic Engineering & Biotechnology News (6/3/2009)
News-Medical.Net (6/3/2009)
ScienceNews (12/8/2008)
San Antonio Express News (11/9/2008)
MySA.com (10/21/2007)
Science (9/13/2007)
San Antonio Express News (10/30/2004)
The News Journal (12/11/1998)
National Public Radio's "Marketplace" (12/1997)
Self (12/1997)
Lexington Herald-Leader (12/25/1997)
The Plain Dealer (12/23/1997)
Bucks County Courier Times (12/21/1997)
Chicago Tribune (12/21/1997)
Boston Globe (12/7/1997)
Times Union (11/27/1997)
The Courier News (12/1996)
The Times (12/22/1996)
The Lawrence Ledger (12/19/1996)
Daily Times (12/25/1995)
Press & Sun-Bulletin (12/25/1995)
The Washington Post (12/17/1995)

New Age Journal (11/12/1994)
American Demographics (12/1993)
The Star-Ledger (11/26/1993)
The New Jersey Herald (11/25/1993)
The Hamilton Observer (12/11/1992)
The Lawrence Ledger (12/10/1992)
North Brunswick Post (12/10/1992)
Advertising Age (8/24/1992)
The Daily Illini (12/5/1991)

GRANTS

2021-2024: HEC Paris F Research Budget, competitive (23,500 €)

2021: Transformative Consumer Research Grant (ACR), competitive (\$3,000)

2018-2022: European Commission H2020 STOP Grant, competitive (lead HEC Paris project manager) (700,000 €)

2016-2019: HEC Paris F Research Budget, competitive (26,500 €)

2016: Labex Ecodec Research Budget, competitive (5,000 €)

2014-2016: HEC Paris F Research Budget, competitive (30,000 €)

2013: University of Newcastle Business School Research Grant, competitive (with S. Baxter, A. Kulczynski, and J. Ilicic) (\$7,270)

2012 : UTSA College of Business Faculty Summer Research Grant (\$5,000)

2011: UTSA College of Business Faculty Summer Research Grant (\$5,000)

2010: UTSA College of Business Faculty Summer Research Grant (\$5,000)

2009: UTSA College of Business Faculty Summer Research Grant (\$5,000)

2008: UTSA College of Business Faculty Summer Research Grant (\$5,000)

2007: UTSA College of Business Faculty Summer Research Grant (\$5000)

2006: UTSA Faculty Research Award, competitive (\$5,000)

2002-2004: Quebec Health Research Council, competitive (with C. Chebat-Gelinas & J.-C. Chebat) (\$100,000)

1998-1999: Jesse H. Harper Professorship, competitive (\$35,000)

1997: Rider Summer Research Reimbursement, competitive (\$300)

1996: Rider Summer Research Fellowship/Reimbursement, competitive (\$5,915)

1995: Rider Summer Research Fellowship, competitive (\$5,335)

1993: Rider Davis Fellowship, competitive (\$10,000)

1993: American Academy of Advertising, competitive (with B. G. Englis, S. Shavitt, and M. Solomon) (\$3,000)

1993: Rider Summer Research Fellowship, competitive (\$4,100)

1992: American Academy of Advertising, competitive (\$1,000)

EDITORIAL RESPONSIBILITIES

EDITORIAL REVIEW/POLICY/ADVISORY BOARDS

Academy of Finland/Tekes Finnish Funding Agency for Innovation Advisory Board Member

FWO-Expert Panel G&M2: Economics, Business Economics, and Management (2014-2016)

International Journal of Research in Marketing (2019-present)

Journal of Advertising (Outstanding Reviewer Awards, 2006, 2010 & 2019)

Journal of the Association of Consumer Research (2023)

Journal of Consumer Psychology

Journal of Consumer Research Policy Board (ICA Representative; Chair of Publisher's Relations Committee, 2017-2018; Chair of *ad hoc* ScholarOne Transition Committee, 2017-2018;

President, 2019) (through 2023)

Media Psychology (through 2020)

Perspectives on Psychological Science (Action Editor, 2022-2024)

Psychology & Marketing (through 2012)

Recherche et Applications en Marketing (Associate Editor, 2016-2018)

Sage Open

GUEST EDITORSHIPS

Special Issue Co-Editor (2026), "What's in a Name: The Implications of Names, Nicknames, and Naming on Psychology and Marketing," *Psychology & Marketing*, forthcoming

Article Editor (2015-2017), *Sage Open*

Guest Associate Editor (2013, 2021), *Sage Open*

Special Issue Editor (2002), “Psychology, Marketing & Psycholinguistics,” *Psychology & Marketing*, 19 (7-8)

AD HOC REVIEWER

Baruch College Grants Review Panel
Flemish Science Fund (FWO)
Israel Science Foundation (ISF)
National Science Foundation (NSF)
Research Grants Council, Hong Kong
Acta Psychologica
AMS Review
Applied Cognitive Psychology
BioMed Central Public Health
BMC Psychology
British Medical Journal (Tobacco Control)
California Management Review
Children & Society
Cogent Social Sciences
Cognition
Communication Studies
Critical Studies in Mass Communication
Current Psychology
Current Research in Behavioral Science
Customer Needs and Solutions
Developmental Science
Expert Systems with Applications
European Journal of Marketing
Food Quality & Preference
Heliyon
Human Communication Research
International Journal of Advertising
International Journal of Behavioral Development
International Journal of Communication
International Journal of Intercultural Relations
International Journal of Research in Marketing
International Marketing Review
International Review of Modern Sociology
Interpersona: An International Journal on Personal Relationships
Journal of the Academy of Marketing Science
Journal of Advertising
Journal of Applied Psychology
Journal of Applied Social Psychology
Journal of Behavioral & Experimental Economics
Journal of Brand Management
Journal of Business Ethics

Journal of Business Research
Journal of Consumer Affairs
Journal of Consumer Policy
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Social Psychology
Journal of Financial Services Marketing
Journal of Hospitality & Tourism Management
Journal of International Marketing
Journal of Managerial Psychology
Journal of Marketing
Journal of Marketing Behavior
Journal of Marketing Management
Journal of Marketing Research
Journal of Personality & Social Psychology
Journal of Public Policy & Marketing
Journal of Research for Consumers
Journal of Retailing
Journal of Ritual Studies
Journal of Services Marketing
Journal of Wine Economics
Lingua
Marketing Letters
Marketing Theory
Nursing Open
Nutrients
Nutrition Journal
Psychological Reports: Perceptual & Motor Skills
Psychology & Marketing
Psychology of Addictive Behaviors
Review of Behavioral Finance
Scientific Reports
Social Cognition
Social Psychology
Social Sciences & Humanities Open
South Asian Journal of Global Business Research
Sustainability
Academy of Marketing Science
Advertising Education Foundation
American Academy of Advertising
American Marketing Association Marketing & Public Policy conference
American Marketing Association Winter Educators' conference
Association for Consumer Research
Association for Consumer Research Consumer Culture Theory conference
European Marketing Academy
Integrated Marketing Communications conference

International Research Seminar in Marketing
 La Londe Seminar on Consumer Behavior
 Laurence King Publishing, Ltd.
 Lawrence Erlbaum Associates, Inc.
 Marketing Science Institute Clayton Dissertation Award
 Psychology Press
 Routledge
 Sage Publications
 Society for Consumer Psychology
 Society for Consumer Psychology Sheth Dissertation Award
 Society for Marketing Advances Retail Strategy & Patronage Behavior Symposium
 Taylor & Francis Group

PROFESSIONAL ACTIVITIES & AFFILIATIONS

CONFERENCES/SYMPOSIA ORGANIZED

Co-Chair, “Community” Track, Association for Consumer Research conference, Paris, France, October 2024

Invited Track Chair for “Communication & Language” track, European Association for Consumer Research conference, Amsterdam, Netherlands, July 2023

Co-Chair, 2020 Association for Consumer Research conference, Paris, France – 1st-ever VIRTUAL ACR

Co-Chair, 2017 LaLonde Conference, LaLonde, France

Co-Chair, 2015 European Marketing Academy conference, Consumer Behavior track, Leuven, Belgium

Co-Chair, 2014 Latin American Association for Consumer Research conference, Guadalajara, Mexico

Co-Chair, 2013 Transformative Consumer Research conference (Materialism Track), Lille, France

Co-Chair, 2011 American Marketing Association’s Winter Educators’ conference (Consumer Behavior Track), Austin, TX

Chair, 2010 Texas Marketing Faculty Consortium, UTSA, San Antonio, TX

Co-Chair, 2008 Latin American Association for Consumer Research conference, Sao Paulo, Brazil

Chair, 2006 Advertising and Consumer Psychology conference of the Society for Consumer Psychology, Houston, TX

Chair, 2005 “Marketing Your Library” Workshop, Alamo Area Library System, San Antonio, TX

Chair, 1999 American Psychological Association conference – Division 23, Society for Consumer Psychology, Boston, MA

Co-Chair, 1999 European Association for Consumer Research Conference, Jouy-en-Josas, France

Chair, 1996 “Marketing and Partnering” Workshop, New Jersey Health Care in Transition conference, Rider University, Lawrenceville, NJ

Chair, 1995 “The Iterative Relationship Between Advertising and Ritualistic Consumption,” Special Topics Session, American Academy of Advertising conference, Norfolk, VA
 Chair, 1994 New Jersey All-State Marketing conference, Rider University, Lawrenceville, NJ
 Chair, 1991 “The Use of Psycholinguistic Theory in Advertising Research,” Special Topics Session, Association for Consumer Research conference, Chicago, IL

COMMITTEES: PROFESSIONAL ORGANIZATIONS

Association for Consumer Research Fellows Award Committee (as past President, 2024-2026)
 Conference Program Committee, Association for Consumer Research conference (Washington, D.C., 2025)

Association for Consumer Research History Task Force (co-founder w/Rajiv Vaidyanathan and member, 2023-present)

Association for Consumer Research Dissertation Award Committee (2023)

Designing a Career in the Marketing Academy (DCMA) Advisory Board (2023)

Conference Program Committee, Society for Consumer Psychology (Nashville, TN, 2022) -- VIRTUAL

Associate Editor, Association for Consumer Research North American conference (Atlanta, GA, 2019)

Scientific Committee, La Londe conference (La Londe, France, 2019)

Conference Program Committee, Association for Consumer Research conference (Dallas, TX, 2018)

Conference Program Committee, Association for Consumer Research European conference (Ghent, Belgium, 2018)

Conference Programme Committee, Society for Consumer Psychology International/Boutique conference (Sydney, Australia, 2018)

Association for Consumer Research Officer Nominating Committee (2017)

Conference Program Committee, Association for Consumer Research conference (San Diego, CA, 2017)

Task Force on APA Division 23 Status, Society for Consumer Psychology (2016-2017)

Associate Editor of Competitive Papers, Association for Consumer Research conference (Berlin, Germany, 2016)

Conference Program Committee, Association for Consumer Research North American conference (New Orleans, LA, 2015)

Conference Program Committee, Society for Consumer Psychology International conference (Vienna, Austria, 2015)

Association for Consumer Research Subcommittee to Evaluate the Executive Director Position (2014)

Conference Program Committee, Society for Consumer Psychology (Miami, FL, 2014)

Society for Consumer Psychology Secretary/Treasurer (2013 & 2014)

Society for Consumer Psychology Subcommittee on Finance (2013)

Competitive Paper Editorial Review Board, Association for Consumer Research North American conference (Chicago, IL, 2013)

Society for Consumer Psychology Advisory Panel (2012-2013)

Society for Consumer Psychology Subcommittee on Web Design (2012-2013)

Conference Organization Committee, Association for Consumer Research European conference

(Barcelona, Spain, 2013)

Associate Editor of Competitive Papers, Association for Consumer Research North American conference (Vancouver, Canada, 2012)

Co-Chair, Society for Consumer Psychology Branding & Design Committee (2011-2012)

Conference Programme Committee, Association for Consumer Research European conference (London, England, 2010)

Association for Consumer Research Treasurer (2008 & 2009)

Conference Program Committee, Association for Consumer Research Asian conference (Hyderabad, India, 2009)

Association for Consumer Research Officer Nominations Committee (2008)

Associate Editor of Competitive Papers, Association for Consumer Research North American conference (San Francisco, CA, 2008)

Conference Program Committee, Association for Consumer Research European conference (Milan, Italy, 2007)

Young Contributor Award Evaluation Committee, *Journal of Consumer Psychology*, Society for Consumer Psychology (2007)

Conference Program Committee, Association for Consumer Research Latin American conference (Monterrey, Mexico, 2006)

Conference Program Special Local Arrangements Committee, Association for Consumer Research North American conference (San Antonio, TX, 2005)

Conference Program Committee, Association for Consumer Research North American conference (Toronto, Canada, 2003)

Conference Program Committee, Advertising and Consumer Psychology conference, Society for Consumer Psychology (New York, NY, 2002)

Conference Committee, Society for Consumer Psychology (1997-2002)

Publications Committee, American Academy of Advertising (1993-1997)

Industrial Relations Committee, American Academy of Advertising (1992-1993)

PROFESSIONAL AFFILIATIONS

American Academy of Advertising

Association for Consumer Research

International Communication Association

Society for Consumer Psychology (formerly APA – Division 23)

EXTERNAL EVALUATOR FOR TENURE/PROMOTION & HIRING

Nathan Warren, BI Norwegian Business School (committee leader 2025)

Andong Chen, University of Delaware (2025)

Meyrav Shoham, Tel Aviv University (2025)

University of Cyprus Recruiting Committee (external member 2025)

University of Sydney Academic Promotions Committee (external member 2025)

Tonya Bradford, University of California, Irvine (2024)

Michelle Weinberger, Northwestern (2024)

Jannine Lasaleta, Yeshiva University (2023)

Danielle Brick, University of New Hampshire (2021)

Haiming Hang, University of Bath, UK (2020)
 Peter Caprariello, Stony Brook University, New York (2017)
 Sara Kim, University of Hong Kong, China (2017)
 Alicia Kulczynski, University of Newcastle, Australia (2016)
 Yulia Strizhakova, Rutgers University, New Jersey (2015)
 David B. Wooten, University of Michigan (2015)
 Stacey Baxter, University of Newcastle, Australia (2014)
 Melissa Bishop, University of New Hampshire (2014)
 Wendy Boland, American University, Washington, D.C. (2013)
 Linda Tuncay Zayer, Loyola University Chicago (2010)
 G. Douglas Olsen, University of Minnesota (2008)
 Bruce A. Huhmann, New Mexico State University (2007)
 Sabrina M. Neeley, Miami University (2007)
 Diane Phillips, Saint Joseph's University (2002)

UNIVERSITY SERVICE

HEC PARIS

Mktg. Dept. CB Faculty Search Subcommittee (2022)
 Ad hoc HEC Paris in Qatar Research Grant Selection Committee (2021-2022)
 Ad hoc Promotion to Full Professor Committee (2020)
 Marketing Department Ph.D. Coordinator (2019-present)
 University Committee for Promotion & Tenure (2019)
 University Committee for Education Track Faculty Evaluation (2018-2019)
 University Committee for Dean of Programs Search (2018)
 University Committee on Faculty Assessment and Compensation (2016)
 University Curriculum Committee (2014-2015)
 University Pedagogy Committee (2014-2018)
 University Pedagogy Subcommittee on Course Evaluations (2015)

UNIVERSITY OF TEXAS AT SAN ANTONIO

University Core Curriculum Committee (2012)
 University Faculty Appreciation Committee (2011/2012)
 University Faculty Grievance Panel (2009-2011; 2005-2008; Chair of Hearing Panel, 2006)
 University Graduate Council – Academic Policy & Requirements (2004-2006)
 University Graduate Courses and Programs Committee (2006-2009)
 University Standing Committee on University Scholarship (2003-2007)
 COB Awards Selection Committee (2009/2010)
 COB CFRAC – P & T Committee (2005-2007; 2009-2010; 2012; Chair, 2006/2007)
 COB Communications Task Force (2003-2005)
 COB Doctoral Studies Committee (2008-2013; Chair, 2008-2010)
 COB Faculty Development Leave Committee (2005/2006)
 COB Graduate Faculty Forum Executive Committee (2002-2007)

COB International Business Advisory Board (2002-2003)
 COB Learning Assessment Steering Committee (2009)
 COB MBA Program Committee (2002-2005; 2007-2009)
 Dept. of Communication New Faculty Search Committee (2006/2007)
 Dept. of Management Periodic Performance Evaluation FRAC (2011)
 Dept. of Mktg. DFRAC – P & T Committee (2009)
 Dept. of Mktg. Learning Assessment Task Force (2009)
 Dept. of Mktg. Library Liaison (2002-2007)
 Dept. of Mktg. New Faculty Search Committee (2004-2005; Chair: 2008, 2011, 2012)
 Dept. of Mktg. Ph.D. Coordinator (2008-2013)
 Dept. of Mktg. Periodic Performance Evaluation FRAC (2012)
 Dept. of Mktg. Research Colloquia Coordinator (2006-2013)
 Dept. of Mktg. Visiting Professor Search Committee (Chair, 2010-2011)
 Tourism Management Program Scholarship Committee (2004/2005)

RIDER UNIVERSITY

University Academic Policy Committee (1996/1997)
 University Athletic Council (1993-1997; Secretary, 1994/1995)
 University Status Promotions Committee (1993/1994)
 CBA Academic Policy Committee (1995-1997)
 CBA Curriculum Committee (Chair, 1998-2000)
 CBA Davis Fellowship Selection Committee (1993/1994)
 CBA Harper Fellowship Selection Committee (1998/1999)
 CBA Quality Council (1994-2002; Chair, 1997-2000)
 CBA WIP Seminar Committee (1993-1998; Chair, 1994/1995)
 Dept. of Mktg. Advertising Curriculum Committee (1992-2002; Chair, 1994-2002)
 Dept. of Mktg. Advertising Major Assessment Team (Chair, 2001/2002)
 Dept. of Mktg. Program Committee (1994-1996)
 Dept. of Mktg. Social Committee (1992-1994; Chair, 1993/1994)

DISSERTATION COMMITTEES

Laura Hoeger (current), HEC Paris, Dept. of Marketing, “Art & Ritual” – thesis co-supervisor

Mariia Lobanova (current), HEC Paris, Dept. of Marketing, “Group Gift Giving” – internal member

Courtney Rada (2025), Royal Holloway, University of London, “The Nature of Consumer Relationships with AI: Rituals, Gender, and Intimacy in Digital Companionships” – external examiner

Yvan Norotte (2025), HEC Paris, Dept. of Marketing, “Social Inference and Cognitive Processing in Digital Spaces” – President of the Defense Jury

Christine Lesage Kai (2024), Grenoble Ecole de Management, Dept. of Marketing, “Diffusion of

Green Product Innovation: Exploring Antecedents, Adoption, and Implications” – external reviewer

Dan Xie (2024), HEC Paris, Dept. of Marketing, “Scarcity, Self, and Identity” – thesis co-supervisor

Alican Mecit (2021), HEC Paris, Dept. of Marketing, “Linguistic Antecedents of Anthropomorphism” – thesis co-supervisor

Fei Gao (2020), HEC Paris, Dept. of Marketing, “Sound and Shape Symbolism” – thesis co-supervisor

Laetitia Mimoun (2018), HEC Paris, Dept. of Marketing, “Sojourners and Consumption Issues” – thesis co-supervisor

Ruth Pogacar (2018), University of Cincinnati, Dept. of Marketing, “Brand Name Linguistics” – external member

Dandan Tong (2018), Chinese University of Hong Kong Business School, “Effects of Categorization Breadth and Consumer Goal on Choice Satisfaction: When Category Labels are Used as Categorical versus Attribute Information” – external examiner

Anne-Sophie Lenoir (2015), Erasmus University, Dept. of Marketing, “Are You Talking to Me? Addressing Consumers in a Globalised World” – external member

Ashley Arsena (2013), UTSA, Dept. of Marketing, “Moderation and Self-Control” – internal member

Katrien Meert (2013), Ghent University, Dept. of Marketing, “Attracted to Attractiveness? The Effect of Attractiveness and Luxury on Consumers’ Minds, Attitudes, and Values” – external member

Deandra Travis (2013), UTSA, Dept. of Management, “The Contribution of Linguistic Factors to High Organizational Performance Through the Cultivation of Positive Emotion” – external member

Youngseon Kim (2012), UTSA, Dept. of Marketing, “How Does Power State Affect the Extendibility of Luxury Brands?” – internal member

Liyanage Chamila Roshani Perera (2012), Melbourne Business School, Dept. of Marketing, “Symbolic Meanings of Green Consumption Practices Among Young Environmentalists in an Australian City” – external, international examiner

Jaehoon Lee (2011), UTSA, Dept. of Marketing, “Symbolic Self and Symbolic Consumption” – internal member

Tammy E. Beck (2006), UTSA, Dept. of Management, “Understanding Swift Trust in Temporary Interorganizational Relationships” – external member

MASTERS’ THESES & BUSINESS PROJECTS SUPERVISOR:

Mehek Bhatia (2025), HEC Paris, “Unpacking the Early Adoption of Luxury Brands Among Generation Z: Psychological, Social, and Digital Influences”

Alice Gombert (2025), HEC Paris, “How Does the Heritage of Luxury Houses Shape Consumers’ Purchase Decisions and Brand Loyalty?”

Anna Maria Isaak (2025), HEC Paris, “Comparative Study of Luxury Brand Narratives: South Korea vs. Western Markets”

Chrissy Kuang (2025), HEC Paris, “First Touch, Lasting Bond: Perceptions of Luxury Brand Initiation Rituals Across Individualist and Collectivist Cultures”

Juliette Lardy (2025), HEC Paris, “Conceptualizing Influencer Marketing’s Impact on Consumers’ Impulsive Purchase Intentions: The Role of Self-Gifting and Behavioural Nudges”

Chloe Marsh (2025), HEC Paris, “Beyond the Magic: How Does Disney’s Nostalgia-based Emotional Branding Foster Community Belonging and Shape Consumer Identity and Loyalty Among Gen Z?”

Gal Stern (2025), HEC Paris, “How Can Branding Influence French Consumers' Acceptance of Cultured Meat?”

Matthieu Blavet (2023), HEC Paris, “Developmental Differences in Sharing Behaviors”

Nerea Salghero Garcia (2023), HEC Paris, “Cultural Differences in Children’s Consumer Behavior”

Anoushka Rai (2023), HEC Paris, “A Review of the Luxury Consumption Literature”

Vansh Rathod (2023), HEC Paris, “The Impact of Language of Slogans & Taglines”

Chloe Reboh (2023), HEC Paris, “Sustainable Music Festivals”

Yirong Wu (2023), HEC Paris, “Cross-Cultural Meanings of Luxury Consumption”

Chenxi Yu (2023), HEC Paris, “Motivators of Luxury Consumption”

Nazgol Agah (2022), HEC Paris, “Applying Neurocognitive Science to Marketing” – co-supervisor with Vasiliki Kostami

Yufei Chen (2022), HEC Paris, “Luxury E-Tailing in the Asian Market”

Pauline Juillard (2022), HEC Paris, “Non-Fast-Fashion Luxury Brands”

Yiwei Li (2022), HEC Paris, “The New Normal of the Chinese Luxury Travel Retail Industry Post-COVID”

Sofia Mendonca (2022), HEC Paris CEMS, “Neuromarketing & Nudging in Digital Ecosystems”

Luke Nolan (2022), HEC Paris, “Luxury Consumption Around the World: Motives & Behavioural Differences Across Cultures”

Nengxi Qi (2022), HEC Paris, “The Influence of Materialism and Targeted Luxury Retail Strategies on the Chinese Young Generation”

Marguerite Peskine (2022), HEC Paris, “Sneaker Brand Communities”

Denise Augusti (2021), City University London, “Anthromorphising Brand Spokespersons” (expert contributor to international journalism project)

Tamara Halder (2021), HEC Paris, “Motivations for Luxury Consumption in Regards to Sustainability”

Xiangyu Li (2021), HEC Paris, “The Factors Influencing Consumers’ Response to Social-Issue Ads: The Case of China”

Greta Poggi (2021), HEC Paris, MSc Marketing, “Luxury in the Digital Age”

Renjie Qin (2021), HEC Paris, “Materialism and Luxury: Focus on Retailing Strategies”

Peiyao Qiu (2021), HEC Paris, “How Skincare Products Signal Self-Identity: A Comparative Study Between Chinese and Western European Consumers”

Lana Walther (2021), HEC Paris, “Social Media Consumer Behavior of Generation Z”

Andi Zhang (2021), HEC Paris, CEMS, “Luxury as Language: Linguistic Devices Employed in the Luxury Industry as a Persuasive Strategy”

Remi Kondjoyan (2020), HEC Paris, Intl. Double Degree Major, “Cultural Differences in Children’s Consumer Behavior: The Case of American and Chinese Children”

Lucie Morin (2020), HEC Paris, Intl. Business Major, “Advertising: When Ethics and Persuasion Meet”

CEMS Simon Kucher Business Project (2019), HEC Paris, “Strategic Review of the Coffee Industry”

Fabiola Adiceom (2019), HEC Paris, CEMS, “Children as a Crash-Test for Start-Ups’ Logo Design Process: A Way of Understanding the Characteristics of an Attractive Logo”

Elise Fousse & Manon Duport (2019), HEC Paris, IB Majeure, “How do Children Understand Brand and Other Consumption Phenomena?”

Vrinda Lohia (2019), HEC Paris/IIM Ahmedabad, CEMS, “Antecedents and Consequences of Materialism in India”

CEMS HEC Incubator Business Project (2018), HEC Paris, “The Content Creation Machine – Incubator HEC”

CEMS Hilti Business Project (2017), HEC Paris, “An Improved Digital Offer for Western Europe”

Bilal Abdallaoui (2017), HEC Paris, International Business, “Halal Lifestyle: How Can Companies Tap Into this Market?”

Flavie Blaudin de Thé (2017), HEC Paris, CEMS, “The Impact of 3D Printing on the Luxury Sector’s Strategies”

Thomas Faure (2017), HEC Paris, CEMS, “How do You Spot Wrong Pricing and Assess its Impact on Customers?”

Thibault Leflour (2017), HEC Paris, CEMS, “Facebook and its Use Depending on Culture, Age, and Maturity (and Best Brand Usage of These Differences)”

Nicholas Leung (2017), HEC Paris, CEMS, “The Implications of Consumer Behavior on the Success of Online Multi-Brand Luxury Fashion Retailers”

Taochang Liu (2017), HEC Paris, Dept. of Mktg., “The Motivations of Chinese Consumers with Respect to Luxury”

Hugo Mazur (2017), HEC Paris, Dept. of Mktg., “The Language of Marketing”

Guillaume Moubeche (2017), HEC Paris, Dept. of Mktg., “The Use of Social Media for Frugal Marketing Among Start-ups”

Sourav Mundhra (2017), HEC Paris, CEMS, “The Role of Price in Determining Buyer Behavior in the Indian Luxury Market”

Adelaide Renaud (2017), HEC Paris, CEMS, “Cultural Differences in Children’s Consumer Behavior”

Ravivannan Thangaraj (2017), HEC Paris, CEMS, “Statistical Analysis of the Relationship

Between Brand Authenticity and Ad Authenticity”

Cookie Wan (2017), HEC Paris, International Business, “Strategies for Luxury Retailing”

CEMS Daymon Business Project (2016), HEC Paris, “The Role of Private Brands in an Omnichannel Environment”

Mathilde Carles (2016), HEC Paris, International Business, “Fast Fashion versus Luxury”

Agata Czajka (2016), HEC Paris, International Business, “Online Luxury Retailing”

Alessandro Fiumarella (2016), HEC Paris, International Business, “Online and Social Media Advertising”

Charles Ginot (2016), HEC Paris, CEMS, “The Role of Price Promotions and Advertising”

Alexander Hemker (2016), HEC Paris, CEMS, “Workplace Bullying”

Isaure Julien De Zelicourt (2016), HEC Paris, CEMS, “Advertising for ‘Bilingual-Bicultural’ Children: The Role of Language in Advertising for the Buyers of Tomorrow”

Laetitia Limat (2016), HEC Paris, CEMS, “How Children Understand Brands and Other Consumption Phenomena”

Al Nian (2016), HEC Paris, Dept. of Mktg., “Chinese Luxury Consumers’ Beliefs and Attitudes Toward High-End Jewelry Brands”

Josh Radtke (2016), HEC Paris, CEMS, “Programmatic Digital Advertising and Customer LTV Calculation”

Ana-Maria Teodorescu (2016), HEC Paris, CEMS, “Motivations for Luxury Consumption”

Andrea Tessa Mouzannar (2016), HEC Paris, CEMS, “Children’s Understanding of Brands”

Ragna-Britt Taube (2016), HEC Paris, CEMS, “The Influence of Migration on Child Materialism: A Comparative Study of Second-Generation Migrant Children in Germany”

Camille Le Stradic (2015), HEC Paris, Dept. of Marketing, “How can Western Cosmetic Brands Find an Appropriate Balance Between Globalization and Local Adaptation in Terms of Marketing Mix to Succeed in Asia?”

Robin Li (2015), HEC Paris, Dept. of Marketing, “Market Entrance into Africa by Chinese Companies in the Home Appliance Market”

Quincy Lin (2015), HEC Paris, Dept. of Marketing, “Selected Topics in Gift-Giving”

Ying Liu (2015), HEC Paris, Dept. of Marketing, “Phonetic Symbolism Effects in English-to-Mandarin Slogan Translations”

Jonghyo Myoung and Lingtao Zhou (2015), HEC Paris, Dept. of Marketing, “A Cross-Cultural Investigation into Luxury Consumption Motivations in China, France, and South Korea”

Marine Baudin-Sarlet (2014), HEC Paris, Dept. of Marketing, “Brand Consumption and Brand Loyalty Among Children”

Jessica Chan (2014), HEC Paris, Dept. of Marketing, “The Development of Consumer Behavior in Chinese Females in the 21st Century”

Pierre Francois-Poncet (2014), HEC Paris, Dept. of Marketing, “The Development of Consumer Behavior in Children and Adolescents”

Sophie Roberts (2014), HEC Paris, Dept. of Marketing, “How Do Children Develop Consumption/Branding Knowledge?”

Pradeep Satwani (2014), HEC Paris, Dept. of Marketing, “Consumer Behavior and Persuasion”

UNDERGRADUATE HONORS THESIS COMMITTEES:

Maya Gonzalez (2010), UTSA, Dept. of Marketing, “The Perception of Organic Foods: Are They as Good as Advocates Claim?”

Erica Schneid (2006), UTSA, Dept. of Psychology, “Feature Salience in Category Activation”

EXCHANGE STUDENT SUPERVISION:

Deepika Sharma (2025), HEC Paris, Dept. of Marketing, from Universitat Rovira i Virgili, Tarragona, Spain

Xiwen Wang (2024-25), HEC Paris, Dept. of Marketing, from Wuhan University, Hubei, China

Juliana Batista (2014), HEC Paris, Dept. of Marketing, from Centro Universitário da FEI, Sao Paulo, Brazil

Ning Chen (2014), HEC Paris, Dept. of Marketing, from European School of Management and Technology, Berlin, Germany, Universite Technique, Berlin, Germany, and the Consumer Competence Research Training Marie Curie Actions-Research Fellowship Program

Leila Elgaaied (2011), UTSA, Dept. of Marketing, from IAE-Toulouse, France

COURSES TAUGHT

- Undergraduate: Advertising Campaigns (Rider)
 Advertising Copy & Layout (Rider)
 Advertising Management (UTSA)
 Advertising Principles (Rider & ESCP)
 Consumer Behavior (New York University)
 Introduction to Media Planning (Rider & University of Illinois)
 Marketing Communications (ESCP)
 Marketing Principles (Rider & Wharton)
 CREW (partial credit seminar at Rider)
 Freshman Seminar (non-credit seminar at Rider)
- Masters Level: Advanced Consumer Behavior (HEC Paris-Grande Ecole)
 International Business Essays (UTSA)
 International Marketing (Tulane Executive Ed & UTSA)
 Marketing & Consumer Behavior for the Arts & Creative Industries (HEC Paris-MAC)
 Marketing Case Analyses (HEC Paris-MAC)
 Marketing Communications Management (Rider)
 Marketing Management (UTSA)
 Non-Profit Marketing Management (UTSA)
 Perspectives on Consumer Behavior & Decision-Making (HEC Paris-CEMS)
 Problems in Marketing Management (Rider)
 Strategic Marketing (HEC Paris-Grande Ecole)
- Ph.D.: Behavioral Seminar II (UTSA)
 Branding & Communication (HEC Paris)
 Consumer Behavior I (HEC Paris & Tulane Bridge Program)
 Consumer Behavior II (HEC Paris)
 Marketing Research Colloquia (partial credit seminar at UTSA)
 Persuasive Communication (HEC Paris)
 Research Methods (HEC Paris)
 Seminar in Behavioral Research (University of Sydney)

CONSULTING

- | | | |
|-------|---------------------|--|
| AT&T: | Consumer Marketing: | New Concept Development
New Product Development
Marketing Research |
|-------|---------------------|--|
- AVANCE Parent-Child Education Program (external audit)
 Boysville of San Antonio (class project)
 Brin & Brin Law Offices (expert on deceptive advertising)
 Catholic Charities – Diocese of Trenton (research project)
 Community Blood Council of Mercer County (class project)
 Daymon Worldwide (CEMS business project)
 Educational Testing Service (reviewer)

Family Services Association – San Antonio (independent study)
 General Motors (class project)
 HEC Paris Incubator (CEMS business project)
 Hilti Corporation (CEMS business project)
 M&M/MARS Division of Mars, Inc. (concept development)
 Mercer County Bar Association (research project)
 Mercer Partnership for Community Health (research project)
 National Security Administration (class project)
 Nimble Bicycle Company (research project)
 Rider University Office of Career Placement (class project)
 San Antonio Better Business Bureau (competition judge)
 Sapient Financial (research project)
 Seeflight (concept development)
 Simon Kucher (CEMS business project)
 Target Stores (class project)
 U.S. Central Intelligence Agency (class project)
 U.S. Department of Homeland Security (class project)
 U.S. Federal Bureau of Investigation (2 class projects)
 U.S. Food and Drug Administration (expert on branding)
 U.S. Navy (2 class projects)
 Valley Baptist Health systems (independent study)
 Wilford Hall Medical Center (independent study)
 Wilson Memorial Community Hospital (independent study)

DEVELOPMENT: School of Visual Arts course (1997)
 Visiting Professorship at Warwick, Baker & Fiore advertising agency, New York, NY (1993)

BOARD SERVICE: Canvas8 Expert Directory Board Member (2025)
 Designing a Career in the Marketing Academy Advisory Board (2023-present)
Journal of Consumer Research Policy Board (2017-2023; President, 2019)
 Sapient Financial's Women's Advisory Board (2009-2013; Chair, 2012)
 San Antonio New World Wine & Food Festival (2004-2009)