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February 20, 2012

EDUCATION

- Ph.D. in Business Administration-Marketing, University of Florida, 1994
- M.A. in Marketing, University of Florida, 1992
- Licence in Applied Economics (with Great Distinction), Catholic University of Louvain-Mons, Belgium, 1987

EMPLOYMENT

- Kravis Professor of Business, Columbia University, 2007-Present
- Professor of Business (Marketing), Columbia University, 2003-2007
- Associate Professor of Business (Marketing), Columbia University, 1998-2003 (with tenure since 2002)
- Faculty Director, Strategic Marketing Management Program, Columbia Executive Education, 2002-Present. (Associate Faculty Director, 1995-2002)
- Assistant Professor of Business (Marketing), Columbia University, 1994-1998
- Research Assistant-Instructor, Catholic University of Mons, 1987-1990

VISITING APPOINTMENTS

- Distinguished Visiting Professor of Marketing, Lee Kong Chian School of Business, Singapore Management University (Summer 2012)
- Visiting Professor of Marketing, Institut d'Administration des Entreprises (IAE), University of Paris 1 Panthéon - Sorbonne, May 2009
- Ford Foundation Visiting Professor of Marketing, University of Chicago, 2005 (Fall)
- Visiting Professor of Marketing, Hong Kong University of Science & Technology, 2004-2005
- Visiting Professor, China Europe International Business School, 2003–Present (short visits)
- Visiting Professor, Catholic University of Leuven, Belgium, 1997 (Spring)

ACADEMIC HONORS

- President, Society for Consumer Psychology (2012) (President Elect, 2011)
- La Londe Conference Co-Chair (2011)
- La Londe Conference Best Paper Award (2009)
- Finalist JCR Best Article Award (2004)
- ACR Doctoral Symposium Faculty (2001, 2003, 2005, 2006, 2009)

- SCP Doctoral Symposium Faculty (2010, 2012)
- AMA Doctoral Consortium Faculty (2000, 2002, 2007)
- MSI Young Scholar (2001)
- JCR Outstanding Reviewer (2002)
- Robert Ferber Award, Honorable Mention (1999)
- Beta Gamma Sigma (1995)
- AMA Doctoral Consortium Fellow (1993)
- Fellow of the Intercollegiate Center for Management Science, Belgium (1990-1993)
- EDEN Fellow of the European Institute for Advanced Studies in Management (1988, 1989)

PUBLISHED RESEARCH

Selected Publications (reverse chronological order)

1. Hannah H. Chang and Michel Tuan Pham, "Affect as a Decision Making System of the Present." *Journal of Consumer Research*, conditionally accepted. (Best Paper Award, 2009 La Londe Conference.)
2. Avnet, Tamar, Michel Tuan Pham, and Andrew T. Stephen (2012), "Consumers' Trust in Feelings as Information," *Journal of Consumer Research*, Vol. 39 (December), forthcoming.
3. Michel Tuan Pham, Leonard Lee, and Andrew T. Stephen (2012), "Feeling the Future: The Emotional Oracle Effect." *Journal of Consumer Research*, Vol. 39 (October), forthcoming.
4. Michel Tuan Pham, Iris Chung, and Gerald Gorn (2011), "Relaxation Increases Monetary Valuations," *Journal of Marketing Research*, Vol. 48 (October), 814-826. (Featured in Wall Street Journal, Forbes, Daily Finance, New York Magazine, Inc., CBSNews.com)
5. Greifeneder, Rainer, Herbert Bless, and Michel Tuan Pham (2011), "When do People Rely on Affective and Cognitive Feelings in Judgment?: A Review," *Personality and Social Psychology Review*, 15(2), 107-141. (Lead article).
6. Pham, Michel Tuan and Hannah Chang (2010), "Regulatory Focus, Regulatory Fit, and the Search and Consideration of Choice Alternatives," *Journal of Consumer Research*, 37 (December), 626-640.
7. Pham, Michel Tuan, Caroline Goukens, Donald R. Lehmann, and Jennifer Ames Stuart (2010), "Shaping Customer Satisfaction through Self-Awareness Cues," *Journal of Marketing Research*, 47 (October), 920-932.
8. Michel Tuan Pham and Tamar Avnet (2009), "Rethinking Regulatory Engagement Theory." *Journal of Consumer Psychology*, 19(2), 115-123.
9. Michel Tuan Pham and Tamar Avnet (2009), "Contingent Reliance on the Affect Heuristic as a Function of Regulatory Focus." *Organizational Behavior and Human Decision Processes*, 108(2), 267-278.

10. Pham, Michel Tuan (2009), "The Lexicon and Grammar of Affect-as-Information in Consumer Decision Making: The GAIM," in *Social Psychology of Consumer Behavior*, Michaela Wänke (Ed.), Psychology Press, 167-200.
11. Stephen, Andrew T. and Michel Tuan Pham (2008), "On Feelings as a Heuristic for Making Offers in Ultimatum Negotiations," *Psychological Science*, 19(10), 1051-1058.
12. Cohen, Joel B., Michel Tuan Pham, and Eduardo Andrade " (2008) The Nature and Role of Affect in Consumer Behavior," in the *Handbook of Consumer Psychology*, Curt is P. Haugtvedt, Paul M. Herr, and Frank R. Kardes (Eds), Hillsdale, NJ: Lawrence Erlbaum, 297-348.
13. Pham, Michel Tuan (2007), "Emotion and Rationality: A Critical Review and Interpretation of Empirical Evidence," *Review of General Psychology*, 11 (2), 155-178. (Most cited article published in this journal that year.)
14. Johnson, Eric J., Michel Tuan Pham, and Gita V. Johar (2007), "Consumer Behavior and Marketing," *Social Psychology: Handbook of Basic Principles* (2nd Edition). Ed. E. Tory Higgins and Arie W. Kruglanski, Guilford Press, 869-887.
15. Johar, Gita Venkataramani, Michel Tuan Pham, and Kirk Wakesfield (2006), "How Event Sponsors are Identified. An (Baseball) Field Analysis," *Journal of Advertising Research*, Volume 46: 183–198.
16. Raghunathan, Rajagopal, Michel Tuan Pham, and Kim P. Corfman (2006), "Informational Properties of Anxiety and Sadness, and Displaced Coping," *Journal of Consumer Research*, Vol. 32 (March), 596-602.
17. Pham, Michel Tuan and E. Tory Higgins (2005), "Promotion and Prevention in Consumer Decision Making: The State of the Art and Theoretical Propositions," in *Inside Consumption: Consumer Motives, Goals, and Desires*, S. Ratneshwar & David Glen Mick (eds.), London, UK: Routledge, pp. 8-43. (Lead chapter)
18. Pham, Michel Tuan (2004), "The Logic of Feeling," *Journal of Consumer Psychology*, Vol. 14 (4), 360-369. (Second most cited article published in this journal that year.)
19. Zhou, Rongrong and Michel Tuan Pham (2004), "Promotion and Prevention across Mental Accounts: How Financial Products Dictate Consumers' Investment Goals." *Journal of Consumer Research*, Vol. 31 (June), 125-135.
20. Pham, Michel Tuan and Tamar Avnet (2004), "Ideals and Oughts and the Weighting of Affect versus Substance in Persuasion." *Journal of Consumer Research*, Vol. 30 (March), 503-518. (Among most cited articles published in this journal that year.)
21. Pham, Michel Tuan and A.V. Muthukrishnan (2002), "Search and Alignment in Judgment Revision: Implications for Brand Positioning." *Journal of Marketing Research*, Vol. 39 (1), 18-30.
22. Pham, Michel Tuan, Joel B. Cohen, John Pracejus, and G. David Hughes (2001), "Affect Monitoring and the Primacy of Feelings in Judgment," *Journal of Consumer Research*,

- Vol. 28 (September), 167-188. (Lead article, Finalist for the 2004 JCR Best Article Award, Among most cited articles published in this journal that year.)
23. Gorn, Gerald, Michel Tuan Pham, and Leo Yatming Sin (2001), "When Arousal Influences Ad Evaluation and Valence Does Not (and Vice Versa)," *Journal of Consumer Psychology*, 11 (1), 43-55. (Among most cited articles in this journal that year)
 24. Muthukrishnan, A. V., Michel Tuan Pham, and Amitabh Mungalé (2001), "Does Greater Amount of Information Always Bolster Attitudinal Resistance?," *Marketing Letters*, Vol. 12 (2), 131-144.
 25. Pham, Michel Tuan, Tom Meyvis, and Rongrong Zhou (2001), "Beyond the Obvious: Chronic Imagery Vividness and Decision Making," *Organizational Behavior and Human Decision Processes*, Vol. 84 (2), 226-253.
 26. Pham, Michel Tuan and Gita Venkataramani Johar (2001), "Prominence Biases in Sponsor Identification: Processes and Consequentiality," *Psychology & Marketing*, Special Issue on Commercial Sponsorship, Vol. 18 (2), 123-143.
 27. Muthukrishnan, A. V., Michel Tuan Pham, and Amitabh Mungalé (1999), "Comparison Opportunity and Judgment Revision," *Organizational Behavior and Human Decision Processes*, Vol. 80 (December), 228-251.
 28. Johar, Gita Venkataramani and Michel Tuan Pham (1999), "Relatedness, Prominence, and Constructive Sponsor Identification," *Journal of Marketing Research*, Vol. 36 (August), 299-312. (Lead article)
 29. Raghunathan, Rajagopal and Michel Tuan Pham (1999), "All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness in Decision Making," *Organizational Behavior and Human Decision Processes*, Vol. 71 (July), 56-77. (Most cited article published in this journal that year.)
 30. Pham, Michel Tuan (1998), "Representativeness, Relevance, and the Use of Feelings in Decision Making," *Journal of Consumer Research*, Vol. 25 (September), 144-159. (1999 Robert Ferber Award: Honorable Mention. Nominated for the JCR Best Article Award in 2001. Among most cited articles published in this journal that year.)
 31. Pham, Michel Tuan and Marc Vanhuele (1997), "Analyzing the Memory Impact of Advertising Fragments," *Marketing Letters*, Vol. 8 (4), 407-417.
 32. Pham, Michel Tuan and Gita Venkataramani Johar (1997), "Contingent Processes of Source Identification," *Journal of Consumer Research*, Vol. 23 (December), 249-265. (Lead article. Nominated for the JCR Best Article Award in 2000)
 33. Pham, Michel Tuan (1996), "Heuristiques et Biais Décisionnels en Marketing," *Recherche et Applications en Marketing*, Vol. 11 (4), 53-69.
 34. Pham, Michel Tuan (1996), "Cue Representation and Selection Effects of Arousal in Persuasion," *Journal of Consumer Research*, Vol. 22 (March), 373-387. (Nominated for the JCR Best Article Award in 1999)

35. Derbaix, Christian and Michel T. Pham (1991), "Affective Reactions to Consumption Situations: A Pilot Investigation," *Journal of Economic Psychology*, Vol. 12, 325-355. (Second most cited article in this journal that year)
36. Derbaix, Christian and Michel T. Pham (1989), "Pour un Développement des Mesures de l'Affectif en Marketing: Synthèse des Prérequis," *Recherche et Applications en Marketing*, 4 (4), 71-87.*

* Reprinted as Derbaix, C. and M. Pham (1998), "For the Development of Measures of Emotion in Marketing : Summary of Prerequisites," in *European Perspectives in Consumer Behaviour*, M. Lambkin, G. Foxall, F. van Raaij, and B. Heilbrunn (eds.) Prentice Hall.

Other Publications, Proceedings, and Reports:

1. Michel Tuan Pham and Siegfried Dewitte (forthcoming), "The Internationalization of Marketing Communications and Consumer research," *Journal of Business Research* (Special Issue Editorial).
2. Michel Tuan Pham (2011), "The Influence of Feelings and Emotions on Consumers' Judgments," in *Consumer Insights: Findings from Behavioral Research*, Joseph W. Alba, ed., Cambridge, MA: Marketing Science Institute, 69-70.
3. Michel Tuan Pham and Rongrong Zhou (2004), "Advanced in the Psychology of Investing," in *Advances in Consumer Research*, Vol. 31, Barbara Khan and Mary-Frances Luce (eds.), Provo, UT: Association for Consumer Research, 604-606.
4. Michel Tuan Pham and Jennifer L. Aaker (2002), "Consumers as Motivated Beings: The Influence of Self-Regulation on Judgment and Persuasion," in *Advances in Consumer Research*, Vol. 29, Susan M. Broniarczyk and Kent Nakamoto (eds.), Provo, UT: Association for Consumer Research, 308-311.
5. Michel Tuan Pham (2001), "The Instantiation, Shaping and Handling of Consumer Displeasure (and Pleasure)," in *Advances in Consumer Research*, Vol. 28, Mary C. Gilly and Joan Meyers-Levy (eds.), Provo, UT: Association for Consumer Research, 43.
6. Pham, Michel Tuan and Patti Williams (1999), "Teasing Processes Apart in Consumer Research: Novel Experimental Methodologies," in *Advances in Consumer Research*, Vol. 26, Eric Arnould and Linda Scott (eds.), Provo, UT: Association for Consumer Research, 372.
7. Pham, Michel Tuan (1997), "Really-Low Involvement Consumer Learning," in *Advances in Consumer Research*, Merrie Brucks and Deborah MacInnis (eds.), Provo, UT: Association for Consumer Research, 121-122.
8. Pham, Michel Tuan (1995), "Anticipations and Consumer Decision Making," in *Advances in Consumer Research*, Vol.22, eds. Mita Sujun and Frank Kardes, Provo, UT: Association for Consumer Research, 275-276.

9. Pham, Michel Tuan, G. David Hughes, and Joel B. Cohen (1993), "Validating A Dial-Turning Instrument for Real-Time Measurement of Affective and Evaluative Responses to Advertising," *Marketing Science Institute*, Report No 93-116.
10. Pham, M. Tuan (1992), "Effects of Involvement, Arousal, and Pleasure on the Recognition of Sponsorship Stimuli," in *Advances in Consumer Research*, Vol.19, eds. John F. Sherry and Brian Sternthal, Provo, UT: Association for Consumer Research, 85-93.
11. Pham, Michel T. (1991), "The Evaluation of Sponsorship Effectiveness: A Model and some Methodological Considerations," *Gestion 2000*, 7 (4), 47-66.
12. Pham, Michel Tuan and Luk Warlop (1990), "Assessing the Mediating Role of Affective States and Involvement on Responses to Sponsorship Stimuli", in Hans Mühlbacher and Christoph Jochum (Eds.), "*Advanced Research in Marketing: Proceedings of the 19th Annual Conference of the European Marketing Academy*", Innsbruck: EMAC.

PAPERS UNDER REVIEW/WORKING PAPERS

1. Michel Tuan Pham, Olivier Toubia, Ali Faraji-Rad, and Leonard Lee, "Affective Evaluations are more Ordinal."
2. Hannah Chang and Michel Tuan Pham, "Scope Insensitivity across Time Perspectives: Affect as a Decision Making System of the Present."
3. Pham, Michel Tuan and Rajagopal Raghunathan, "The Beyond-Valence Empathy Gap: On The Inability to Predict the Influence of Anxiety and Sadness on Judgments and Decisions."
4. Michel Tuan Pham, Maggie Geuens, and Patrick De Pelsmaker, "When Do Ad-Evoked Feelings Really Influence Brand Evaluations and Why? An Analysis of Consumer Responses to 1,100 TV Commercials."

RESEARCH IN PROGRESS

1. "The Uncompromising Heart: How the Reliance on Feelings Reduces Preference for Compromise Options." Three studies conducted. (With Jeffrey Parker.)
2. "Regulatory Focus and Risk-Attitude: Does Promotion (Prevention) Necessarily Mean Risk-Seeking (Aversion)?" Four studies conducted. (With Dan Goldstein and Rongrong Zhou.)
3. "Sunlight Increases Risk-Taking," Three studies conducted; fourth study underway. (With Nicholas Reinholtz and Leonard Lee)
4. "A Critical Review of Methods for the Study of Affect in Judgments and Decisions" Draft in progress. (With Tamar Avnet)

5. "Comparison Promotes Emotion Regulation." Three studies conducted. (With Charlene Chen)

CONFERENCE SESSIONS ORGANIZED & CHAIRED

1. "The Neglected Dimension of Affective States: New Findings on the Effects of Relaxation, Anxiety, and Arousal on Consumer Behavior," Special Session, Association for Consumer Research Conference, Jacksonville, October 2010.
2. "The Neglected Dimension of Affective States: New Findings on the Effects of Relaxation, Anxiety, and Arousal on Consumer Behavior," Special Session, Society for Consumer Psychology Conference, St Petersburg, February 2010.
3. "How Environmental Cues Impact Consumer Judgments," Special Session, Association for Consumer Research Conference, Pittsburg, October 2009. (Co-chaired with Leonard Lee)
4. "Advances In Regulatory Focus And Regulatory Fit Theory: Effects On Consumer Search, Satisfaction, And Self-Control," Special Session, Association for Consumer Research Conference, Memphis, October 2007. (Co-chaired with Remi Trudel)
5. "Consumer Behavior Goes to Wall Street: New Insights into the Psychology of Investing," Special Session, Society for Consumer Psychology Conference, San Francisco, February 2004.
6. "Advanced in the Psychology of Investing," Special Session, Association for Consumer Research Conference, Toronto, October 2003. (Co-chaired with Rongrong Zhou)
7. "Consumers as Motivated Beings: The Influence of Self-Regulation on Judgment and Persuasion," Special Session, Association for Consumer Research Conference, Austin, October 2001. (Co-chaired with Jennifer Aaker)
8. "The Instantiation, Shaping and Handling of Consumer Displeasure (and Pleasure)," Special Session, Association for Consumer Research Conference, Salt Lake City, October 2000.
9. "Shades of Pain: Consumer Responses to Anger, Sadness, Anxiety, and Fear," Special Session, Association for Consumer Research Conference, Columbus, October 1999. (Co-chaired with Laurette Dubé)
10. "Teasing Processes Apart: Novel Experimental Methods," Special session, Association for Consumer Research Conference, Montreal, October 1998. (Co-chaired with Patti Williams)
11. "Really-low Involvement Consumer Learning." Special session, Association for Consumer Research Conference, Tucson, October 1996.
12. "Consumers' Anticipation in Decision Making," Special session, Association for Consumer Research Conference, Boston, October 1994.

CONFERENCE PRESENTATIONS

1. "Relaxation Increases Monetary Valuations," Yale SOM Conference on Customer Insight, New Haven, May 2012. (Scheduled)
2. "On the Rationality (Irrationality) of Feelings," Society for Consumer Psychology Conference, Las Vegas, February 2012.
3. "How Does Research Become Programmatic: Top-down vs. Bottom-up," Society for Consumer Psychology Doctoral Consortium, Las Vegas, February 2012.
4. "Sunny Days, Risky Ways: Sunlight Increases Risk Taking," Association for Consumer Research Conference, St Louis, October 2011. (With Nicholas Reinholtz and Leonard Lee.)
5. "Relaxation and Monetary Valuations," La Londe Conference on Marketing Communication and Consumer Behavior, La Londe, France, June 2011. (With Iris Chung and Gerald Gorn)
6. "Relaxation Inflates Monetary Valuations," Society for Judgment and Decision Making Conference, Saint Louis, November 2010. (With Iris Chung and Gerald Gorn)
7. "The Evolving Definition of Rationality," Discussion Panel, Association for Consumer Research Conference, Jacksonville, October 2010.
8. "Relaxation Inflates Monetary Valuations," Association for Consumer Research Conference, Jacksonville, October 2010. (With Iris Chung and Gerald Gorn)
9. "Affective Evaluations are More Ordinal," Association for Consumer Research Conference, Jacksonville, October 2010. (With Olivier Toubia and Claire Lin)
10. "Product Involvement vs. Product Motives as Moderators of the Effects of Ad-evoked Feelings: An Analysis of Consumer Responses to 1,100 TV Commercials." Association for Consumer Research Conference, Jacksonville, October 2010. (With Maggie Geuens, and Patrick De Pelsmaker)
11. Hannah Chang and Michel Tuan Pham, "Scope Insensitivity across Time Perspectives: Affect as a Decision Making System of the Present." Association for Consumer Research Conference, Jacksonville, October 2010. (With Hannah Chang)
12. "Protecting Your Brand's Trademarks: The adidas vs. Payless Case," Columbia Branding Forum, September 2010.
13. "The Relaxed Consumer and the Emotional Oracle," Columbia-NYU-Wharton-Yale 4-Schools Conference, April 2010.
14. "Using Self-Awareness Cues to Shape Customer Satisfaction." Society for Consumer Psychology Conference, St Petersburg, February 2010. (With Caroline Goukens, Jennifer Ames Stuart, and Donald R. Lehmann)

15. "The Emotional Oracle: Predicting Crowd Behavior with Feelings," Society for Consumer Psychology Conference, St Petersburg, February 2010. (With Leonard Lee and Andrew T. Stephen)
16. "Relaxation Inflates Monetary Valuations." Society for Consumer Psychology Conference, St Petersburg, February 2010. (With Iris Chung and Gerald Gorn)
17. "Theoretical Directions for Affect and Emotion Research," David Schuman Doctoral Symposium, Society for Consumer Psychology Conference, St Petersburg, February 2010.
18. "The Emotional Oracle: Predicting Crowd Behavior with Feelings," Society for Judgment and Decision Making Conference, Boston, November 2009. (With Leonard Lee and Andrew T. Stephen)
19. "Differential Reliance on Feelings in the Present vs. the Future (or Past): Affect as a Decision Making System of the Present," Association for Consumer Research Conference, Pittsburg, October 2009. (With Hannah Chang)
20. "The Uncompromising Heart: How the Reliance on Feelings Reduces Preference for Compromise Options. Association for Consumer Research Conference, Pittsburg, October 2009. (With Jeffrey Parker.)
21. "Positive Effects of Negative Emotions and Emotional Rationality—Discussant Comments," Association for Consumer Research Conference, Pittsburg, October 2009.
22. "Using Self-Awareness Cues to Shape Customer Satisfaction." Association for Consumer Research Conference, Pittsburg, October 2009. (With Caroline Goukens, Jennifer Ames Stuart, and Donald R. Lehmann)
23. "The Emotional Oracle: Predicting Crowd Behavior with Feelings," Association for Consumer Research Conference, Pittsburg, October 2009. (With Leonard Lee and Andrew T. Stephen)
24. "Affect and Consumer Happiness," Doctoral Symposium, Association for Consumer Research Conference, Pittsburg, October 2009.
25. "Differential Reliance on Feelings in the Present vs. the Future (or Past): Affect as a Decision Making System of the Present," International Conference in Marketing Communications and Consumer Behavior, La Londe, France, June 2009. (With Hannah Chang) (Received the Conference's Best Paper Award.)
26. "Using Self-Awareness to Shape Customer Satisfaction." La Londe Conference in Marketing Communications and Consumer Behavior, La Londe, France, June 2009. (With Caroline Goukens, Jennifer Ames Stuart, and Donald R. Lehmann)
27. "On the Inability to Predict the Directional Influence of Distinct Emotional States." Society for Consumer Psychology Conference, San Diego, February 2009. (With Rajagopal Raghunathan)

28. "Affect is an Ordinal System of Judgment," Society for Judgment and Decision Making Conference, Chicago, November 2008. (With Olivier Toubia and Claire Lin)
29. "To Trust or Not to Trust One's Feelings in Judgment and Decision Making," Northwestern Conference on Metacognition, September 2008.
30. "Affect as a Decision Making System of the Present," Society for Consumer Psychology Conference, New Orleans, February 2008. (With Hannah Chang)
31. "To Trust or Not to Trust One's Feelings in the Ultimatum Game," Society for Judgment and Decision Making Conference, Long Beach, October 2007. (With Andrew Stephen)
32. "Affect as a Decision Making System of the Present," Society for Judgment and Decision Making Conference, Long Beach, October 2007. (With Hannah Chang)
33. "Metacognitive and Nonmetacognitive Reliance on Affect as Information in Judgment." Association for Consumer Research Conference, Memphis, October 2007. (With Tamar Avnet)
34. "Motivation Research in Consumer Behavior: Discussant Comments," Association for Consumer Research Conference, Memphis, October 2007.
35. "Effects of Regulatory Focus and Regulatory Fit on Consumer Search and Consideration Set Formation," Association for Consumer Research Conference, Memphis, October 2007. (With Hannah Chang)
36. "To Trust or Not to Trust One's Feelings in the Ultimatum Game," Association for Consumer Research Conference, Memphis, October 2007. (With Andrew Stephen)
37. "Effects of Regulatory Focus on Consumer Search and Consideration Set Formation," Society for Consumer Psychology Conference, Las Vegas, February 2007. (With Hannah Chang.)
38. "Affect and Motivation in Consumer Research" Association for Consumer Research Doctoral Symposium, Orlando, September 2006.
39. "The Science of Psychological Marketing," CEIBS Business Forum, Beijing, July 2006.
40. "Affect as Information in Consumer Decision Making?," MSI Young Scholar Reunion Conference, Santa Fe, NM, May 2006.
41. "The Logic of Feelings in Consumer Judgment and Decision Making" Association for Consumer Research Doctoral Symposium, San Antonio, September-October 2005.
42. "Promotion and Prevention in Consumer Decision Making: A Propositional Inventory" Association for Consumer Research Conference, San Antonio, September-October 2005. (With E. Tory Higgins.)
43. "The Consumption Regulation of Discrete Emotions." Discussant comments. Association for Consumer Research Conference, San Antonio, September-October 2005.

44. "Should I Trust My Feelings or Not? The Meta-Cognition of Affect-as-Information in Judgment," Association for Consumer Research Conference, Portland, October 2004. (With Tamar Avnet.)
45. "Promotion and Prevention across Mental Accounts: When Financial Products Dictate Consumers' Investment Goals," Society for Consumer Psychology Conference, San Francisco, February 2004. (With Rongrong Zhou)
46. "Ideals and Oughts and the Use of Feelings in Judgment," Association for Consumer Research Conference, Toronto, October 2003. (With Tamar Avnet)
47. "Promotion and Prevention across Mental Accounts: When Financial Products Dictate Consumers' Investment Goals," Association for Consumer Research Conference, Toronto, October 2003. (With Rongrong Zhou)
48. "Affect and Motivation in Consumer Research," Plenary Session, Doctoral Symposium of the Association for Consumer Research, Toronto, October 2003.
49. "Mixed Emotions and Juxtaposed Representations," Discussant Comments, Association for Consumer Research Conference, Atlanta, October 2002.
50. "On the Functional Independence of Feeling and Thinking," Association for Consumer Research Conference, Atlanta, October 2002. (With Rajagopal Raghunathan and Tamar Avnet)
51. "Opportunities for Impactful Consumer Research," 2002 Sheth-AMA Doctoral Consortium, Atlanta, June 2002.
52. "Implicit Self-Regulation and the Mechanics of Persuasion," Association for Consumer Research Conference, Austin, October 2001. (With Tamar Avnet)
53. "Motivational Influences of Negative Affect on Consumer Decision Making," European Association for Consumer Research Conference, Berlin, June 2001. (With Rajagopal Raghunathan and Kim P. Corfman)
54. "Emotional Rationality," Columbia/NYU/Wharton/Yale Colloquium, May 2001.
55. "How Do Vivid Imagers Process Vivid Information in Decision Making?," Society for Consumer Psychology Winter Conference, Scottsdale, February 2001. (With Tom Meyvis and Rongrong Zhou)
56. "How Do Vivid Imagers Process Vivid Information in Decision Making?," (First) MSI Young Scholar Conference, Park Slope, UT, January 2001.
57. "On the Primacy of Affect Monitoring in Judgment and Decision Making." Association for Consumer Research Conference, Salt Lake City, October 2000. (With Joel B. Cohen and John W. Pracejus)
58. "Contextually Shaping Consumer Happiness." Association for Consumer Research Conference, Salt Lake City, October 2000. (With Jennifer Ames)

59. "Efficient Designs for Process Inferences," 2000 AMA Doctoral Consortium, London, Canada, August 2000.
60. "Hidden Influencers: What Sponsor Recall Really Means," IEG Event Marketing Conference, Chicago, March 2000. (Featured speaker)
61. "All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness in Decision Making," Association for Consumer Research Conference, Columbus, October 1999. (With Rajagopal Raghunathan)
62. "Feelings and Consumer Decision Making," Ferber Award Session, Association for Consumer Research Conference, Columbus, October 1999.
63. "All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness in Decision Making," Marketing Science Conference, Syracuse, May 1999. (With Rajagopal Raghunathan)
64. "Disentangling Processes of Sponsor Identification: A Process Decomposition Approach," Association for Consumer Research Conference, Montreal, October 1998. (With Gita V. Johar)
65. "Attitude Reconstruction and Contingent Resistance," Association for Consumer Research Conference, Denver, October 1997. (With A.V. Muthukrishnan and Amitabh Mungale)
66. "When Cued Retrieval Fails: The Interplay Between Accessibility and Diagnosticity in Source Identification," Association for Consumer Research Conference, Denver, October 1997. (With Gita V. Johar)
67. "Subtle Communication Effects of Incidental and Uninvolving Exposure to Advertising Fragments," Association for Consumer Research Conference, Tucson, October 1996.
68. "Seeing How it Feels: Affect as Information in Decision about Future Consumption Episodes," Association for Consumer Research Conference, Boston, October 1994.
69. "Revisiting the Effects of Reduced Cognitive Capacity: Selection and Representation Effects of Arousal in Persuasion." Special session on "New Research on Limited Cognitive Capacity," Annual Conference of the Association for Consumer Research, Boston, October 1994.
70. "Testing A Dynamic Model of Affective Responses to Advertising." Special session on "New Research in Processing Tracing of Responses to Dynamic Stimuli," Annual Conference of the Association for Consumer Research, Nashville, October 1993. (With Joel B. Cohen and G. David Hughes)
71. "Using a Dial-Turning Instrument for Measuring Affective and Evaluative Responses to Communications." Conference on "New Methods in Consumer Research," Marketing Science Institute, Boston, September 1993. (With G. David Hughes)

72. "Effects of Involvement, Arousal, and Pleasure on the Recognition of Sponsorship Stimuli." Annual Conference of the Association for Consumer Research, Chicago, October 1991.
73. "Methodological Considerations for the Evaluation of Sponsorship Effectiveness." Stichting Marketing Seminar on "Sponsoring: Investissement ou Gaspillage?," Brussels, September 1990.
74. "The Mediating Effects of Involvement and Arousal on the Recognition of Sponsorship Stimuli." 19th Annual Conference of the European Marketing Academy, Innsbruck, May 1990.
75. "Affective Reactions to Consumption Situations: An Investigation into Sex Differences," Workshop on "Consumer Behavior: Extending the Cognitive Structure Perspective," European Institute for Advanced Studies in Management, Brussels, November 1989. (With Christian Derbaix)
76. "Sponsoring et Communication: Etat de la Question et Perspectives de Recherche à venir." IREP Seminar on "La Recherche en Communication: Acquis et Perspectives," Paris, October 1988.

INVITED COLLOQUIA (Selected)

- University of Missouri, March 2012 (Distinguished Speaker Series) (Scheduled)
- Essec Business School, France, December 2011 (Marketing Camp)
- Skema Business School, France, May 2011 (Marketing Camp)
- Columbia University, Psychology, September 2010
- University of Illinois, September 2010 (Distinguished Speaker Series)
- London Business School, July 2010 (Marketing Camp)
- New York University, May 2010 (Marketing Camp)
- Yale University, April 2010.
- Katholieke Universiteit Leuven, December 2009 (Marketing Camp)
- University of Paris I-Sorbone, IAE, May 2009
- University of California at Berkeley, January 2009
- Duke University, December 2008
- Wharton, University of Pennsylvania, April 2007
- Northwestern University, February, 2007
- University of Chicago, October 2005
- National University of Singapore, March 2005
- University of Maryland, April 2004
- Rutgers-Camden, April 2004
- University of Michigan, February 2004
- University of Houston, January 2004
- Vanderbilt University, January 2004
- University of Ghent, Belgium, June 2003
- University of Kansas, October 2002 (Distinguished Speaker Series)
- University of Texas, Austin, April 2002 (Marketing Camp)

- Tilburg University, The Netherlands, December 2001 (Marketing Camp)
- INSEAD, November 2001
- London Business School, November 2001
- University of Chicago, April 2001
- University of California at Los Angeles, April 2000
- Ohio State University, September 1999 (Marketing Camp)
- Duke University, December 1998
- University of California at Berkeley, December 1998
- McGill University, November 1998
- Concordia University, November 1998
- University of Mainz, Germany, April 1998
- INSEAD, March 1998
- Stanford University, February 1998
- China-Europe International Business School, August 1997
- University of Connecticut, October 1996
- Hong Kong University of Science and Technology, August 1996
- MIT, November 1995
- Katholieke Universiteit Leuven, November 1995
- Cornell University, March 1995
- University of Laval, Canada, November 1993
- University of Toronto, Canada, November 1993
- INSEAD, October 1993
- HEC, France, October 1993
- Université Catholique de Louvain, October 1993
- University of Chicago, October 1993
- University of British Columbia, Canada, October 1993

RESEARCH INTERESTS

- Consumer and managerial decision-making (especially influence of feelings)
- Branding and trademark psychology (especially issues of source identification and confusion)
- Marketing communications (especially under low involvement and sponsorship)
- Behavioral research methodology (especially experimental methods)

TEACHING INTERESTS

MBA and EMBA: Marketing Strategy, Marketing Management, Strategic Consumer Insight, Branding

Executive Education: Marketing Strategy, Marketing Management, Branding, Decision Making, Customer Insights

PhD: Consumer Psychology, Judgment and Decision Making, Experimental Design and Analysis.

GRANTS

Center for Research on the Marketing of Financial Service Grant (2000, 2001, 2006)
Yoshida Hideo Memorial Foundation Grant (1999)

Ph.D. STUDENT MENTORING

Primary advisor or co-advisor to following researchers (initial placement in parenthesis):

- Rajagopal Raghunathan (U. of Texas-Austin), defended at NYU (2000), Co-Chair
- Rongrong Zhou (HKUST), defended at Columbia University (2001), Chair
- Jennifer Ames Stuart (Novartis), defended at Columbia University (2003), Co-Chair
- Tamar Avnet (U. of Toronto), defended at Columbia University (2004), Chair
- Hannah Chang (Singapore Mgt. Univ.), defended at Columbia University (2008), Chair
- Charlene Chen, Columbia University (PhD in progress), Primary advisor

Other doctoral student involvement:

- Catherine Yeung, HKUST (2003), External Examiner
- Joseph F. Cesario, Columbia University (Psychology) (2006), Defense Committee
- Tineke Faseur, University of Ghent, Belgium (2008), External Examiner
- Andrew Stephens, Columbia University (2009), Behavioral Advisor
- Raphaelle Butori, University Paris Dauphine (2009), Visiting Scholar Sponsor
- Ali Faraji-Rad, BI Norwegian Business School (PhD in progress), Visiting Scholar Sponsor
- Aylin Aydinli, London Business School (PhD in progress), Visiting Scholar Sponsor

PROFESSIONAL ACTIVITIES/SERVICES

Area Editor *Journal of Consumer Psychology*, Research Dialogue Section
(2012-present)

Editorial Boards: *Journal of Consumer Research* (2001-2008)
Journal of Marketing Research (2003-present) (Guest Editor, 08/2008)
Journal of Consumer Psychology (2001-present)
Recherche et Applications en Marketing (1998-present)
International Journal of Research in Marketing (2007-2009)

Special Issue
Guest Editor: *Journal of Business Research* (2011)

Ad Hoc Reviewer: *Journal of Marketing Research* (1993-2003)
Journal of Consumer Research (1995-2000, 2008-present)
Journal of Consumer Psychology (1992-2001)
Journal of Marketing
Marketing Science
Journal of Personality and Social Psychology
Marketing Letters

International Journal of Research in Marketing
Journal of Advertising
Journal of Business Research
Journal of Behavioral Decision Making
Review of General Psychology
Journal of Applied Social Psychology
Psychology and Marketing
Cognition and Emotion
Social Cognition
Psychological Reports
Asia Pacific Management Journal
AMA Best Dissertation Award
ACR Conference
AMA Summer Educators' Conference
SCP Conference
MSI Doctoral Dissertation Proposal Competition
National Science Foundation
Research Grant Council, Hong Kong

Member: Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making

External Services

- Selection Committee of the Advertising Education Foundation Visiting Professor Program (1996, 1998, 2002)
- Education Committee of the Advertising Education Foundation (1999-2003)
- Interactive Committee of the Advertising Education Foundation (1999-2003)
- Program Committee, ACR 2000 Conference
- Chair of the *Journal of Consumer Psychology* Best Young Contributor Award Committee (2005)
- Program Committee, ACR 2005 Conference
- Program Committee, ACR 2007 Conference
- Scientific Affair Committee, *Recherche et Applications en Marketing* (2009-present)
- *Journal of Consumer Psychology* Best Young Contributor Award Committee (2010)
- Conference Co-Chair, La Londe Conference on Marketing Communication and Consumer Behavior, 2011.

- Associate Editor 2011 ACR Conference
- Chair of the 2011 ACR Early Career Award Committee
- Program Committee, ACR 2012 Conference
- Frequent Promotion and Tenure letter writer for many universities

Services to the Business School and University

- Marketing Faculty Search Committee, Graduate School of Business, Columbia University (1996, 1998, 2011)
- Executive MBA Strategy Committee, Graduate School of Business, Columbia University (1998, 1999)
- Co-Coordinator Ph.D. program in marketing, Graduate School of Business, Columbia University (1998-2000)
- Co-Coordinator visiting scholar program in marketing, Graduate School of Business, Columbia University (2002-2006)
- Marketing Ph.D. program committee, Graduate School of Business, Columbia University (2002-2006)
- Communication Committee, Graduate School of Business, Columbia University (2002-2004)
- Social Intelligence Committee, Graduate School of Business, Columbia University (2006)
- University Institutional Review Board, Columbia University, (2005-2007)
- Chair of the Faculty Search Committee, Graduate School of Business, Columbia University (2008)
- Behavioral Lab Committee, Graduate School of Business, Columbia University (2009-2011)
- CaseWorks Faculty Advisory Committee, Graduate School of Business, Columbia University (2009-present)
- Cross-Disciplinary Area in Negotiation and Decision Making Faculty Search Committee, Graduate School of Business, Columbia University (2010)
- Director of the Columbia Business School Behavioral Lab, Columbia University (2011)

Other Outside Activities

(Reported in compliance with Columbia Business School policies on conflict of interest)

Consulting/Training/Expert Witness Engagements (2007-present)

- adidas (resulted in Columbia CaseWorks Case #090520)
- New York Police Department
- TPI Holdings
- Hanes Brand, Inc.
- Sherwood Outdoors, Inc.
- Brighton Collectibles
- American Eagle Outfitters
- The Walt Disney Company
- The Coca-Cola Company
- Gucci America
- Federal Home Loan Bank of New York
- Bayer Healthcare
- Nike

Board Membership

- Board of Directors of the *Advertising Education Foundation* (1998-2003)
- Board of Directors of the *Society for Consumer Psychology* (2011-present)
- Academic Advisory Board of the Lee Kong Chian School of Business, Singapore Management University (2012)

PERSONAL

Fluent in English and French; functional knowledge of Vietnamese and Spanish.

Married, two children

Belgian citizen

Permanent U.S.A. resident