

VITA
Joseph R. Priester

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Education

M.A. 1990	Ph.D. 1994	The Ohio State University, Social Psychology
B.A. 1985		University of Iowa, Psychology (Phi Beta Kappa)

Research Interests

I study Consumer Behavior and Social Psychology. My interests are the nature of evaluative processes and their influences on thoughts, feelings, and behavior: Especially as related to attitudinal ambivalence, attitude strength, and attachment.

Teaching Interests

I have taught M.B.A. courses on Marketing Management, Marketing Strategy, Consumer Behavior, and Strategic Market Pricing. I have developed and taught an M.B.A. course on Fostering Creativity. I have taught undergraduate courses on Principles of Marketing and Marketing Research. In addition, I have taught Executive Education programs focusing on Marketing Management, Strategic Marketing, Customer-Focused Marketing, and Creativity in Marketing. I have taught the Consumer Behavior doctoral seminar.

Academic Experience

Joint Appointment in Psychology, USC Psychology Department, 2010 – present
Associate Professor of Marketing, USC Marshall School of Business, July, 2007 – present.
Assistant Professor of Marketing, USC Marshall School of Business, June 2005 – July 2007.
Visiting Assistant Professor of Marketing, Andersen School of Management, July, 2004 to June 2005.
Assistant Professor of Marketing, University of Michigan, July, 1996 to July, 2004.
Assistant Professor of Marketing, Fordham University, August, 1994 to May, 1996.

Editorial Service

Associate Editor: *Journal of Consumer Research* (July, 2002 to June, 2005)
Journal of Consumer Psychology (July 2008-present)
Journal of Personality and Social Psychology, Guest Editor (2016)

Editorial Board Member: *Journal of the Academy of Marketing Science* (2006-2008)
Journal of Advertising Research (1997-2004)
Journal of Consumer Psychology (1998-2008)
Journal of Consumer Research (2005 – 2009)
Personality and Social Psychology Bulletin (2000-2002)

Ad Hoc reviewer:

Australian Journal of Psychology
Developmental Psychology
Emotion
European Journal of Social Psychology
International Journal of Research in Marketing
Israeli Science Foundation
Journal of Applied Social Psychology
Journal of Experimental Social Psychology
Journal of Marketing
Journal of Marketing Research
Journal of Personality and Social Psychology
Journal of the International Society of Political Psychology
Media Psychology
National Science Foundation
Organization Science
Personality and Social Psychological Bulletin
Political Psychology
Psychological Review
Social Cognition

Publications

Books

MacInnis, Deborah, Park, C Whan, and Priester, Joseph R. (Eds.). (2009). Handbook of Brand Relationships. Armonk, NY: ME Sharpe.

Bagozzi, Richard, Gurhan-Canli, Zeynep, & Priester, Joseph (2002). Social Psychology of Consumer Behavior. London: Open University Press (International Series in Social Psychology).

Book Chapters

Donovan, Leigh Anne Novak, Priester, Joseph R., MacInnis Deborah J. & Park, C. Whan (2012). Brand Forgiveness: How Close Brand Relationships Influence Forgiveness. In Fetscherin, M., Fournier, S., Melewar, T.C. and Breazeale, M. (Eds.), Consumer-Brand Relationships: Theory and Practice, NY, NY: Routledge.

Park, C. W., MacInnis, Deborah J., Priester, Joseph R (2009). The Connection-Prominence Attachment Model (CPAM): A Conceptual and Methodological Exploration of Brand Attachment. In MacInnis, Park, & Priester (eds.), Handbook of Brand Relationships,

Park, C. W., MacInnis, Deborah J., Priester, Joseph R (2008). Brand attachment as a strategic brand exemplar. In B. Schmitt (Ed.), Handbook of Brand and Experience Management. Elgar Publishing.

Petty, Richard E., Brinol, Pablo, & Priester, Joseph R (2008). Mass media attitude change: Implications of the elaboration likelihood model of persuasion. In J. Bryant & D. Zillmann (Eds.), Media effects: Advances in theory and research (3rd ed.). Hillsdale, NJ: Erlbaum.

Rucker, Derek D., Petty, Richard E., & Priester, Joseph R (2007). Understanding advertising effectiveness from psychological perspectives: The importance of attitudes and attitude strength. In G. Tellis and T. Ambler (Eds.), The Sage Handbook of Advertising. Thousand Oaks: Sage.

Petty, Richard E., Cacioppo, John T., Strathman, Allen J., & Priester, Joseph R. (2003). To think or not to think: Exploring two routes to persuasion (2nd edition, pp. 81-116). In T. Brock & M. Green (Eds.), Persuasion: Psychological Insights and Perspectives. Thousand Oaks, CA: Sage.

Petty, Richard E., Priester, Joseph R, & Brinol, Pablo (2002). Mass media attitude change: Implications of the elaboration likelihood model of persuasion. In J. Bryant & D. Zillmann (Eds.), Media effects: Advances in theory and research (2nd ed., pp. 155-198). Hillsdale, NJ: Erlbaum.

Priester, Joseph R. (2002). Sex, drugs, and attitudinal ambivalence: How feelings of evaluative tension influence alcohol use and safe sex behaviors. In W. Crano & M. Burgoon (Eds.), Mass Media and Drug Prevention (pp. 145-162). Hillsdale, NJ: Erlbaum.

Haugtvedt, Curtis P., & Priester, Joseph R. (1997). Conceptual and methodological issues in advertising effectiveness: An attitude strength perspective (pages 79-93).. In T. Jonas, & W. Wells (Eds.), Measuring Advertising Effectiveness. Hillsdale, NJ: Erlbaum.

Petty, Richard E., Cacioppo, John T., Strathman, Allen J., & Priester, Joseph R. (1994). To think or not to think: Exploring two routes to persuasion (pp. 113-147). In T. Brock & S. Shavitt (Eds.), Psychology of Persuasion. Needham Heights, MA: Allyn Bacon.

Petty, Richard E., & Priester, Joseph R. (1994). Mass media attitude change: Implications of the elaboration likelihood model of persuasion (pp. 91-147). In J. Bryant & D. Zillmann (Eds.), Media effects: Advances in theory and research. Hillsdale, N. J.: Erlbaum.

Petty, Richard E., Priester, Joseph R., & Wegener, Duane T. (1994). Cognitive processes in persuasion (pp. 63-149). In T. Wyer, & T. Srull (Eds.), The handbook of social cognition. (2nd edition). Hillsdale, NJ: Erlbaum.

Refereed Journal Articles

Sudhir, K., Joseph Priester, Matt Shum, David Atkin, Andrew Foster, Ganesh Iyer, Ginger Jin, Daniel Deniston, Shinobu Kitayama, Mushfiq Mobarak, Yi Qian, Ishani Tewari, and Wendy Wood (2015). Research Opportunities in Emerging Markets: An Inter-disciplinary Perspective from Marketing, Economics, and Psychology. *Customer Needs and Solutions*.

Park, C Whan, MacInnis, Deborah J., Priester, Joseph R., Eisingerich, Andreas, B., and Iacobucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers, Journal of Marketing, 74(6), 1-17.

Park, C. W., MacInnis, Deborah J., & Priester, Joseph R (2007). Brand attachment: Construct, consequences, and causes. Foundations and Trends in Marketing, 1(3), 190-230.

Priester, Joseph R., Petty, Richard E., & Park, Kiwan (2007). Whence Univalent Ambivalence?: From the Anticipation of Conflicting Reactions. Journal of Consumer Research, 34(1), 11-21.

Priester, Joseph R., Utpal M. Dholakia, & Monique A. Fleming (2004). When and Why the Background Contrast Effect Emerges: Thought Engenders Meaning by Influencing the Perception of Applicability. Journal of Consumer Research, 31 (3), 491-501. *Lead Article*

Priester, Joseph R., Godek, John, Nayakankuppum, DJ, & Park, Kiwan (2004). Brand Congruity and Comparative Advertising: When and Why Comparative Advertisements Lead to Greater Elaboration. Journal of Consumer Psychology, 14, 115-123.

Priester, Joseph R., Nayakankuppam, Dhananjay, Fleming, Monique A., & Godek, John (2004). The A²SC² Model: The Influence of Attitudes and Attitude Strength on Consideration and Choice. Journal of Consumer Research, 30, 574-587.

Priester, Joseph R., & Petty, Richard E. (2003). The Influence of Spokesperson Trustworthiness on Message Elaboration, Attitude Strength, and Advertising Effectiveness. Journal of Consumer Psychology, 13, 408-421.

Priester, Joseph R., & Petty, Richard E. (2001). Extending the Bases of Subjective Attitudinal Ambivalence: Interpersonal and Intrapersonal Antecedents of Evaluative Tension. Journal of Personality and Social Psychology, 80, 19-34.

Petty, Richard E., Fleming, Monique A., Harasty, Amy S., & Priester, Joseph R. (2001). Individual- Versus Group-Interest Violation: Surprise as a Determinant of Argument Scrutiny and Persuasion. Social Cognition, 19, 418-442.

Priester, Joseph R., Wegener, Duane T., Petty, Richard E., Fabrigar, Leandre F. (1999). Examining the psychological processes underlying the sleeper effect: The Elaboration Likelihood Model explanation. Media Psychology, 1, 27-48.

Fabrigar, Leandre R., Priester, Joseph R., Petty, Richard E., & Wegener, Duane T. (1998). The impact of attitude accessibility on elaboration of persuasive messages. Personality and Social Psychology Bulletin, 24, 339-352.

Priester, Joseph R., & Fleming, Monique A. (1997). Artifact or meaningful theoretical constructs?: Examining evidence for nonbelief- and belief-based attitude change processes. Journal of Consumer Psychology, 6, 67-76.

Priester, Joseph R., & Petty, Richard E. (1996). The gradual threshold model of ambivalence: Relating the positive and negative bases of attitudes to subjective ambivalence. Journal of Personality and Social Psychology, 71, 431-449.

Priester, Joseph R., Cacioppo, John T., & Petty, Richard E. (1996). The influence of motor processes on attitudes toward novel versus familiar semantic stimuli. Personality and Social Psychology Bulletin, 22, 442-447.

Petty, Richard E., Fabrigar, Leandre R., Wegener, Duane T., & Priester, Joseph R. (1996). Understanding one's data when interactions are present or hypothesized. Psychological Science, 7, 247-252.

Priester, Joseph R., & Petty, Richard E. (1995). Source attribution and persuasion: Perceived honesty as a determinant of message scrutiny. Personality and Social Psychology Bulletin, 21, 639-656.

Petty, Richard E., Wegener, Duane T., Fabrigar, Leandre R., Priester, Joseph R., & Cacioppo, John T. (1993). Conceptual and methodological issues in the Elaboration Likelihood Model of persuasion: A reply to the Michigan State critics. Communication Theory, 3, 336-363.

Cacioppo, John T., Priester, Joseph R., & Berntson, Gary (1993). Rudimentary determinants of Attitudes II: Arm flexion and extension have differential effects on attitudes. Journal of Personality and Social Psychology, 65, 5-17.

Other Journal Articles

Priester, Joseph R. & Petty, Richard E. (2011). The Pot-Holed Path to Happiness, Possibly Paved with Money: A Research Dialogue. Journal of Consumer Psychology, 21(2), 113-114.

Priester, Joseph R (2010).The use of structural equation models in consumer psychology: A methodological dialogue on its contributions, cautions, and concerns. Journal of Consumer Psychology, 20(2), 205-207.

Priester, Paul E., & Priester, Joseph R. (2008). Exorcizing the hungry ghosts: Following the middle path in a 21st-century western culture. PsychCritiques. (book review)

Manuscripts under Review

Donovan, Leigh Anne Novak, and Joseph R. Priester. Exploring the Roads to Forgiveness by Tests of Competing Models: Support for the Fundamental Role of Motivated Reasoning. *Journal of Experimental Social Psychology*. Revise and resubmit, in preparation for **second round review**.

Lee, Jacob, Wendy Wood, Joseph Priester, Deborah Hall, and Maxine Zhang. Experiences versus Material Possessions: Social Class Determines which Purchases Bring Happiness. *Journal of Consumer Research*. Revise and resubmit, in preparation for **second round review**.

Working Papers

Donovan, L., and Priester, J. The Role of Desire and Motivated Reasoning in Consumer Brand Forgiveness. Target journal: *Journal of Marketing*

Nayakankuppam, D. J., Priester, J. R., Novak, L., & Petty, R. E. The Construction and Retrieval of Evaluative Judgments: The Role of Attitude Strength.

Priester, Joseph R. The Ubiquity of Disharmony Amongst Thoughts, Feelings, and Behaviors: Ambivalence, Mixed Emotions, and Beyond. *Social and Personality Psychology Compass*.*

Manuscripts in Preparation

Heunvick, N., & Priester, J. R. Coping with Ambivalence through Negative Word of Mouth. Target journal: *Journal of Consumer Research*

Priester, J. R., Cacioppo, J. T., & Novak, L. A. Motor Processes Revisited: Approach – Further Evidence for Attitude Formation. Target journal: *Psychological Science*

Priester, Joseph R. & Fleming, M. A. When and Why Conflicting Thoughts and Feelings Disturb: The Associative and Dissociative Roles of Subjective and Objective Ambivalence. Target Journal: *Psychological Bulletin*

Priester, Joseph R., and Leigh Anne Novak Donovan. The Role of Ambivalence in Interpersonal Forgiveness. Target Journal: *Journal of Personality and Social Psychology*

Priester, J. R., & Park, K., & Petty, R. E. Cross-cultural ambivalence: Antecedents and Consequences of Ambivalence are Culturally Specific. Target journal: *Journal of Consumer Research*

Priester, J.R., Weiss, A., Wood, W., Novak, L.A., & Zhang, M. The Influence of Mere Awareness on Experiential Satisfaction. Target Journal: *Journal of Consumer Research*

Priester, J.R., Weiss, A., Wood, W., Novak, L.A., & Zhang, M. The Influence of Mere Awareness on Ego-Depletion and Renewal. Target Journal: *Psychological Science*

Grant in Preparation for Resubmission

The Nature of Inconsistency in Thoughts, Feelings, and Behaviors: When, Why, and How Ambivalence and Mixed Emotions Do, and Do Not, Lead to Feelings of Discomfort. To be submitted to the National Science Foundation (July 2017 submission cycle)

Graduate Student Committees

1999, Utpal Dholakia, University of Michigan Business School (Marketing). Professor at Rice University.

2001, DJ Nayakankuppam (chair), University of Michigan Business School (Marketing). Winner of the SCP dissertation award. Associate Professor at University of Iowa.

2001, Stephane Cote, University of Michigan Psychology Department (Organizational). Associate Professor at McGill University.

2003, Emily Chan, University of Michigan Psychology Department (Social). Associate Professor at Colorado College.

2004, Kiwan Park (chair), University of Michigan Business School (Marketing). Associate Professor at Seoul National University, Korea.

USC Dissertation and Qualifying Committees:

Hae Eun Chun	(Marketing)
Aditi Grover	(Marketing)
Brian Monroe	(Psychology)

Leigh Anne Novak (chair, Marketing)
Jacob Lee (co-chair, Marketing)
Ari Uhalde (Marketing)

2012, Nico Heunvick, University of Ghent, Belgium

Service

Co-Chair for the 1995 summer convention of the Society for Consumer Psychology (APA Div 23).

Dupont Speaker Series Organizer. University of Michigan Department of Marketing. 1996-1998.

Marketing Curriculum Committee, University of Michigan, 1997-1998.

Teaching Committee, University of Michigan Business School, 1998-2001.

Co-Chair, Marketing Recruitment Committee, 2001-2002

M.B.A. Marketing Core Course Coordinator, Fall 2002.

Co-Editor, Journal of Consumer Psychology, Research Dialogues, 2007-2014

Co-Chair, Advertising and Consumer Psychology Conference, June, 2007

USC MBA Core Curriculum Redesign Task Force, 2009-2011

Graduate Instruction Committee, 2009-2010

Faculty Mentoring Committee, 2009-2010

Faculty Mentoring Committee, 2010-2011

Marshall Strategic Planning Committee, 2010-2011

USC IRB, 2010-2013

Program Co-Chair, Yale China India Consumer Insights Conference, 2012

Program Co-Chair, Invitational Choice Symposium, 2012

Master's in Human Behavior (USC Psychology Department), Director Search, 2012-2013

USC Marshall Graduate Instruction Committee, 2013-2016

USC Marshall MBA Design Committee, 2014

USC MBA Core Curriculum Redesign Task Force, 2014-2105

USC Marshall MOR PEG committee member, 2015

USC Psychology PEG committee member, 2015

Conference Co-Chair, Service Operations and Consumer Behavior Workshop (2016)

Honors, Prizes, and Awards

Certificate of Academic Excellence, Reed College, 1979.

Phi Beta Kappa, University of Iowa, 1984.

Elected to Sigma Xi, The Scientific Research Society, 1990.

Society of Personality and Social Psychology 1992 and 1993 Student Travel Award.

American Psychological Association Science Directorate 1992 and 1993 Student Travel Award.

Herbert Toops 1993 Dissertation Research Award.

Outstanding Paper, Graduate Research Forum, Ohio State University, 1993.

Graduate Student Alumni Research Award, Ohio State University, 1993.

National Institute of Mental Health Traineeship, 1993-1994.

Co-chair, Social Psychology Colloquium Series, 1993-1994.

Outstanding Professor Award Nominee, Ph.D. Program, University of Michigan, 1998

Outstanding Professor Award Nominee, Ph.D. Program, University of Michigan, 1999

Outstanding Professor Award Nominee, Ph.D. Program, University of Michigan, 2001

Outstanding MBA Professor Award Nominee, University of Michigan, 2002

USC Teaching and Learning Innovation Award, 2008

Co-Chair of Program Accepted for the 2013 Invitational Choice Symposium