

KAREN PAGE WINTERICH

kpw2@psu.edu

407 Business Building, Smeal College of Business
Pennsylvania State University, University Park, PA 16802

ACADEMIC POSITIONS

Smeal College of Business, Pennsylvania State University
Gerald I. Susman Professor in Sustainability, 2020-Present
Professor of Marketing, 2018-Present
Frank and Mary Smeal Research Fellow, 2014-2020
Associate Professor of Marketing, 2014-2018
Assistant Professor of Marketing, 2010-2014

Texas A&M Mays, Assistant Professor of Marketing, 2007-2010

EDUCATION

University of Pittsburgh Katz, Ph.D. in Marketing, 2007

Shippensburg University of Pennsylvania, Information Management and Analysis, 2003

HONORS, AWARDS, and APPOINTMENTS

Journal of Marketing Research, Co-Editor, 2023-2026

Distinguished Scientific Contribution Award, Society for Consumer Psychology, 2023

American Marketing Association Academic Council President, 2023-2024

Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2022

Impact Teaching Award, Smeal College of Business, 2022

Davidson Award, Best Paper published in the *Journal of Retailing* in 2021, 2022

AMA DocSig's list of most productive authors in the past ten years, 2022, 2021, 2020, 2019, 2018

Financial Times Responsible Business Education Award, Academic Research, Runner-up, 2022

AMA-EBSCO Responsible Research in Marketing Award, Distinguished Winner, 2022

Outstanding Reviewer Award, *Journal of Consumer Research*, 2021

MSI Scholar, 2020

MSI/H. Paul Root Award for 2019 *Journal of Marketing* article, 2020

AMA-EBSCO Responsible Research in Marketing Award, Inaugural Winner, 2020

Society for Consumer Psychology, Secretary-Treasurer, Elected, 2017-2019

Outstanding Reviewer Award, *Journal of Consumer Research*, 2017

Smeal Faculty Sustainability Award, 2016

AMA DocSig's list of most productive authors in the past five years, 2016, 2015, 2014

Outstanding Young Alumnus, Shippensburg University, 2015

Best paper in Consumer Behavior Track, Winter Educator's AMA Conference, 2015

Page Prize for Sustainability Issues in Business Curricula, Honorable Mention, 2014
Frank and Mary Smeal Research Fellowship, PSU Smeal, 2014
Distinguished Guest Professor, Fudan University, 2013
MSI Young Scholar, 2013 (deferred attendance until 2015)
MSI Best Paper Award Runner-Up for IJRM Special Issue on Consumer Identity, 2013
New Faculty Research Grant, PSU Smeal, 2010
Summer Performance Grant, Texas A&M Mays, 2009
Texas A&M University Student Led Award for Teaching Excellence (SLATE), 2008
AMA - Sheth Foundation Doctoral Consortium Fellow, Univ. of Maryland, 2006
Doctoral Internationalization Consortium in Marketing Fellow, UT – Austin, 2006
Haring Symposium Fellow, Indiana University, 2005
George E. Main, Jr. Fellow, Katz Graduate School of Business, 2003-2007
Phi Kappa Phi Graduate Fellowship, 2003-2004
Wall Street Journal Student Achievement Award, 2003

MAJOR REFEREED PUBLICATIONS (in Financial Times 50)

1. Lee, Saerom and Karen Page Winterich (2022), "The Price Entitlement Effect: When and Why High Price Entitles Consumers to Purchase Socially Costly Products," *Journal of Marketing Research*, 59(6), 1141-1160.
2. Xu, Felix (PhD student), Lisa E. Bolton, and Karen Page Winterich, (2021), "How Do Consumers React to Company Moral Transgressions? The Role of Power Distance Belief and Empathy for Victims," *Journal of Consumer Research*, 48 (1), 77-101.
3. Winterich, Karen Page. Gergana Y. Nenkov, and Gabriel E. Gonzales (PhD student), (2019), "Knowing What it Makes: How Product Transformation Salience Increases Recycling," *Journal of Marketing*, 56 (3), 1-17.
*Winner of [MSI/H. Paul Root Award for 2019 Journal of Marketing Article judged to make the most significant contribution to the advancement of the practice of marketing.](#)
*Distinguished Winner of [AMA-EBSCO Responsible Research in Business Marketing \(RRBM\) Award](#)
[Financial Times Responsible Business Education Award, Academic Research, Runner-up](#)
4. Lee, Sae Rom (PhD student), Hans Baumgartner, and Karen Page Winterich (2018), "Did They Earn It? Observing Unearned Luxury Consumption Decreases Brand Attitude When Observers Value Fairness," *Journal of Consumer Psychology*.
*Honorable mention for 2015 Mary Kay Dissertation Award
5. Winterich, Karen Page, Manish Gangwar, and Rajdeep Grewal (2018), "When Celebrities Count: Power Distance Beliefs and Celebrity Endorsements," *Journal of Marketing*, 82 (3), 70-86.
6. Lee, Saerom (PhD student), Lisa Bolton, and Karen Page Winterich, (2017), "To Profit or Not to Profit? The Role of Greed Perceptions in Consumer Support for Social Ventures," *Journal of Consumer Research*, 44 (1: December), 853-876.
7. Kaikati, Andrew M., Carlos J. Torelli, Karen Page Winterich, and Maria A. Rodas (2017), "Conforming Conservatives: How Salient Social Identities Can Increase Donations," *Journal of Consumer Psychology*, 27 (4: October), 422-434.

8. Winterich, Karen Page, Rebecca Walker Reczek, and Julie R. Irwin (2017), "Keeping the Memory but not the Possession: Memory Preservation Mitigates Identity Loss from Product Disposition," *Journal of Marketing*, 81 (September), 104-120
*Winner of [AMA-EBSCO Responsible Research in Business Marketing \(RRBM\) Award](#)
*Covered in *AMA's Marketing News*
9. Gao, Huachao (PhD Student), Karen Page Winterich, and Yinlong Zhang (2016), "All That Glitters is Not Gold: How Others' Status Influences the Effect of Power Distance Belief on Status Consumption" *Journal of Consumer Research*, 43 (2), 265-281.
10. Winterich, Karen Page, Robert E. Carter, Michael J. Barone, Ramkumar Janakiraman, and Ramkumar Bezawada (2015), "Tis Better To Give Than To Receive? How and When Gender and Residence-Based Segments Predict Choice Of Donation- Versus Discount-Based Promotions," *Journal of Consumer Psychology*, 25 (4), 622-634.
11. Winterich, Karen Page, Andrea C. Morales, and Vikas Mittal, (2015), "Disgusted or Happy, It's Not so Bad: Emotional Mini-Max in Unethical Judgments," *Journal of Business Ethics*, 130 (2), 343-360.
12. Winterich, Karen Page, Vikas Mittal, and Andrea Morales (2014), "Protect Thyself: How Affective Self-Protection Increases Self-Interested Behavior," *Organizational Behavior and Human Decision Processes*, 125 (November), 151-161.
13. Lee, Sae Rom (PhD student*), Karen Page Winterich and William T. Ross, Jr. (2014), "I'm Moral, But I Won't Help You: When Moral Identity Does Not Motivate Charitable Giving," *Journal of Consumer Research*, 41 (October), 678-696.
*Winner of 2013 SCP Doctoral Dissertation Competition as essay 1 of Sae Rom Lee's dissertation.
14. Winterich, Karen Page and Yinlong Zhang (2014), "Accepting Inequality Deters Responsibility: How Power Distance Decreases Charitable Behavior," *Journal of Consumer Research*, 41 (August), 274-293.
15. Haws, Kelly, Karen Page Winterich, and Rebecca Walker Naylor (2014), "Seeing the World Through GREEN-Tinted Glasses: How Green Consumers Use Motivated Reasoning to Prefer Environmentally Friendly Products," *Journal of Consumer Psychology*, 24 (July), 336-354.
*One of the most cited JCP articles since 2012.
16. Winterich, Karen Page, Karl Aquino, Vikas Mittal, and Richard Swartz (2013), "When Moral Identity Symbolization Motivates Prosocial Behavior: The Role of Recognition and Moral Identity Internalization," *Journal of Applied Psychology*, 98 (September), 759-770.
17. Haws, Kelly and Karen Page Winterich (2013), "When Value Trumps Health in a Supersized World," *Journal of Marketing*, 77 (May), 48-64.
18. Winterich, Karen Page, Vikas Mittal, and Karl Aquino (2013), "When Does Recognition Increase Charitable Behavior? Toward A Moral Identity-Based Model," *Journal of Marketing*, 77 (May), 121-134.
*Covered in *AMA's Marketing News*
19. Choi, Woo Jin (PhD student) and Karen Page Winterich (2013), "Can Brands Move In from the Outside?: How Moral Identity Enhances Out-group Brand Attitudes," *Journal of Marketing*, 77 (March), 96-111.
20. Winterich, Karen Page, and Michael J. Barone (2011), "Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation versus Discount Promotions," *Journal of Marketing Research*, 48 (October), 855-868.

21. Winterich, Karen Page and Kelly Haws (2011), "Helpful Hopefulness: The Effect of Future Positive Emotions on Consumption," *Journal of Consumer Research*, 38 (October), 505-524.
22. Zhang, Yinlong, Karen Page Winterich, and Vikas Mittal (2010), "Power-Distance Belief and Impulsive Buying," *Journal of Marketing Research*, 47 (October), 945-954.
23. Winterich, Karen Page, Vikas Mittal, and William T. Ross, Jr. (2009), "Donation Behavior toward In-Groups and Out-Groups: The Role of Gender and Moral Identity," *Journal of Consumer Research*, 36 (August), 199-214.
24. Swaminathan, Vanitha, Karen L. Page, and Zeynep Gürhan-Canli (2007), "'My' Brand or 'Our' Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations," *Journal of Consumer Research*, 34 (August), 248-259.

ADDITIONAL REFEREED PUBLICATIONS

25. Vadakkepatt, G. G., Winterich, K. P., Mittal, V., Zinn, W., Beitelspacher, L., Aloysius, J., ... & Reilman, J. (2021). Sustainable Retailing. *Journal of Retailing*, 97 (1), 62-80.
<https://doi.org/10.1016/j.jretai.2020.10.008>
*Winner of the Davidson Award for Best Paper in Journal of Retailing in 2021
26. Brough, Aaron, Grant E. Donnelly, Vladas Griskevicius, Ezra M. Markowitz, Katlin T. Rami, Crystal Reeck, Remi Trudel, Kurt B. Waldman, Karen Page Winterich, and Kimberly S. Wolske (2020), "Understanding How Sustainability Initiatives Fail: A Framework to Aid Design of Effective Interventions," *Social Marketing Quarterly*, 26 (4), 309-324. doi:[10.1177/1524500420970129](https://doi.org/10.1177/1524500420970129)
27. Barone, Michael, Xingbo Li, Karen Page Winterich, and Keith Lyle, (2018), "Social-Spatial Effects in Pricing: When and How Vertical Orientations Shape Processing of Price Comparisons," *Customer Needs and Solutions*, 5 (3-7), 137-145.
28. Garvey, Aaron M., Simon J. Blanchard, and Karen Page Winterich (2017), "Turning Unplanned Overpayments into Status Signals: Benefits of Mentioning the Price Paid," *Marketing Letters*, 28 (1), 71-83. doi: 10.1007/s11002-015-9383-9
29. Barone, Michael J. and Karen Page Winterich (2016), "Does Green Make You Greedy or Does it Make You Go Green? The Influence of Green Color Primes on Consumers' Promotion Preferences," *Customer Needs and Solutions*, 3(1), 3-10.
30. Chowdhry, Nivriti, Karen Page Winterich, Vikas Mittal, and Andrea C. Morales (2015), "Not All Negative Emotions Lead to Concrete Construal," *International Journal of Research in Marketing*, 32 (4), 428-430.
31. Winterich, Karen Page and Gergana Y. Nenkov (2015), "Can Financial Service Firms Get Consumers to Save Like "the Joneses"?: How Deliberation and Informational Influence Can Increase Savings," *Journal of Service Research: Special Issue on TCR*, 18 (3), 384-404.
32. Barone, Michael J., Keith Lyle, and Karen Page Winterich (2015), "When Deal Depth Doesn't Matter: How Handedness Consistency Influences Consumer Response to Horizontal versus Vertical Price Comparisons," *Marketing Letters*, 26 (June), 213-223.
33. Winterich, Karen Page, Vikas Mittal, and Vanitha Swaminathan (2014), "Friends and Family: How In-Group-Focused Promotions Can Increase Purchase," *Customer Needs and Solutions*, 1 (4), 333-344.
34. Winterich, Karen Page, Yinlong Zhang, and Vikas Mittal (2012), "How Political Identity and

Charity Positioning Increase Donations: Insights from Moral Foundations Theory," *International Journal of Research in Marketing, Special Issue on Consumer Identities*, 29 (December), 346-354.
*Runner-up for MSI Best Paper Award for the *IJRM Special Issue on Consumer Identities*

35. Walsh, Michael, Karen Page Winterich, and Vikas Mittal (2011), "How Redesigning Angular Logos to be Rounded Shapes Brands Attitudes: Consumer Brand Commitment and Self-construal," *Journal of Consumer Marketing*, 28 (Fall/Winter).
 36. Walsh, Michael, Karen Page Winterich, and Vikas Mittal (2010), "Do Logo Redesigns Help or Hurt Your Brand?: The Role of Brand Commitment," *Journal of Product and Brand Management*, 19 (2), 76-84, lead article.
 37. Winterich, Karen Page, Seunghee Han, and Jennifer S. Lerner (2010), "Now that I'm Sad, It's Hard to be Mad: The Role of Cognitive Appraisals in Emotional Blunting," *Personality and Social Psychology Bulletin*, 36 (November), 1467-1483.
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INVITED PUBLICATIONS

38. Winterich, Karen Page, Rebecca Walker Reczek, and Tamar Makov (2024), "Knowledge Gaps and Sources of Bias in Consumer Beliefs about Effective Marketplace Actions to Mitigate Climate Change," *Journal of the Academy of Marketing Science*, Special Issue on Addressing the Greatest Global Challenges with a Marketing Lens, forthcoming.
39. Winterich, Karen Page, Rebecca Walker Reczek, and Bryan Bollinger (2023), Reducing Emissions across the Consumption Cycle and an Agenda for Future Research on Consumers and Climate Change: Introduction to the Special Issue on Climate Change, *Journal of the Association for Consumer Research*, forthcoming.
40. Winterich, Karen Page and Americus Reed II (2023), "Using Identity to Secure Nonprofit Donations," *Impact at JMR*, (forthcoming).
41. Lee, Saerom and Karen Page Winterich (2022), "Marketplace Morality: A Review of Recent Literature and Directions for Further Research," *The Cambridge Handbook of Consumer Psychology*, eds. Cait Lambertson, Derek Rucker, and Stephen A. Spiller, Cambridge University.
42. Cross, Samantha NN, Anders Gustafsson, Cornelia Pechmann, and Karen Page Winterich (2022), "Responsible Research in Business and Management (RRBM) and the Journal of Public Policy & Marketing: Connected Through Impact," *Journal of Public Policy & Marketing*, 41 (1), 51-53.
43. Winterich, Karen Page (2021), "Three Ways To Engage Consumers for Sustainable Consumption," *Impact at JMR*, (09/23/21), Available at: <https://www.ama.org/2021/09/23/three-ways-to-engage-consumers-for-sustainable-consumption/>
44. Winterich, Karen Page (2019), "The Incomplete Package: What's Missing in Sustainable Products," Collaborative for Customer-Based Execution and Strategy (CUBES).
45. Dommer, Sara and Karen Page Winterich (2020), "Disposing of the Self: The Role of Attachment in the Disposition Process," *Current Opinion in Psychology*. [10.1016/j.copsyc.2020.07.016](https://doi.org/10.1016/j.copsyc.2020.07.016)
46. Winterich, Karen Page (2019), "Sustainability Marketing – Teaching Note," Collaborative for Customer-Based Execution and Strategy (CUBES).
47. "The Role of Self-Structure in Managing Identity Conflict," (2019), *Handbook of Research on Identity in Marketing*, eds. Americus Reed and Mark Forehand, Edward Elgar Publishing.

48. Campbell, Margaret C. and Karen Page Winterich (2018), "A Framework for the Consumer Psychology of Morality in the Marketplace," *Journal of Consumer Psychology, Special Issue: Marketplace Morality*, 28(2), 167-179.
*In top 10% of most downloaded papers from JCP, Jan 2018-Dec 2019.
49. Winterich, Karen Page, Vikas Mittal, and Karl Aquino (2015), "Moral and Political Identity," *Handbook of Consumer Psychology*, eds. Michael Norton, Cait Lamberton, and Derek Rucker, Cambridge University.
50. Winterich, Karen Page (2011), "Are Your Jurors Mad or Sad? How Emotional Blunting may Influence Their Judgments in the Courtroom," *The Jury Expert*, 23 (3): 46-51.
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SELECTED WORKING PAPERS AND WORKS IN PROGRESS

- Allred, Nathan and Karen Page Winterich, "Nudging Consumers to Repair," revising for second-round review at *Journal of Consumer Research*.
- Hong, Yuly, Sara Dommer and Karen Page Winterich, "Received: The Effect of Take-Back Program Acknowledgment on Perceptions of Company Sustainability and Consumer Recycling Intentions," revising for second-round review at *Journal of Consumer Research*.
- Shehu, Edlira, Michel Clement, Karen Page Winterich, and Besarta Veseli, "Past Donation Use Increases Donor Retention via Warm Glow," under second-round review at *Journal of Service Research*.
- Guo, Bingxuan, Yinlong Zhang, and Karen Page Winterich, "How Does Cultural Orientation of Uncertainty Avoidance Affect Customer Loyalty?," preparing for submission to *Journal of Consumer Psychology*.
- Dommer, Sara Loughran and Karen Page Winterich, "Choosing Between "Me's": The Effect of Self-Complexity on Choice Difficulty When Choosing Between Identity-Linked Goods," preparing for submission.
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PROFESSIONAL SERVICE

American Marketing Association, Academic Council, Executive Committee 2021-2025
 American Marketing Association, Ethics Committee, 2022-2023
 AMA-EBSCO-RRBM Award Committee, Co-chair, 2020-23
 Williams-Qualls-Spratlen (WQS) Award Committee, 2021
 AMA DocSig Matthew Joseph Emerging Scholar Award, Judge, 2021
 American Marketing Association, Academic Council, 2018-2021
 AMA Berry Book Prize Selection Committee, 2019

Editorial Roles

Co-editor, *Journal of Marketing Research*, July 2023-July 2026
 Co-editor, *Journal of the Association for Consumer Research*, Special Issue on Climate Change, July 2023, with Rebecca Walker Reczek and Bryan Bollinger
 Co-editor, *Journal of Consumer Psychology* Special Issue on Marketplace Morality, April 2018, with Meg Campbell, received 95 submissions

Associate Editor

Journal of Marketing, June 2019-June 2023
Journal of Marketing Research, May 2017-June 2023

Journal of Consumer Research, Guest AE, 2018-2021
Customer Needs and Solutions, 2015-2023
Journal of Consumer Psychology, 2018-2020
International Journal of Marketing Research, 2020

Editorial Review Board

Journal of Consumer Research, 2014-2023
Journal of Consumer Psychology, 2013-2017, 2021-2023
Journal of the Academy of Marketing Science, 2015-2023
Journal of Sustainable Marketing, 2021-Present
Journal of Marketing, 2018-2019
Journal of Marketing Research, 2016-2017
Customer Needs and Solutions, 2013-2015

Additional Reviewing (incomplete list)

Journal of Association for Consumer Research
Journal of Public Policy and Marketing
Organizational Behavior and Human Decision Processes
Journal of Service Research
International Journal of Research in Marketing
Journal of Experimental Social Psychology
Nonprofit and Voluntary Sector Quarterly
British Journal of Social Psychology
Journal of Brand Management
American Marketing Association Winter and Summer Educators' Conferences
Association for Consumer Research Conference
Society for Consumer Psychology Conference
SCP Boutique Conference on Identity-related Consumption
EMAC Conference
MSI Clayton Doctoral Dissertation Proposal Competition
SCP Dissertation Proposal Competition
Shankar – Spiegel Dissertation Proposal Competition in Direct/Interactive Marketing (DMEF)
Judge for Inaugural Matthew Joseph DocSIG Emerging Scholar Award

Conference Committees and Service

2022: JACR Preconference on Climate Change at ACR, Chair
2022: ACR / PhD Project Research Mentor
2022: Association for Consumer Research, Virtual Social Co-host, January
2021: SCP Community Building DEI Initiative, Conference Coach
2021: Association for Consumer Research, Doctoral Symposium, Networking
2021: Association for Consumer Research, Mid-Career Workshop, Panelist
2021: Society for Consumer Psychology, Doctoral Consortium, Presenter
2020: Association for Consumer Research, Early-Career Mentorship Program, Co-chair
2019: Association for Consumer Research Conference (50th Annv), Program Committee for 2019
2017: Early Career Mentoring Roundtable, Association for Consumer Research
2017: Associate Editor for Association for Consumer Research, San Diego, CA.
2017: Co-Chair with Gergana Nenkov for Division 23 at the Annual Convention of the American Psychological Association, Washington, DC.
2016: Association for Consumer Research, Competitive Paper Reviewing Committee
2016: Society for Consumer Psychology, Program Committee
2015: Association for Consumer Research, Competitive Paper Reviewing Committee
2015: Society for Consumer Psychology, Program Committee
2015: Society for Consumer Psychology International Conference, Program Committee
2014: Association for Consumer Research, Competitive Paper Reviewing Committee
2014: Association for Consumer Research Pre-Tenure Mid-Career Program

2014: Association for Consumer Research Doctoral Symposium Faculty
2014: AMA Summer Educator's Conference, Track co-chair (Global/Cross-Culture)
2013: Association for Consumer Research, Competitive Paper Reviewing Committee
2013: Society for Consumer Psychology, Program Committee
2012: Association for Consumer Research, Competitive Paper Reviewing Committee
2012: AMA Summer Educator's Conference, Track co-chair (Branding)
2012-2015: Society for Consumer Psychology, Advisory Panel

UNIVERSITY SERVICE

2022-2023: Faculty Advisory Committee, Smeal
2022-2023: Alternate Ombudsperson, Smeal
2022-2023: Senior Faculty Recruiting Committee, Chair, Marketing Department
2022: Speaker at PSAMA Regional Conference, December 3
2022: Accepted Student Program, February 7
2021-2022: Ombudsperson, Smeal
2021-2022: Waste Reduction and Recycling Program Manager Hiring Committee, Penn State OPP
2021-2022: Strategic Planning Committee, Marketing Department
2021: Smeal Staff Awards Selection Committee
2020-2023: PhD Policy Committee, Marketing Department
2020-2022: Teaching Excellence Awards Committee, Smeal
2020-2021: Strategic Planning Committee, Marketing Department
2020-2021: Competitive Research Fund Committee, Smeal
2019-2022: Sustainability Research Working Group, Smeal
2019-2021: Waste Bin Signage Committee, Member, PSU
2019-2020: AC-40 Review Committee, Marketing Department
2019-2020: Sabbatical Review Committee, Smeal
2019-2020: Recruiting Committee, Marketing Department
2019: Penn State Start-up Week Sustainability Mini-Challenge, Judge (April)
2019: Saxbys Waste Reduction Initiatives (Reuse and Recycling), Faculty Advisor (Spring)
2018-2019: Penn State University Waste Task Force, Member
2018-2019: Education and Awareness Subcommittee for Waste Stream Task Force, Chairperson
2018-2019: Sustainability Education and Engagement Working Group
2018-2019: Smeal Executive DBA Exploration Committee
2018-2019: Recruiting Committee, Committee Member
2018-2019: Marketing Departmental Advisory Committee, Full Professor Representative
2018-2019: MARC (Marketing Academic Research Colloquium) Liaison, Coordinator
2018: MBA Sustainability Case Competition, Judge (October)
2018: Smeal Citizenship Conference, facilitator for PepsiCo breakout session
2017-2018: Sustainability Education and Engagement Working Group
2017-2018: Marketing Department Seminar Series Organizer
2017-2018: MARC (Marketing Academic Research Colloquium), Organizing Committee Chair
2016-2017: Marketing Department Vision Committee, PSU Smeal
2016: Smeal Sustainability Retreat Marketing Department Representative, June
2016: Schreyer Honors College Gateway Applications Reviewer, Marketing Department, May
2015-2016: Marketing Department PhD Committee, PSU Smeal
2015-2016: Faculty Bios Redesign Committee, PSU Smeal
2015: Marketing Department Clinical Faculty Recruiting Committee, PSU Smeal
2015: Mobius (Waste Management) Education Campaign, PSU
2015: Schreyer Honors College Gateway Applications Reviewer, Marketing Department, May
2015: Marketing Session for Take Our Children to Work Day, PSU
2014-2015: Smeal Sustainability Council, PSU Smeal
2014: Schreyer Honors College Gateway Applications Reviewer, Marketing Department, May

2014: Case Competition Judge, Collegiate AMA Regional Conference, PSU Smeal
2013-2015: Marketing Department Advisory Committee, PSU Smeal
2013-2014: Marketing Department PhD Committee, PSU Smeal
2013: Marketing Session for Take Our Children to Work Day, PSU
2012: Alumni Society Board, Research Spotlight, PSU Smeal
2012-2013: Marketing Academic Research Colloquium (MARC) Organizer, PSU Smeal
2012: PSMA Marketing Week, PSU Smeal
2012: Spend a Summer Day, PSU Smeal
2012: Faculty Marshall, Spring Commencement, PSU
2012: Marketing Session for Take Our Children to Work Day, PSU
2012: Accepted Student Program, PSU Smeal
2012: Kohl's Case Competition Judge, PSU Smeal
2011-2012: Undergraduate Curriculum Committee to Review Course Offerings, PSU Smeal
2011-2012: Marketing Department Faculty Recruiting Committee, PSU Smeal
2010-2011: Marketing Department Faculty Recruiting Committee, PSU Smeal
2009-2010: Marketing Department Faculty Recruiting Committee, Texas A&M Mays
2009: Marketing Department Head Search Committee, Texas A&M Mays
2009-2010: Marketing Department MS-MKTG Committee, Texas A&M Mays
2009: Doctoral Student Comprehensive Exam Grader, Texas A&M Mays
2008-2009: Marketing Department Doctoral Program Council, Texas A&M Mays
2008: Marketing Department Faculty Recruiting Committee, Texas A&M Mays
2007-2008: Marketing Department Research Seminar Series Council, Texas A&M Mays
2007-2010: Subject Pool Co-coordinator, Texas A&M Mays

STUDENT MENTORING

Ph.D. Dissertation Advising

2022: Stephen Anderson, Ph.D. Dissertation committee, PSY, PSU, In-Process
2022: Youngtak Kim, Ph.D. Dissertation committee, MKTG, UGA
2022: Danfei Hui, Ph.D. Dissertation committee, PSY, PSU
2022: Christine Mihelcic, Dissertation committee, MGMT, PSU
2022: Min Young Yoon, Ph.D. Dissertation committee, MGMT, PSU
2022: Felix Xu, Ph.D. Dissertation committee, MKTG, PSU
2020: Argie Kliamenakis, Ph.D. Dissertation committee, MKTG, Concordia, In-Process
2020: Anjier Chen, Ph.D. Dissertation committee, MGMT, PSU
2019: Laura Boman, Ph.D. Dissertation committee, MKTG, UCF
2019: Jihye Jung, Ph.D. Dissertation committee MKTG, Rice
2017: Yixing (Lisa) Gao, Ph.D. Dissertation committee, HRIM, PSU
2016: Jamie Hyodo, Ph.D. Dissertation co-chair with M. Meloy, PSU
2016: Huachao Gao, Ph.D. Dissertation committee, UT-San Antonio
2016: Eunjin Kwon, Ph.D. Dissertation committee, HRIM, PSU
2014: Sae Rom Lee, Ph.D. Dissertation co-chair with H. Baumgartner, PSU
2014: M. K. Chin, Ph.D. Dissertation committee, MGMT, PSU
2012: Youngseon Kim, Ph.D. Dissertation committee, UT-San Antonio
2012: Woo Jin Choi, Ph.D. Dissertation committee, Texas A&M University

Doctoral Paper Committees

2023: Hannah Smith
2021: Stephen Anderson
2019: Nathan Allred
2019: Danfei Hu
2018: Min Young Yoon
2017: Felix Xu
2015: Gabriel Gonzales

2014: Daniel Schaffer
2013: Jamie Hyodo
2011: Sae Rom Lee
2011: M. K. Chin
2011: Vidya Ramachandran

Master's Thesis Advising

2009: Cindy Harmon-Jones
2009: Carly Peterson

Undergraduate Honors Thesis Advising (Schreyer Honors College, PSU)

2023: Jillian Wagner
2022: Emily Bleehash
2021: Ashleigh Longtine
2019: Kathryn Wahl (reader)
2019: Samantha Scherrer (reader)
2017: Asia Grant (reader)
2015: Alicia Popescu
2013: Brandy Cohn
2012: Meghan Barnett
2012: Warren Beckman
2011: Julia Nyugen (reader)

TEACHING

Sustainable Behavior for Consumers, Firms, and Societies, undergraduate,
2023, 2022, 2021, 2020, 2019, 2018, 2016, 2014
Average Instructor Rating: 6.6/7, Average enrollment: 29 students across 7 sections
*Developed as a new course for Smeal Sustainability 2-piece sequence
*2022 Impact Teaching Award, Smeal
*2014 Page Prize for Sustainability Issues in Business Curricula, Honorable Mention

Advertising and Promotions Management, undergraduate, 2016, 2014, 2012, 2011, 2010
Average Instructor Rating: 6.3/7, Average enrollment: 39 students across 11 sections

Consumer Behavior, PhD Seminar, 2019, 2017, 2016, 2012
Average Instructor Rating: 6.7/7, Average enrollment: 10 students across 4 sections

Consumer Behavior, Masters, 2009, 2008

Consumer Behavior, undergraduate, 2009, 2008, 2007, 2006
*SLATE Teaching Award

Principles of Marketing, undergraduate, recitation instructor, 2004

RESEARCH GRANTS AND FUNDING

2022 \$5500, Smeal College of Business, Sustainability Research, with S. Dommer
2020 \$9750, Smeal College of Business, Sustainability Research, with N. Allred (PhD student)
2018 \$1000, Smeal College of Business, Smeall Research Grant, with F. Xu (PhD student) and L. Bolton
2015 \$7000, Smeal College of Business, Sustainability Research, with G. Gonzales (PhD student)

2014 \$1150, Smeal College of Business, Small Research Award
 2014 \$830, Smeal College of Business, Small Research Award, with G. Gonzales (PhD student)
 2014 \$1000, Smeal College of Business, Small Research Award, with J. Hyodo (PhD student) and M. Meloy
 2013 \$900, Smeal College of Business, Small Research Award, with D. Schaffer (PhD student)
 2012 \$750, Smeal College of Business, Small Research Award, with J. Hyodo (PhD student) and M. Meloy
 2012 \$900, Smeal College of Business, Small Research Award, with S. Lee (PhD student)
 2011 \$500, Smeal College of Business, Small Research Award, with A. Garvey (PhD student)
 2011 \$1000, Smeal College of Business, Small Research Award, with S. Lee (PhD student)
 2010 \$5,000, Smeal College of Business, New Faculty Research Grant, PSU
 2009 \$10,000, Center for Retailing Studies Withers Research Grant, Texas A&M
 2009 \$1050, Mays Business School Mini Research Grant with K. Haws
 2009 \$1400, Mays Business School Mini Research Grant
 2008 \$4100, Mays Business School Mini Research Grant
 2007 \$500, International Business Center Doctoral Grant Funding, KGSB
 2007 \$500, Katz Graduate School of Business
 2006 \$500, Katz Doctoral Student Research Funding
 2006 \$3000, International Business Center Doctoral Grant Funding, KGSB
 2005 \$5500, International Business Center, KGSB with V. Mittal
 2005 \$1000, Katz Doctoral Student Research Funding
 2005 \$1000, Katz Graduate School of Business
 2005 \$1000, Max and Erma's Corporation
 2004 \$1000, Katz Graduate School of Business

INVITED PANELS AND PRESENTATIONS

1. When Less is More: Enhancing Well-being by Reducing Consumption, Roundtable, organized by Sankar Sen and CB Bhattacharya, Society for Consumer Psychology, March 3, 2023.
2. Navigating the Review Process, DocSig Special Session, American Marketing Association Conference, February 10, 2023, Nashville, TN.
3. From Here to There: Reflections on the transition from PhD student to Assistant Professor and Beyond, presented at Katz PhD Reunion, University of Pittsburgh, July 23, 2022.
4. Utilizing Identity to Increase Donations: Research-based Insights, keynote presentation at the European Conference on Donor Health and Management, September 16, 2021.
5. Product Disposition: Consumer Research Issues, Opportunities and Challenge, Roundtable Discussion Forum, Association for Consumer Research, October 2021 (virtual).
6. Beyond Self-Report in CB Research, SCP Doctoral Symposium, March 4, 2021 (virtual).
7. Motivating Behavior Change for Sustainability, PA GreenGov Webinar, February 12, 2021.
8. Moving toward a Circular Economy: The Critical Role of Retailing, Smeal Lifelong Learning Webinar, November 11, 2020.
9. Habits and Hooks: Changing Consumer Behaviors, panelist for Circularity20 session, August 27, 2020.
10. Sustainability in Materials Design: Polymer Innovation From Molecules To Market, Breakout Session at Materials Day, Materials Research Institute, Penn State University, October 30, 2019.

11. Beyond Identity Salience: How the Dynamic Self Impacts Consumer Behavior, Knowledge Forum, Association for Consumer Research Conference, Atlanta, GA, 2019.
12. Post-film panel for *Albatross* screening, Penn State Downtown Theatre, July 16, 2019.
13. Climate Change, Sustainability, and Environmentally Significant Choice: Setting the Agenda for Future Research in Environmental Decision-Making, Invitational Choice Symposium, Chesapeake Bay, MD, 2019.
14. From Disposable to Reusable (and Sustainable), presented for Penn State's Sustainability Showcase, September 21, 2018.
15. "Teaching Sustainability Marketing" as part of Impact in the Classroom: Integrating Policy in Marketing Education, presented at Marketing and Public Policy Workshop and Doctoral Consortium, June 7, 2018, Columbus, OH.
16. Engaging the Campus to Improve Recycling Participation, CURC [Campus and University Recycling Coalition] Webinar Series, August 10, 2017.
17. Identity and Charitable Giving, The Prosocial Consumer, Spotlight Session, Society for Consumer Psychology Conference, San Francisco, CA, February 18, 2017.
18. Sustainable Marketing: An Oxymoron?, Collegiate AMA Regional Conference, Penn State, February 2014.
19. Why Do People Donate? The Role of Identities in Consumer Giving
 - Research Seminar Series, Department of Marketing, University of Texas-Arlington, 2014
 - Fudan Global Research Center of Financial Marketing and Customer Management, Fudan University, Shanghai, China, 2013
 - Marketing Academic Research Colloquium (MARC), University of Pittsburgh, 2012
 - Seminar Series, Department of Marketing, Arizona State University, 2012
 - Faculty Network Luncheon, Smeal College of Business, Penn State University, 2012
20. Helping Others to Help Oneself: The Role of Symbolic Moral Identity in Conspicuous Altruism, Research Seminar Series, Department of Marketing, University of Texas at San Antonio, 2009.

INVITED AND CONFERENCE PRESENTATIONS

Paid Repair Services Decrease Product Replacement by Signaling Unused Utility

- University of Miami, February 3, 2023
- Western University, DAN, January 20, 2023 (Virtual)
- Temple University, December 2, 2022 (Virtual)
- Notre Dame University, November 28, 2022
- Hong Kong Polytechnic University, November 17, 2022 (Virtual)
- North Carolina State University, November 4, 2022 (Virtual)
- University of Toronto, November 19, 2021 (Virtual)
- West Virginia University, November 12, 2021 (Virtual)
- Monash University, May 20, 2021 (Virtual)
- Society for Consumer Psychology Conference, San Juan, Puerto Rico, March 4, 2023
- Association for Consumer Research Conference, Denver, CO, October 2022.
- Summer Academic Marketing Association Conference, Chicago, IL, August 2022

Received: The Effect of Take-Back Program Acknowledgment on Perceptions of Company Sustainability and Consumer Recycling Intentions

Winter American Marketing Association Conference, Nashville, TN, February 10, 2023.

- Winter Academic Marketing Association Conference, CBSIG Research with Impact Session,

Nashville, TN, February 10, 2023.

- Society for Consumer Psychology Conference, virtual, March 2022.

Choosing Between “Me’s”: Why a Diverse Self Makes it More Difficult to Choose Between Identity Goods

- Virginia Tech University, April 29, 2022 (Virtual)
- Brigham Young University Marketing Seminar Series, November 19, 2019
- Winter American Marketing Association Conference, Las Vegas, February 2022
- Association for Consumer Research Conference, 2021 (Virtual)
- Association for Consumer Research Conference, Paris, 2020 (Virtual)
- Society for Consumer Psychology Conference, San Francisco, California, 2017

The Price-Entitlement Effect: When and Why Consumers Purchase High-Priced Products with Negative Social Impact

- Smeal Center for the Business of Sustainability, October 7, 2020
- Association for Consumer Research Conference, 2021 (Virtual)
- JACR Boutique Conference on Prosocial Consumer Behavior, Whistler, British Columbia, 2018

Knowing What it Makes: How Product Transformation Salience Increases Recycling

- Can Manufacturers Institute, September 16, 2020
- University of Pittsburgh’s Center for Sustainable Business Launch, October 24, 2019
- Utah State University Marketing Seminar Series, December 7, 2018
- Georgia Tech as Marketing Distinguished Guest Speaker, March 16, 2018
- Sustainability Institute, Penn State University, June 7, 2016
- Smeal Sustainability Workshop, December 8, 2014
- Summer American Marketing Association Conference, Chicago, IL, RRBM Award Session, August 2022
- Society for Consumer Psychology, Savannah, Georgia, 2019
- Marketing and Public Policy Conference, Columbus, OH, 2018
- Association for Consumer Research Conference in New Orleans, Louisiana, 2015

How Public Recognition Promotes Donations to Outgroups, presented at the Association for Consumer Research Conference, virtual conference (Paris), 2020.

How Do Consumers React to Company Moral Transgressions? The Role of Power Distance Belief and Empathy For Victims

- Society for Consumer Psychology Boutique Conference on the Global Consumer, Singapore, July 2022
- Association for Consumer Research Conference, virtual conference (Paris), October 2020

Increasing Donor Retention with Feedback on Donation Use

- Association for Consumer Research Conference, Atlanta, GA, 2019
- Behavioural Insights into Business for Social Good Conference, Vancouver, BC, 2019
- Association for Consumer Research Conference, San Diego, CA, 2017
- Marketing Academic Research Colloquium (MARC), University of Pittsburgh, 2017

Is All Gratitude the Same? Differentiating Salvation, Serendipitous, and Serene Gratitude and Impact on Donations

- Society for Consumer Psychology Conference, Dallas, TX, 2018.
- Society for Consumer Psychology Conference in Phoenix, Arizona, 2015.

Turning a Blind Eye: When Views of Power Differentials Increase Deal Attractiveness, Association for Consumer Research Conference, San Diego, CA, 2017.

Profit or Not to Profit? Consumer Support for the Social Venture Question

- 2017 American Psychological Association Conference in Washington, D.C., 2017
- 2016 Association for Consumer Research Conference in Berlin, Germany, 2016

A Constellation of Many Identities: How Self-Complexity Increases Evaluations of Identity-Linked Products

- University of Washington Winter Marketing Camp, January 25, 2019
- Wilfred Laurier University's Lazaridis Marketing Research Symposium, May 4, 2018
- Marketing Academic Research Colloquium (MARC), University of Pittsburgh, 2017
- University of Manitoba's Seminar Series, November 10, 2017
- University of Arizona Marketing Seminar Series, January 27, 2017
- Arizona State University Marketing Seminar Series, January 23, 2017
- Lehigh University Marketing Seminar Series, November 4, 2016
- University of Louisville Marketing Seminar Series, April 29, 2016
- University of Minnesota Marketing Seminar Series, November 6, 2015
- Association for Consumer Research Conference in New Orleans, LA, 2015

Memory Preservation Increases Donation of Special Possessions

- Society for Consumer Psychology Boutique Conference on Identity and Consumption in Chicago, Illinois, 2016.
- Society for Consumer Psychology Conference in Phoenix, Arizona, 2015
- Association for Consumer Research Conference in Chicago, Illinois, 2013
 - One of 4 ACR Sessions Featured on InDecisionBlog: <http://indecisionblog.com/2013/10/02/4-acr-sessions-to-get-excited-about/>

Looking Forward, Looking Back: How Communal Orientation and Perceived Impact Influence Paying it Forward, Association for Consumer Research Conference in New Orleans, Louisiana, 2015.

Did You Earn Your Louis Vuitton? The Impact of Unearned Conspicuous Signals

- Academy of Marketing Science Conference in Denver, Colorado, 2015
- AMA Winter Marketing Educator's Conference in San Antonio, Texas, 2015
- Marketing Seminar Series, University of Alberta, 2014
- Association for Consumer Research Conference in Chicago, Illinois, 2013

How Does Power Distance Belief Affect Status Consumption?

- 2015 AMA Winter Marketing Educator's Conference in San Antonio, Texas, 2015
- 2014 Association for Consumer Research Conference in Baltimore, MD, 2014

Seeing the World Through GREEN-Tinted Glasses: How Green Consumers Use Motivated Reasoning to Prefer Environmentally Friendly Products

- Penn State Smeal Alumni Pittsburgh Chapter, Pittsburgh, PA, 2014
- Smeal Impact Day, Penn State, 2014
- Smeal Sustainability Research Workshop, Penn State, November 2013
- American Marketing Association Winter Educator's Conference in Austin, TX, 2011
- Association for Consumer Research Conference in Jacksonville, FL, 2010
- Center for Retailing Studies Sponsor Forum at Texas A&M University, College Station, TX, 2010

Conforming Conservatives: How Norms of Salient Social Identities Overcome 'Heartless Conservative' Tendencies

- Association for Consumer Research Conference in Baltimore, MD, 2014
- Association for Consumer Research Conference in Chicago, Illinois, 2013

Getting Consumers to Save Like the Joneses: How Deliberation and Informational Influence Can Increase Savings

- Marketing and Public Policy Conference in Boston, MA, 2014

- Association for Consumer Research Conference in Jacksonville, FL, 2010

When and How Price-Dropping Serves as a Coping Mechanism for Unintentional Overpayment

- Society for Consumer Psychology Conference in Miami, FL, 2014.
- Association for Consumer Research Conference in Vancouver, British Columbia, Canada, 2012

When a “Thank You” Doesn’t Work: The Impact that Expressions of Gratitude from Organizations have on Consumer Attitudes

- Association for Consumer Research Conference in Chicago, Illinois, 2013
- Society for Consumer Psychology Conference Proceedings in San Antonio, Texas, 2013

I’m Moral, but I Won’t Help You: When and Why Moral Identity Does Not Motivate Charitable Giving, Society for Consumer Psychology Conference in San Antonio, Texas, 2013.

Brands Move In from the Outside?: How Moral Identity Enhances Out-group Brand Evaluations

- Association for Consumer Research Conference in Vancouver, British Columbia, Canada. Session chair, 2012.
- Association for Consumer Research Conference in Jacksonville, FL, 2010.

All Sins Are Not Equal: The Moderating Role of Transgression Magnitude on the Effect of Disgust on Moral Judgments, presented at the 2012 Association for Consumer Research Conference in Vancouver, British Columbia, Canada. Special session co-chair with Gergana Nenkov.

Supersize Pricing: Trading off Health for Thrift in a Supersized World, presented at the 2012 Association for Consumer Research Conference in Vancouver, British Columbia, Canada.

The Effect of Power Distance Belief on Charitable Giving

- Association for Consumer Research Conference in Vancouver, British Columbia, Canada, 2012
- Association for Consumer Research North American Conference in St. Louis, Missouri, 2011

Helpful Hopefulness: The Positive Impact of Hope on Self-Control

- Association for Consumer Research Conference in Pittsburgh, PA, 2009
- Society for Consumer Psychology in San Diego, CA, 2009

Compassionate Conservatives AND Loving Liberals?: Political Ideology, Moral Identity, and Donation Intentions,” presented at the 2009 Association for Consumer Research Conference in Pittsburgh, PA.

I’m Already Dirty, I Might as well Cheat

- Society for Consumer Psychology in San Diego, CA, 2009
- Mays Marketing Research Camp, Department of Marketing, Texas A&M University, 2008

How Redesigning Angular Logos to be Rounded Shapes Brand Attitude: Consumer Commitment and Self-Construal,” presented at the 2008 American Marketing Association Summer Educator’s Conference in San Diego, CA.

Promotion Matching: The Role of Promotion Type and Self-Construal on Purchase Intentions

- American Marketing Association Winter Educator’s Conference in Austin, TX, 2008
- Association for Consumer Research Conference in Memphis, TN, 2007

Now That I’m Sad, It’s Hard to be Mad: Examining Emotion-State Transitions.

- Society for Consumer Psychology in New Orleans, LA, 2008
- Department of Psychology, Texas A&M University, 2008
- Emotion Pre-Conference for the Society of Personality and Social Psychology in Albuquerque, NM, 2008

Conflicting Identities: The Effect of Gender and Internal Moral Identity on Charitable Giving

- Association for Consumer Research Conference in Orlando, FL, 2006

- Marketing Science Conference in Pittsburgh, PA, 2006

Who Chose the Forgone Alternative?: The Effects of Social Comparison on Regret

- Association for Consumer Research Conferences in Pittsburgh, PA, 2009
- 2006 Association for Consumer Research Conference in Orlando, FL, 2006
- 2006 Society for Consumer Psychology Conference in Miami, FL, 2006
- Haring Symposium, Bloomington, IN, 2005.

'My' Brand or 'Our' Brand? Consumer-Brand Relationships and Self-Construal and their Impact on Brand Dilution

- Association for Consumer Research Conference in San Antonio, TX, 2005
- American Marketing Association Winter Educator's Conference in San Antonio, TX, 2005

IMPACT ON SOCIETY (SELECTED MEDIA COVERAGE)

1. Anderer, John (2022, May 2), "Class divide: Wealthy people feel "entitled" to buy expensive, unsustainable goods, StudyFinds.org, <https://studyfinds.org/wealthy-people-unsustainable/>
2. Breen, Scott, Gina Miklasz, and Colleen Woodruff (2022, March 29), "Behavior Change Research shows how to spur consumer recycling, Reduce Contamination, *SustainableBrands.com*, <https://sustainablebrands.com/read/behavior-change/behavior-change-research-shows-how-to-spur-consumer-recycling-reduce-contamination>
3. Jainchill, Johanna (2022, January 3), "Cruising's net zero commitment," *Travel Weekly*, <https://www.travelweekly.com/Cruise-Travel/Cruising-net-zero-commitment>
4. "Consumer choice evens the playing field for brand sustainability," (2021, November 4), *Financial Times, Partner Content, Reckitt*, <https://www.youtube.com/watch?v=Q-UEpzzq7c8w&t=4s>, <https://www.ft.com/partnercontent/reckitt/consumer-choice-evens-the-playing-field-for-brand-sustainability.html>
5. Klein, Jesse (2020, September 3), "5 Ways companies can encourage consumers to form circular habits," *GreenBiz.com*, <https://www.greenbiz.com/article/5-ways-companies-can-encourage-consumers-form-circular-habits>
6. Funk, Anna (2020, April 1), "What will it Take to Get People to be More Sustainable? *Discover Magazine*, <https://www.discovermagazine.com/environment/what-will-it-take-to-get-people-to-be-more-sustainable>
7. "This simple tweak could drastically raise our pathetic recycling rates" (2019, September 28), *Fast Company*, https://www.fastcompany.com/90410129/this-simple-tweak-could-drastically-raise-our-pathetic-recycling-rates?utm_source=postup&utm_medium=email&utm_campaign=world-changing-ideas&position=9&partner=newsletter&campaign_date=10022019
*Based on article written for [The Conversation](#); also covered by Quartz, Daily Item, Hello Homestead, PreventOceanPlastic.com, among others
*[Recycling Animation](#) on YouTube
8. Burger, Kevyn (2019, September 11), Boomers, you can let go of those high school trophies. Here's how to declutter without the heartbreak," *Star Tribune*. <http://www.startribune.com/boomers-you-can-let-go-of-those-high-school-trophies-here-s-how/559943332/>
9. Kaplan, David (2019, April 29). "Penn State students seek solutions to tailgate trash problems," *Centre Daily Times*. <https://www.centredaily.com/news/local/education/penn->

[state/article229729789.html](#); Also covered on WTAJ: <https://www.wearecentralpa.com/news/penn-state-students-work-to-help-state-college-with-sustainability/1955673735>

10. "Penn State research finds not everyone wants their good deeds touted on social media," *Centre Daily Times*. (March 29, 2019) <https://www.centredaily.com/living/liv-columns-blogs/article228527814.html>
11. Conversation (2018, November 19), "Not everyone wants their donations touted on Facebook or plastered on walls," *The Conversation*, <https://theconversation.com/not-everyone-wants-their-donations-touted-on-facebook-or-plastered-on-walls-106752>
12. Conversation (2017, August 1), "A big hurdle do-good companies face," *The Conversation*, <https://theconversation.com/a-big-hurdle-do-good-companies-face-81357>
13. CNN (2017, July 17), "The Life-changing science of photographing your clutter," <http://www.cnn.com/2017/07/17/health/photograph-clutter-partner/index.html>
*Based on article written for [The Conversation](#)
14. Gilger, Lauren (2017, July 7), "Researcher Finds Taking Photos of Items Helps with Decluttering," <http://theshow.kjzz.org/content/501676/researcher-finds-taking-photos-items-helps-decluttering>
15. Grant, Kelli B (2017, July 6), "One trick to successfully KonMari your closet," CNBC.com, <http://www.cnbc.com/2017/07/06/why-taking-pictures-can-help-you-boost-noncash-charitable-donations.html>
*One of Top 6 Expert Placements for Penn State (Biannual Report July-Dec 2017)
16. MacMillan, Amanda (2017, June 29), "Bad At Throwing Stuff Away? Take a Photo First," Time.com, <http://time.com/4836532/how-to-declutter-tips/>
17. MacMillan, Amanda (2017, June 27), "This Genius Trick Will Make Decluttering Easier," Realsimple.com, <https://www.realsimple.com/health/mind-mood/sentimental-clutter-donation-take-a-photo>
18. Entis, Laura (2015, September 11), "Why We Hate Logo Redesigns," Entrepreneur.com, <http://www.entrepreneur.com/article/250559>
19. Vedantam, Shankar (2015, June 1), "Researchers Link Feelings of Disgust and Ethical Behavior," NPR's *Hidden Brain*, <http://www.npr.org/2015/06/01/411138504/researchers-link-feelings-of-disgust-and-ethical-behavior>
20. Criado, Elisa (2014, November 13), "Disgusting stuff turns us into liars and cheats, and cleanliness makes us honest again," <http://www.independent.co.uk/news/science/disgusting-stuff-turns-us-into-liars-and-cheats-9859828.html>
21. Dahl, Melissa (2014, November 13), Disgusting Environments Lead to Unethical Behavior, <http://nymag.com/scienceofus/2014/11/disgusting-environments-promote-cheating.html>
22. O'Connor, John (2014, September 28), "Rauner's Charitable Giving Veers Left and Right," <http://politics.suntimes.com/article/springfield/rauners-charitable-giving-veers-left-and-right/sun-09282014-105pm>
23. Kurtzleben, Danielle (2014, July 28), "A New Study on Charity has Important Lessons for the Social Safety Net," Vox, <http://www.vox.com/2014/7/28/5941855/a-new-study-on-charity-has-important-lessons-for-the-social-safety-net>

24. (2014, July/August), "Robin Hood Rankings" *Harvard Business Review*, <http://hbr.org/2014/07/robin-hood-rankings/ar/1>
25. Kiesel, Laura (2014, May 15), "U.S. Tops Charitable Giving Rankings Despite Rich-Poor Divide," *The Street*, <http://www.thestreet.com/story/12705658/1/us-tops-charitable-giving-rankings-despite-rich-poor-divide.html>
26. O'Connell, Andrew (2014, April 22), "If You're Thinking of Soliciting Donations in Bulgaria...," *Harvard Business Review: The Daily Stat*, <http://blogs.hbr.org/2014/04/if-youre-thinking-of-soliciting-donations-in-bulgaria/>
27. Lanore, Carl (2014, March 19), "When Value Trumps Health in a Supersized World," *Superhumanradio Live Interview*.
28. Korkki, Phyllis (2013, December 21), "Seeking the Why of Giving", *The New York Times*, <http://www.nytimes.com/2013/12/22/business/seeking-the-why-of-giving.html>
29. (2013, July), "The ROI of Recognizing Donors' Good Deeds" *Marketing News*, <http://connection.ebscohost.com/c/articles/88932353/roi-recognizing-donors-good-deeds>
30. Broda-Bahm, Ken (2013, July 18), "Go for "Mad" Not "Sad" When You've Got the Burden: Listening to Juror B37," *Persuasive Litigator*, <http://www.persuasivelitigator.com/2013/07/go-for-mad-not-sad-when-youve-got-the-burden-listening-to-juror-b37-.html>
31. Kiernan, John (2013, June 10), "Ask the Experts: How to Maximize the Impact of Your Charitable Donations," *CardHub*, <http://www.cardhub.com/edu/how-to-maximize-your-charitable-giving/>.
32. Brush, Michael (2013, March 5), "7 Hippy Brands that Lean Right," *MSN Money*, <http://money.msn.com/top-stocks/7-hippie-brands-that-lean-right>
33. Milazzo, Britney (2013, February 9), "Penn State Marketing Students Get Real-World Experience," *Centre Daily Times*, <http://www.centredaily.com/2013/02/09/3495399/penn-state-students-help-websters.html>
-Also covered by *The Collegian*, *Small Business Development Center Newsletter*, and *Penn State Newswire*
34. Vedantam, Shankar and Steve Inskeep (2012, December 31), "Why Charities Need to Consider Donors' Politics," *NPR's Hidden Brain*, <http://www.npr.org/2012/12/31/168328962/why-charities-need-to-consider-donors-political-views>
35. Sanburn, Josh (2011, March 14), "Circles and Swooshes: What's behind the trend toward kinder, gentler logos?" *Time Magazine*. <http://content.time.com/time/magazine/article/0,9171,2056730,00.html>

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
 Society for Consumer Psychology
 American Marketing Association

INDUSTRY EXPERIENCE

2003-2004 Consultant, Aftermarket Parts, Ingersoll-Rand Road Development, Shippensburg, PA

2002 Intern, Aftermarket Parts, Ingersoll-Rand Road Development, Shippensburg, PA
1997-2001 Weis Markets, Mifflintown, PA

FUN FACTS

2023 First Whistle for Penn State Men's Volleyball, March 21 vs. OSU
2019 Penn State Football Faculty Coach, September 27 vs. UMaryland
2014-2020 Group Ride Spinning Instructor, The North Club, MOSSA Certified
2013-Present Walk to End Alzheimer's, Team Captain, Stepping4Sue