

## **VALERIE S. FOLKES**

Marketing Department  
Marshall School of Business  
University of Southern California  
Los Angeles, CA 90089-1421  
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folkes@marshall.usc.edu

### **Education**

- 1982-1983      Postdoctorate in Marketing at the Graduate School of Management, University of California, Los Angeles.
- 1972-1978      Ph.D. from the University of California, Los Angeles  
Major Area: Social Psychology
- 1966-1970      B.A. with Honors from the University of Texas at Austin (Phi Beta Kappa)  
Major Area: Psychology  
Minor Area: Advertising

### **Academic Appointments in Business Schools**

- 1986-Present      USC Associates Chair in Business Administration, Marshall School of Business, University of Southern California (promoted from Assistant and from Associate to Full Professor). Vice Dean of Academic Programs (2006-7). Vice Dean of Undergraduate Education (2006). Chair of the Marketing Department (1999-2005).
- 1984-1986      Associate Professor, California State University at Fullerton
- 1982-1984      Visiting Assistant Professor, University of California, Los Angeles (Graduate School of Management 1982-1984)

### **Other Employment**

- 1978-1982      Academic appointments in Psychology: University of California, Los Angeles, Department of Psychology 1981-1982; the George Washington University Department of Psychology 1980-1981; the University of Sussex, England Department of Social Psychology 1978-1980
- 1970- 1972      Senior Market Research Analyst for the Automobile Club of Southern California 1971-1972; Marketing Research Analyst for Los Angeles Times 1970-1971

**Refereed Journal Articles (\* indicates research begun while my co-author was a student)**

Reimer, Anja, and Valerie Folkes, (2008), "The Influence of Information Valence and Managerial Control on Consumers' Inferences Across Service Providers." *Marketing-Journal of Research & Management*, in press.

Johnson, Allison\*, and Valerie Folkes (2007), "How Consumers' Assessments of the Difficulty of Manufacturing a Product Influence Quality Perceptions of the Firm's Other Products." *Journal of the Academy of Marketing Science*, 35 (3), 317-328.

Matta, Shashi\*, and Valerie Folkes (2005), "Inferences about Firms from Counter-Stereotypical Service Providers." *Journal of Consumer Research*, 32 (September), 196-206. Winner of the Best Article on Services Award for 2005 from the American Marketing Association Services SIG.

Folkes, Valerie, and Shashi Matta\* (2004), "The Effect of Package Shape on Consumers' Judgments of Product Volume." *Journal of Consumer Research*, 31 (September), 390-401.

Kamins, Michael, Xavier Dreze, and Valerie Folkes (2004), "Effects of Seller-Supplied Prices on Buyers' Product Evaluations: Reference Prices in an Internet Auction Context." *Journal of Consumer Research*, 30 (March), 622-628.

Folkes, Valerie S., and Vanessa Patrick\* (2003), "Positivity Effects for Services: Seen One, Seen Them All?" *Journal of Consumer Research*, 30 (June), 125-137.

Folkes, Valerie S., and Yun-Oh Whang\* (2003), "Account-Giving for a Corporate Transgression Influences Moral Judgment: When Those Who 'Spin' Condone Harm-Doing," *Journal of Applied Psychology*, 88 (1), 79-86.

Folkes, Valerie S., and Michael Kamins (1999), "Effects of Information about Firms' Ethical and Unethical Actions on Consumers," *Journal of Consumer Psychology*, 8 (3) 243-259.

Lassar, Walfried\*, Valerie S. Folkes, Carolyn Costley and Druv Grewal (1998), "Consumers' Affective Reactions to Product Problems When the Timing of Warranty Expiration Varies," *Journal of Business Research*, 42, 265-70.

Kamins, Michael A., Valerie S. Folkes and Lars Perner\* (1997), "Consumer Responses to Rumors: Good News, Bad News," *Journal of Consumer Psychology*, 6 (2), 165-187.

Folkes, Valerie S., and Rita Wheat (1995), "Consumers' Price Perceptions of Promoted Products," *Journal of Retailing*, 71 (3), 317-328.

Folkes, Valerie S., Ingrid Martin\* and Kamal Gupta\* (1993), "When to Say When: Effects of Supply on Usage," *Journal of Consumer Research*, 20 (December), 467-477.

- Curren, Mary T., Valerie S. Folkes, and Joel H. Steckel (1992), "Explanations for Successful and Unsuccessful Marketing Decisions: The Decision Maker's Perspective," *Journal of Marketing*, 56 (April), 18-31.
- Folkes, Valerie S. (1988), "Perceived Risk and the Availability Heuristic," *Journal of Consumer Research*, 15 (June), 13-23.
- Folkes, Valerie S. (1988), "Recent Attribution Research in Consumer Behavior: A Review and New Directions," *Journal of Consumer Research*, 14 (March), 548-565. Reprinted in *Perspectives in Consumer Behavior* (1991), 4th edition, eds. Harold H. Kassirjian and Thomas S. Robertson.
- Curren, Mary T.\*, and Valerie S. Folkes (1987), "Attributional Influences on Consumers' Desires to Communicate About Products," *Psychology and Marketing*, 4, 31-45.
- Folkes, Valerie S., Susan Koletsky\*, and John Graham (1987), "A Field Study of Causal Inferences and Consumer Reaction: The View from the Airport," *Journal of Consumer Research*, 13 (March), 534-539.
- Goodchilds, Jacqueline D., and Valerie S. Folkes (1987), "On the Submission and Processing of Division 8 Program Presentations for the APA Convention," *Personality and Social Psychology Bulletin*, 13 (December), 490-496.
- Weiner, Bernard, James Amirkhan, Valerie Folkes, and Julie Verette\* (1987), "An Attributional Analysis of Excuse Giving: Studies of a Naive Theory of Emotion," *Journal of Personality and Social Psychology*, 52 (2), 316-324.
- Folkes, Valerie S., and Barbara Kotsos\* (1986), "Buyers' and Sellers' Explanations for Product Failure: Who Done It," *Journal of Marketing*, 50 (April), 74-80.
- Folkes, Valerie S. (1985), "Mindlessness or Mindfulness: A Partial Replication and Extension of Langer, Blank and Chanowitz," *Journal of Personality and Social Psychology*, 48 (3), 600-604.
- Folkes, Valerie S. (1984), "Consumer Reaction to Product Failure: An Attributional Approach," *Journal of Consumer Research*, 10 (March), 398-409.
- Folkes, Valerie S., and Ruth-Ellen Marcoux\* (1984), "Beauty and the Attributions of the Beholder," *Journal of Experimental Social Psychology*, 20 (November), 514-530.
- Folkes, Valerie S. (1982), "Communicating the Reasons for Social Rejection," *Journal of Experimental Social Psychology*, 18 (May), 235-252.

Folkes, Valerie S. (1982), "Forming Relationships and the Matching Hypothesis," *Personality and Social Psychology Bulletin*, 8, 631-636.

Folkes, Valerie S., and Diane Morganstern\* (1981), "Account-Giving and Social Perception," *Personality and Social Psychology Bulletin*, 7, 451-458.

Folkes, Valerie S., and David O. Sears (1977), "Does Everybody Like a Liker?" *Journal of Experimental Social Psychology*, 13 (November), 505-519.

Folkes, Valerie S., and Bernard Weiner (1977), "Motivational Determinants of Coalition Formation," *Journal of Experimental Social Psychology*, 13 (November), 536-542.

Meyer, Wulf-U., Valerie S. Folkes, and Bernard Weiner (1976), "The Perceived Information Value and Affective Consequences of Choice Behavior and Intermediate Difficulty Task Selection," *Journal of Research in Personality*, 10, 410-423.

Wicklund, Robert, Valerie Slattum (Folkes), and Ellen Solomon\* (1970), "Effect of Implied Pressure Toward Commitment on Ratings of Choice," *Journal of Experimental Social Psychology*, 6, 449-457.

### **Other Refereed Publications**

Patrick, Vanessa\*, and Valerie Folkes (2002), "Whodunnit? Accessibility of Blameworthiness in the Firestone Tire Recall," *Enhancing Knowledge Development in Marketing*, eds. William J. Kehoe and John Lindgren, Jr., 13, 8-13.

Folkes, Valerie, and Vanessa Patrick\* (2001), "Consumers' Perceptions of Blame in the Firestone Tire Recall," *Marketing and Public Policy*, eds. Ronald P. Hill and Charles R. Taylor. 11, 26-33.

Martin, Ingrid\*, and Valerie Folkes (2001), "Product Instructions as a Means of Fulfilling Consumer Usage Goals," *European Advances in Consumer Research*, eds. Andrea Goppel-Klein and Franz-Rudolf Esch, 215-220.

Folkes, Valerie S., and Walfried Lassar\* (1996), "Counterfactuals and Affective Responses to Product Breakdowns," in *Developments in Marketing Science*, eds. Elizabeth J. Wilson and Joseph F. Hair, Jr., Coral Gables, FL: Academy of Marketing Science, 110-114.

Folkes, Valerie S. (1987), "The Role of Attributions in Consumer Decision-Making," *Proceedings of the Division of Consumer Psychology*, 96-99.

Folkes, Valerie S. (1984), "An Attributional Approach to Postpurchase Conflict Between Buyers and Sellers," *Advances in Consumer Research*, 11, 500-503.

## **Book**

Graham, Sandra, and Valerie S. Folkes (1990), *Attribution Theory: Applications to Achievement, Mental Health, and Interpersonal Conflict*, eds., New Jersey: Erlbaum. (Reviewed in *Contemporary Psychology* and *Contemporary Sociology*.)

## **Book Chapters**

Folkes, Valerie, and Shashi Matta (2007), "How Much To Use? An Action-Goal Framework of the Factors Influencing Consumption Quantity," *Review of Marketing Research*, ed. Naresh Malhotra, Vol. 4, Armonk, NY: M.E. Sharpe, 33-62.

Stewart, David, Valerie Folkes and Ingrid Martin (2001), "Consumer Response to Warnings and Other Types of Product Hazard Information: Future Public Policy and Research Directions," in *Handbook of Marketing and Society*, eds. Paul N. Bloom and Gregory T. Gundlach, Newbury Park, CA: Sage, 335-371.

Folkes, Valerie S. (1994), "How Consumers Form Expectancies About Service Quality" in *Frontiers in Service Quality*, eds. Richard Oliver and Russell Winer, Newbury Park, CA: Sage, 108-122.

Folkes, Valerie S. and Tina Kiesler (1991), "Social Cognition: Consumers' Inferences about the Self and Others," in *Handbook of Consumer Behavior*, eds. Thomas S. Robertson and Harold H. Kassarian, New Jersey: Prentice-Hall.

Folkes, Valerie S. (1990), "Conflict in the Marketplace: Explaining Why Products Fail," in *Attribution Theory: Applications to Achievement, Mental Health, and Interpersonal Conflict*, eds. Sandra Graham and Valerie S. Folkes, New Jersey: Erlbaum, 143-160.

Folkes, Valerie S. (1987), "The Role of Causal Inferences in Postpurchase Processes," in *Research in Consumer Behavior*, eds. Jagdish N. Sheth and Elizabeth Hirschman, Vol. 2, Greenwich, Conn: JAI Press, 137-160.

## **Invited Articles**

Folkes, Valerie (2004), "More Than Meets the Eye," *University of Southern California Marshall Magazine*, Winter, 30-32.

Folkes, Valerie S. (2002), "Consumer Behavior Is Different," (Presidential Address), in *Advances in Consumer Research*, eds. Susan Broniarczyk and Kent Nakamoto, 1-4. Reprinted in *Consumer Behavior: Implications for Marketing Strategies*, G.R. Krishna (ed.), ICFAI University Press, 2004.

Folkes, Valerie S. (2001), "ACR from the 20<sup>th</sup> to the 21<sup>st</sup> Century: What the Numbers Tell Us," (President's Column), *Newsletter of the Association for Consumer Research*, Spring, 2-4.

Folkes, Valerie S. (2001), "Honoring and Recognizing Outstanding Consumer Research," (President's Column), *Newsletter of the Association for Consumer Research*, Summer, 1-2.

Folkes, Valerie S. (2001), "Seeking Knowledge in Our Favorite Spots," (President's Column), *Newsletter of the Association for Consumer Research*, Fall, 1-3.

Folkes, Valerie S. (1993), "Attributions for Being a Junkie," *Contemporary Psychology*, 38 (5), 488.

### **Manuscripts Submitted for Review or Under Revision**

Kamins, Michael, Valerie Folkes and Alexander Fedorikhin, "When Being Free Comes at a Price: The Case of Product Bundling with Promotional Giveaways." Submitted (third round) to the *Journal of Marketing Research*.

### **Works in Progress**

"Immoral by Association: Consumers' Judgments of Company Morality Based on an Employee's Action." With Allison Johnson.

"Witnessing Incivility Angers Customers: How an Uncivil Employee Poisons Customers and Companies." With Chris Porath and Deborah MacInnis.

"Consumers' Perceptions of Atypical Service Providers: What's In a Label?" With Shashi Matta.

"Influence of Gender Diversity in Services on Consumers' Evaluations: Known by the Company They Keep." With Shashi Matta.

"Are Snipers Shooting Themselves in the Foot? A Study of Internet Auctions." Kamins, Michael, Atanu Sinha, Xavier Dreze, and Valerie Folkes.

"When Women Lead, Do Consumers' Perceptions of her Firm Follow?" With Shashi Matta and Andy Wong.

"Stereotypes about Those Who are Expert about Products." With Andrea Hollingshead and Andrew Wong.

## **Conference and Invited Presentations**

Paper presented on “Behavioral Research on Services,” at the AMA SERVSIG Doctoral Consortium (2007).

Panelist on “Strategies for Advancing Understanding of Consumer Behavior,” at the Association for Consumer Research Conference (2007).

Paper presented on “Consumers’ Perceptions of Offshored Service Providers: Cross-over or Cross-out?” at the Frontiers in Service Conference (2007). With Shashi Matta.

Paper presented on “Psychological Connections between Consumers and Employees,” at the AMA Sheth Foundation Doctoral Consortium (2007).

Paper presented on “Consumers’ Perceptions of Firms Employing Counterstereotypical Service Providers: Making a Case for a Gender Diverse Work Force,” at the AMA Winter Marketing Educators Conference (2007). With Shashi Matta.

Paper presented on “Do Service Employee Labels Communicate Value? Marketing Implications of Innovative Employment Practices in Service Firms,” at the AMA Winter Marketing Educators Conference (2007). With Shashi Matta.

Panelist on “Fisher IMS/ServSIG Dissertation Proposal Awards” at the AMA Winter Marketing Educators Conference (2007).

Paper presented on “When Women Lead, Do Consumers’ Perceptions of her Firm Follow?” at the Association for Consumer Research Conference (2006). With Shashi Matta.

Paper presented on “Guilty and Ashamed of Having a Relationship: Consumer-Company Identification and Reactions to an Immoral Action,” at the Society for Consumer Psychology Winter Conference (2006). With Allison Johnson.

Paper presented on “Perceptions of Firms Employing Counterstereotypical Service Providers: Advantages and Disadvantages of a Gender Diverse Work Force,” at the Marketing and Public Policy Conference (2006). With Shashi Matta.

Paper presented on “Consumers’ Inferences about Service Quality Across Types of Services,” at the Frontiers in Services Conference (2005). With Anja Reimer.

Plenary Panelist on “Building Service Relationships through the Science of Social Influence” at the Frontiers in Services Conference (2005).

Paper presented on “Behavioral Research: Consequences of Heterogeneity Across Service Providers,” at the AMA SERVSIG Doctoral Consortium (2005).

Paper presented on “Counter-Stereotypical Service Providers Influence Consumers’ Evaluations of Services,” at the Frontiers in Services Conference (2004). With Shashi Matta.

Speech delivered on “When Women are from Mars and Men are From Venus: Consumers’ Perceptions of Counter-Stereotypical Employees,” for USC’s Gender and Sexuality Week (2004). With Shashi Matta and George Eapen.

Paper presented on “Building Loyalty to the Firm from Information about the Individual Service Provider: How Exceptional Employees Help the Firm,” at the AMA Winter Educators’ Meeting (2004). With Shashi Matta and George Eapen.

Paper presented on “The Effect of Package Shape on Consumers’ Judgments of Product Volume: Consequences of Getting an Eyeful,” at the USC/UCLA/UCI Annual Colloquium (2003). With Shashi Matta.

Discussant for special session on “Postpurchase, Intertemporal Consumption Behavior,” at the Association for Consumer Research Conference (2002).

Paper presented on “Hoping There’s Nothing to Fear: A Matter of Framing,” at the Association for Consumer Research Conference (2002). With Gustavo E. deMello and Deborah MacInnis.

Paper presented on “Decision Bias from Anticipating Product Failure: Double Jeopardy, Double Protection, or In-Between,” at the Association for Consumer Research Conference (2002). With Yun-Oh Whang and C.W. Park.

Paper presented on “The Unintended Impact of Product Disclosures on Compliance with Instructions,” at the AMA Marketing and Public Policy Conference (2002). With Ingrid Martin. Recipient of the Best Paper Award.

Paper presented on “Attributing Blame in the Firestone Tire Recall,” at the AMA Summer Marketing Educators’ Conference. (2002). With Vanessa Patrick.

Presidential Address on “Consumer Behavior is Different,” at the Association for Consumer Research Conference (2001).

Paper presented on “Approaching What We Hope and Avoiding What We Fear: The Role of Possible Selves in Consumer Behavior,” at the Association for Consumer Research Conference (2001). With Vanessa Patrick and Deborah MacInnis.

Paper presented on “Product Instructions as a Means of Fulfilling Consumer Usage Goals,” at the European Association of Consumer Research Conference (2001). With Ingrid Martin.

Paper presented on “Consumers’ Perceptions of Blame in the Firestone Tire Recall,” at the AMA Marketing and Public Policy Conference (2001). With Vanessa Patrick.



Paper presented on "Affect and Satisfaction; Insights into Social Comparisons of Possessions Among Consumers," at the Association for Consumer Research Conference (1999). With David Ackerman and Deborah MacInnis.

Chair of session on "Customer Relationship and Services Marketing" at the American Marketing Association-Sheth Foundation Doctoral Consortium (1999).

Paper presented on "Consumer Response to Warnings and Other Types of Product Hazard Information: Future Research Directions and Public Policy Implications," at the Marketing and Public Policy Conference (1999). With David Stewart and Ingrid Martin.

Paper presented on "The Impact of Goals and Knowledge on Compliance with Product Instructions," at the Society for Consumer Psychology Winter Conference (1998). With Ingrid Martin.

Paper presented on "Effects of Information about Firms' Ethical and Unethical Actions on Consumers' Attitudes," at the University of Washington Fall Camp (1997). With Michael Kamins.

Discussant for Special Session on "Cynical Consumers: Skepticism and Faith in the Marketplace," at the Association for Consumer Research Conference (1997).

Paper presented on "Factors Influencing Product Usage," at the American Marketing Association Doctoral Consortium (1996).

Paper presented on "Counterfactuals and Affective Reactions to Product Breakdowns," at the Academy of Marketing Science Annual Conference (1996). With Walfried Lassar.

Paper presented on "Consumer Affective Reactions to Product Problems: The Role of Timing," at the Role of Affect in Marketing Conference (1995). With Walfried Lassar, Carolyn Costley and Druv Grewal. Received the Albert Steffey Award (Honorable Mention) in the Best Paper Competition.

Discussant for Special Session on "The Multiple Roles of Risk in Consumer Behavior Research," at the Society for Consumer Psychology Winter Conference (1995).

Paper presented on "How Consumers Evaluate Product Usage Information," at the American Psychological Association Conference (1994). With Ingrid Martin.

Chair of Special Session on "A 20-Year Retrospective on the Journal of Consumer Research," at the Association for Consumer Research Conference (1994).

Discussant for session on "Consumer Complaining and Satisfaction," at the Association for Consumer Research Conference (1993).

Chair of Special Session on "Marketing and Cultural Diversity: Issues of Women and Minorities" at the American Marketing Association Winter Conference (1993).

Paper presented on "Using Product Instructions to Communicate Risk" at the Society for Risk Analysis Meeting (1992). With Ingrid Martin.

Paper presented on "Product Usage Decisions" at the Association for Consumer Research Conference (1991). With Kamal Gupta and Ingrid Martin.

Paper presented on "When to Say When: Effects of Supply on Usage" at the UCLA Anderson Graduate School of Management Symposium on Advertising Research (1991). With Ingrid Martin and Kamal Gupta.

Chair of session on "Consumer Behavior and Marketing Thought" at the American Marketing Association Doctoral Consortium (1991).

Paper presented on "Counterfactuals and the Evaluation of Product Performance: What Might Have Been," at the Association for Consumer Research Conference (1990). With Walfried Lassar.

Discussant for session on "Contributions of Consumer Decision Making Research to Basic Psychological Theory" at the American Psychological Society Convention (1990).

Paper presented on "Measuring Customer Satisfaction" at USC's Conference on Customer Satisfaction in the Telecommunications Industry (1989).

Paper presented on "Getting Something for Nothing: The Effects of Promotions on Reference Price," at the Marketing Science Conference (1989). With Henrienne Sanft and Rita Wheat.

Co-chair of Special Session on "Research, Teaching, and Professional Issues for Women in Consumer Research" at the Association for Consumer Research Conference (1989).

Chair of session on "Schema-Related Effects in Consumer Behavior" at the Association for Consumer Research Conference (1987).

Chair of invited speaker session and for session on "Consumer Decision Making and Attitudes" at the American Psychological Association Conference (1985).

Chair and discussant for session on "Stimulation, Sensation and Variety Seeking" at the Association for Consumer Research Conference (1984).

Chair and presenter for Special Session on "New Conceptions of Consumer Complaining Behavior" at the Association for Consumer Research Conference (1983).

## **Reviewing Activities**

Member of Editorial Review Board, *Journal of Consumer Research*, 1986 to present.

Member of Editorial Review Board, *Journal of Consumer Psychology*, 1996 to 2003.

Member of Editorial Review Board, *Handbook of Consumer Theory and Research*, 1991.

Member of Editorial Board, *Journal of Business Research*, 1989-1992.

Member of Editorial Board, *Journal of the Academy of Marketing Science*, 1986-1988.

Consulting Editor for *Psychology and Marketing*, 1986-1988.

Buyer Behavior Track Chair for the 1990 American Marketing Association Summer Conference.

Conference Chair for USC's Conference on Customer Satisfaction in the Tele-Communications Industry, 1989.

Judge for the 1996 and 1992 Ferber Award from the *Journal of Consumer Research* (one of three judges).

Judge for the 1993 *Journal of Consumer Research* Best Paper Award (conferred in 1996), the 1994 Best Paper Award (conferred in 1997), the 1995 Best Paper Award (conferred in 1998), the 1996 Best Paper Award (conferred in 1999), the 1997 Best Paper Award (conferred in 2001), and the 1998 Best Paper Award (conferred in 2002), the 1999 Best Paper Award (conferred in 2003).

Judge for the 2001, 2004 and 2005 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition.

Judge for the 2003, 1996, 1995, 1992, 1990 and 1987 American Marketing Association Doctoral Dissertation Competition (John Howard Dissertation Competition).

Judge for the 1992 American Marketing Society Doctoral Student Competition.

Judge for the Society for Consumer Psychology Dissertation Competition, 2003, 2007.

Selection Committee for the Association for Consumer Research Fellows Award, 1990.

Selection Committee for the Society for Consumer Psychology's Distinguished Scientific Achievement Award, 2005, 2004, 1995.

Selection Committee for the Society for Consumer Psychology's Early Career Award, 2004.

Guest Area Editor for *Marketing Science*, 2007.

Reviewer for the Association of Consumer Research Conference, 2003, 1999, 1998, 1996, 1993, 1992, 1991, 1990, 1989, 1986, 1985.

Reviewer for the American Marketing Association Conference, 1998, 1994, 1993, 1992, 1991, 1989.

Reviewer for the American Psychological Association Conference, 1989, 1987, 1986.

Reviewer for Loma Linda University Research Committee, Grants Management, 1988.  
Social Psychology Consultant to the Professional Examination Service for the national portion of the Examination for Professional Practice in Psychology (EPPP), 1982.

### **Memberships and Service to Professional Groups**

#### Association for Consumer Research

Representative to the Policy Board of the *Journal of Consumer Research*, 2001 to 2004  
Officer's Nominating Committee in 1998, 2000, 2002 (Chair), and 2004  
Publications Committee from 1987-1989, and from 1992-1994  
Conference Program Committee for 2008, 2003, 1996, and 1993

#### American Psychological Association, Society for Consumer Psychology (Division 23)

Member of Scientific Affairs Committee, 2004  
Member of the Fellows Selection Committee, 2001-2006, Co-Chair in 2006  
Representative to the Policy Board of the *Journal of Consumer Research* for the Society for Personality and Social Psychology, 1991 to 1999  
Representative for the Society of Consumer Psychology at the American Psychological Society Summit of Psychological Sciences Societies, 1998  
Member of Distinguished Scientist Award Selection Committee, 1995  
Chair of the Policy and Professional Affairs Committee of the Consumer Psychology Division, 1985-1988

#### American Marketing Association

Buyer Behavior Track Chair for the 1990 American Marketing Association Summer Conference.

### **Elective Offices, Honors and Awards**

Best Article on Services Award for 2005 from the American Marketing Association Services SIG

Mellon Award for Excellence in Mentoring, 2006

Consortium Faculty for the 2005 SERVSIG Doctoral Consortium.

Outstanding Reviewer Award for the *Journal of Consumer Research* (2003-4)

President of the Association for Consumer Research, 2001.

Selected as a USC Gamma Sigma Alpha Professor of the Year, 1997  
(National Greek Academic Honor Society)

Consortium Faculty, American Marketing Association Doctoral Consortium, 1996, 2007.

President of the Policy Board of the Journal of Consumer Research in 1998, 1997, 1996, 1995  
and 1994. Vice President of the Board in 1993.

Treasurer of the Association for Consumer Research, 1990.

Fellow of the American Psychological Association Consumer Psychology Division since 1992.

Dean's Fellow, 1988-1991.

President's Summer Research Grant (CSUF), 1985.

One of six recipients of the School of Business Meritorious Performance and Professional  
Promise Award (CSUF), 1984-1985.

N.I.M.H. Predoctoral Training Grant, 1973-1978. Phi Beta Kappa (1970); Alpha Lambda Delta  
(1967); Undergraduate Honors Program in Psychology, 1970.

### **Doctoral Dissertation and Orals Committees**

Lalit Acharya (Communications)

David Ackerman (placed second in the Society for Marketing Advances Doctoral Dissertation  
Proposal Competition)

Justin Anderson

Rajesh Chandy

Christopher Chavez (Communications)

Yan Cheng

Kamal Gupta

Jeannie Han  
Brooks Haney (Communications)  
Gary Heller (Communications)  
Traci Hong (Communications)  
Allison Johnson  
Brian Jurgenson (UCLA Marketing)  
Larry Kersten (Communications)  
Matthew Lancelotti  
Ingrid Martin  
Shashi Matta  
Vanessa Patrick  
Lars Perner  
Jaideep Prabhu  
Ron Rice  
Sadina Rothspan (Psychology)  
Paul Torre (Cinema)  
Howard Yim (Communications)  
Yun-Oh Whang  
Andy Ka Chat Wong

### **University Service**

“Beyond Books” Faculty for the Academic Honors Assembly, 2007.  
University Committee on Academic Program Review, 2007-present  
Academic Affairs Council, 2006-2007  
Accreditation Steering Committee for the WASC accreditation, 2007  
USC Ambassador, 2001-present  
Member of Internal Review Committee for the IOM Department, 2003  
Speaker and panelist at the Fall, 2004, and Spring, 2005, Navigating Tenure Workshop  
Panelist at the Spring, 2003, Workshop for Department Chairs (“The Chair as Leader”)  
Speaker at the New Faculty Orientation, 2002, 2003  
University Budget and Financial Advisory Committee, 1995-1996  
Search Committee for Vice Provost for Undergraduate Affairs, 1993  
Zumberge Award Research Grant Evaluator, 1996

### **Marshall School Service**

Marketing Faculty Advisor to the 2008 Marshall Business Film Festival  
Member, Search Committee for Marketing Department Chair, 2007  
President, Beta Gamma Sigma Southern California Chapter, 2007  
Vice Dean of Academic Programs, 2006 to 2007  
Vice Dean of Undergraduate Education, 2006  
Member, Search Committee for Marketing Department Chair, 2006

Chair, Department of Marketing, 1999 to 2005  
Member, Marshall School-Wide Awards Committee, 2005  
Member, Strategic Planning Committee, 2005, Co-Chair of the Scholarship Committee  
Chair, Paternity/Maternity Policy Development Committee, 2003  
Member, Marshall Dean Search Committee, 2002-3  
USC Ambassador, 2001-2003  
Departmental Staffing Task Force, 2000  
Points of Distinction Committee, 2000  
Teaching Center Advisory Board, 1992-1996  
Undergraduate Faculty Mentor, 1993-1996  
MBA Admitted Students Faculty Calling Program Participant, 1994-1995  
Academic Standards Committee, 1988-1994  
Undergraduate Curriculum Committee Member (1989-1994; Chair 1990-1992)  
New Building Planning Committee, 1992-1994  
Bennis Leadership Award Selection Committee, 1994  
Search Committee for the Associate Dean for Undergraduates, 1991  
Undergraduate Task Force, 1992-1993  
Leadership Strategy Committee, 1992-1993  
Commencement Marshal, 1996, 1990, 1987  
Crocker Library Task Force, 1986-1987  
Faculty Council, 1988-1989

### **Department Service**

Chair of the Annual Performance Review Committee, 2008  
Chair of BUAD 307 Subject Pool Committee, 1997-1998  
Member of the Staff Evaluation Committee, 1998  
Member of Doctoral Student Recruiting Committee, 1997  
Departmental Evaluator for the Annual Performance Review, 1996, 1994, 1992, 1987  
USC Coordinator for the USC/UCI/UCLA Spring Colloquium, 1998, 1997, 1996, 1995, 1993  
Member of Marketing Department Clinical Faculty Selection Committee, 1996, 1997, and 1998.  
Chair of Committee in 1997.  
Member of Personnel Evaluation Committees (inside and outside the department)  
Member of MBA Program Evaluation Committee, 1994  
Track Coordinator for Advertising and Promotion, and for Consumer Behavior, 1989-1993  
Spring Semester Speaker Series Co-chair, 1990  
Course Coordinator for MKT 405 (Advertising) 1988-1989  
Course Coordinator for MKT 450 (Consumer Behavior), 1987  
Departmental Retreat Arrangements, 1987  
Departmental Brochure Editor, 1991