

August 12, 2023

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ACADEMIC POSITIONS:

- 8/02 - present *Department Chair* (7/19 – present), *David H. McKinley Professor of Business Administration* (7/21 – present), *Zimmerman University Endowed Fellow* (1/16 – 6/21), *Professor* (5/15 – present), *Associate Professor* (5/06 – 5/15) and *Assistant Professor* (8/02 – 5/06), Smeal College of Business, The Pennsylvania State University, University Park, PA.
Courses Taught: Undergraduate Introduction to Marketing (n=500+), Consumer Behavior (n=40 -100 per), Doctoral Seminar Consumer Behavior (n=12-15 per), Special Topics Doctoral Seminar (n=8 per), MBA Consumer Behavior (n=12 - 18 per), Executive MBA Consumer Behavior (n=24 - 46 per)
- 1/15 – 3/15 *Visiting Scholar*, Robert H. Smith School of Business, University of Maryland, College Park, PA.
Course Taught: Doctoral Seminar in Information Processing.
- 1/10 - 6/10 *Visiting Associate Professor*, Warrington School of Business, University of Florida, Gainesville, FL.
- 8/02 – 8/09 *Adjunct Professor*, Department of Applied Economics and Management, Cornell University, Ithaca, NY.
- 7/99 – 8/02 *Assistant Professor*, Department of Applied Economics and Management, Food Industry Management, Cornell University, Ithaca, NY.
Courses Taught: Introduction to Marketing (n=500 per), Consumer Behavior (n=50 per)
Managerial Decision Making for Food Executives Program (n=70 per)
- 8/96 – 6/99 *Assistant Professor*, R.B. Pamplin College of Business, Department of Marketing, Virginia Tech, Blacksburg VA.
Courses Taught: Marketing Communications (n=35 per)

EDUCATION:

- 8/90 - *Cornell University, Johnson Graduate School of Management*
8/96 Ph.D. in Management (1996), M.S. in Management (1995)
Concentration: Marketing, Consumer Behavior, Decision Making (J. Edward Russo, chair)
Minors: Psychology (Thomas D. Gilovich), Statistics (Paul F. Velleman)
Dissertation: The Role of Positive Affect in the Predecisional Distortion of Product Information.
- 8/85 - *Cornell University, Department of Agricultural Economics*
1/88 M.S. in Agricultural Economics (1988)
Concentration: Food Marketing (Edward W. McLaughlin, chair)
Minor: Consumer Economics (Carol S. Kramer)
Thesis: A Segmentation Analysis of Consumer Attitudes and Usage of Grocery Coupons.
- 12/80 - *The Pennsylvania State University.*
12/84 *Department of Agricultural Economics and Rural Sociology*
B.S. in Agricultural Economics and Rural Sociology (1984)
Concentration: Food Marketing, Minor: Economics

GRANTS AWARDED:***National Science Foundation:***

- “Causes and Remediation of the Predecisional Distortion of Information” (2001-2005). Awarded by the *National Science Foundation, Decision Risk and Management Science* to Co-Principal Investigators: Margaret G. Meloy and J. Edward Russo. Amount awarded over 4 years: \$395,000.
- “Validating a Method for Assessing the Activation Level of Multiple Decision Process Goals” (2006-2008). Awarded by the *National Science Foundation, Decision Risk and Management Science* to Co-Principal Investigators: Kurt A. Carlson, Margaret G. Meloy and J. Edward Russo. Amount awarded for one year (+no cost extension): \$ 37,864.

United States Department of Agriculture:

- “Mood-driven Influences on Consumer and Managerial Choice: Applications to the Food Sector.” (1999-2002) Grant NYC-121424 awarded by the *United States Department of Agriculture* to Margaret G. Meloy. Amount awarded over 3 years: \$45,000.

Supply Chain Management Center of Excellence, University of Texas Austin McCombs School of Business:

- “Towards Understanding Consumers’ Attitudes Towards and Perceptions of Remanufactured Consumer Goods” (2008-2010). Awarded by the McCombs School of Business at University of Texas, Austin to Co-Principal Investigators: Selin Atalay, V. Daniel R. Guide, Jr. and Margaret G. Meloy. Amount awarded \$10,000.

Penn State Smeal College of Business:

- Smeal Center for Sustainability Research Award (January 2020). Amount awarded: \$2800.
- Smeal Small Research Grant Awards (October 2003, July 2004, October 2004, October 2007, October 2010, October 2012, October 2013, May 2015, May 2016, October 2017, October 2019; May 2020). Amounts awarded: \$1800 - \$2000 per cycle.
- Smeal Summer Research Grant Awards (2002 - 2021).

PUBLICATIONS:

Alptekinoglu, Aydin, Ashley Stadler-Blank, Margaret G. Meloy, and V. Daniel Guide (2023), “Can Mass Customization Slow Fast Fashion Down? The Impact on Time to Disposal and Willingness to Pay,” *Journal of Operations Management*, May, (forthcoming), <https://doi.org/10.1002/joom.1255>.

Abdulla, Huseyn, James D. Abbey, A. Selin Atalay, and Margaret G. Meloy (2023), “Show, Don’t Tell: Education and Physical Exposure Effects in Remanufactured Products Markets,” *Journal of Operations Management*, April (forthcoming), <https://doi.org/10.1002/joom.1248>.

Ross, Gretchen, Lisa E. Bolton and Margaret G. Meloy (2023), “Disorder in Secondhand Retail Spaces: The Countervailing Forces of Hidden Treasure and Risk,” *Journal of Retailing*, 99,(1), 136-148, <https://doi.org/10.1016/j.jretai.2022.12.002>.

Cheng, Andong, Hans Baumgartner, and Margaret G. Meloy (2021), “Identifying Picky Shoppers: Who They Are and How to Spot Them,” *Journal of Consumer Psychology*, 31 (4) (October), 706-725, <https://doi.org/10.1002/jcpy.1223>

Cheng, Andong, Margaret G. Meloy and Evan Polman (2021), “Picking Gifts for Picky People,” *Journal of Retailing*, 97 (2) (June), 191-206, <https://doi.org/10.1016/j.jretai.2020.07.003>

Ross, Gretchen R., Margaret G. Meloy and Lisa E. Bolton (2021), “Disorder and Downsizing*,” *Journal of Consumer Research*, 47 (6) (April), 959-977, <https://doi.org/10.1093/jcr/ucaa051>

*Winner of the Ferber Award from the *Journal of Consumer Research* for best paper based on a doctoral dissertation

PUBLICATIONS (continued):

- Ross, Gretchen R., Margaret G. Meloy and Kurt A. Carlson (2020), "Preference Refinement After a Budget Contraction," *Journal of Consumer Research*, 47 (3) (October), 412-430, <https://doi.org/10.1093/jcr/ucaa032>
- Atalay, A. Selin and Margaret G. Meloy (2020), "Improving Evacuation Compliance through Control: Implications for Emergency Management Policy and Disaster Communications," *Journal of Nonprofit & Public Sector Marketing*, 32 (4) (July), 364-378, <https://doi.org/10.1080/10495142.2020.1798855>
- Gonzales, Gabriel E., Lisa E. Bolton and Margaret G. Meloy (2019), "Why Do Consumers Think it is Fair to Pay More When Buying from Producers versus Retailers?," *Marketing Letters*, 31 (1) (March), 31-35, <https://doi.org/10.1007/s11002-019-09507-6>
- Abbey, James D. and Margaret G. Meloy (2017), "Attention by Design: Using Attention Checks to Detect Inattentive Respondents and Improve Data Quality*," *Journal of Operations Management*, 53-56 (November), 63-70, <https://doi.org/10.1016/j.jom.2017.06.001>
*Winner of the Ambassador Award from *Journal of Operations Management* for the paper published in JOM that is most highly cited in non-Operations Management journals.
- Garvey, Aaron M., Margaret G. Meloy and Baba Shiv (2017), "The Jilting Effect: Antecedents, Mechanisms and Consequences for Preference," *Journal of Marketing Research*, 54 (October), 785-798, <https://doi.org/10.1509/jmr.14.0373>
- Schroeter, Christiane, Charles F. Nicholson, and Margaret G. Meloy (2016), "Consumer Valuation of Organic and Conventional Milk: Does Shelf Life Matter?," *Journal of Food Distribution Research*, 47 (November), 118-133, <https://ageconsearch.umn.edu/record/250003>
- Abbey, James D., Margaret G. Meloy, Joseph Blackburn, V. Daniel Guide (2015), "Consumer Markets for Remanufactured and Refurbished Products," *California Management Review*, 57 (Summer), 26-42.
- Abbey, James D., Margaret G. Meloy, V. Daniel Guide and A. Selin Atalay (2015), "Remanufactured Products in Consumer Closed-Loop Supply Chains," *Production and Operations Management*, 24 (3), 488-503.
- Hamilton, Rebecca, Debora Thompson, Zac Arens, Simon Blanchard, Gerald Haubl, P.K. Kannan, Uzma Khan, Donald P. Lehmann, Margaret G. Meloy, Neal Roese, and Manoj Thomas (2014), "Consumer Substitution Decisions: An Integrative Framework," *Marketing Letters* 25 (3), 305-317.
- Blanchard, Simon J., Kurt A. Carlson, and Margaret G. Meloy (2014), "Biased Predecisional Processing of Leading and Non-leading Alternatives," *Psychological Science*, 25 (March), 812-816.
- Carlson, Kurt A., Robin J. Tanner, Margaret G. Meloy and J. Edward Russo (2014), "Catching Goals in the Act of Decision Making," *Organizational Behavior and Human Decision Processes*, 123 (January), 65-76.
- Carlson, Kurt A., Margaret G. Meloy and Elizabeth G. Miller (2013), "Goal Reversion in Consumer Choice," *Journal of Consumer Research*, 39 (February), 918-930.
- Atalay, A. Selin and Margaret G. Meloy (2011), "Retail Therapy: A Strategic Effort to Improve Mood," *Psychology and Marketing*, 28 (June), 638-659.
- Meloy, Margaret G. and Adam Duhachek (Eds.) (2010), "Advances in Consumer Psychology: Volume II," Society for Consumer Psychology Meeting, St. Pete Beach FL, February 2010.
- Carlson, Kurt A., Margaret G. Meloy, and Daniel Lieb (2009), "Benefits Leader Reversion: How a Once Preferred Product Recaptures Its Standing," *Journal of Marketing Research*, 46 (December), 788-797.

PUBLICATIONS (continued):

- Russo, J. Edward, Kurt A. Carlson, Margaret G. Meloy and Kevyn Yong (2008), "The Goal of Consistency as a Cause of Information Distortion," *Journal of Experimental Psychology: General*, 137(3), 456-470.
- Bond, Samuel D., Kurt A. Carlson, Margaret G. Meloy, J. Edward Russo, and Robin J. Tanner (2007), "Information Distortion in the Evaluation of a Single Option," *Organizational Behavior and Human Decision Processes*, 102 (March), 240-254.
- Russo, J. Edward, Kurt A. Carlson, and Margaret G. Meloy (2006), "Choosing an Inferior Option," *Psychological Science*, 17(10), 899-904.
- Meloy, Margaret G., J. Edward Russo and Elizabeth G. Miller (2006), "Monetary Incentives and Mood," *Journal of Marketing Research*, 43(2), 267-275.
- Carlson, Kurt A., Margaret G. Meloy, and J. Edward Russo (2006), "Leader-Driven Primacy: Using Attribute Order to Affect Consumer Choice," *Journal of Consumer Research*, 32(4), 513-518.
- Meloy, Margaret G, and J. Edward Russo (2004), "Binary Choice Under Instructions to Select versus Reject," *Organizational Behavior and Human Decision Processes*, 93(2), 114-128.
- Meloy, Margaret G. (2000) "Mood-Driven Distortion of Product Information," *Journal of Consumer Research*, 27(3), 345-359.
- Russo, J. Edward, Margaret G. Meloy, and T. Jeffrey Wilks (2000), "Predecisional Distortion of Information by Auditors and Salespersons," *Management Science*, 46, 13-27.
- Russo, J. Edward, Margaret G. Meloy, and Victoria Husted-Medvec (1998), "Predecisional Distortion of Product Information," *Journal of Marketing Research*, 25, 438-452.
- Russo, J. Edward, Victoria Husted-Medvec, and Margaret G. Meloy (1996), "The Distortion of Information During Decisions," *Organizational Behavior and Human Decision Processes*, 66,1, 102-110.
- Meloy, Margaret G., Edward W. McLaughlin, and Carol S. Kramer (1988), "A Consumer Segmentation Analysis of Grocery Coupon Users: Public Policy Implications," *Proceedings of the American Council on Consumer Interests*, Chicago, April 1988.
- Meloy, Margaret G., Edward W. McLaughlin, and Carol S. Kramer (1988), "A Consumer Segmentation Analysis of Grocery Coupon Users," *Cornell Agricultural Economics Research Report 88-17*, Cornell University, Ithaca, NY. (Translated into French, 1991).

BOOK CHAPTER:

- Germann, Frank, Ronald L. Hess, and Margaret G. Meloy (2021), "Do Retailers Get Blamed when Manufacturer Brands Fail? Measurement of Multi-Loci Attributions and Spillover Effects," in V. Kumar and David W Stewart (Eds.) *Marketing Accountability for Marketing and Non-Marketing Outcomes (Review of Marketing Research, Vol 18)*, Emerald Publishing Limited, Bingley, pp 111-128. <https://doi.org/10.1108/S1548-64352021000018005>

ARTICLES UNDER REVIEW (continued):

Kim, Aekyoung, Saerom Lee and Margaret G. Meloy, "Imagining is Better than Seeing: How Perceptual Difficulty Increases Indulgence," revising to resubmit, *Journal of the Academy of Marketing Science*.

Abstract: The research shows that perceptual difficulty (vs. fluency) enhances consumer preference for vices but not for virtues. Mediation analysis reveals that exposure to perceptually difficult-to-process stimuli induces positive emotional experiences of imagery and, in turn, increases preference for vices (vs. virtues). Directly eliciting imagery through guided instructions attenuates the effect of processing difficulty on indulgent consumption. Finally, a cognitive load on visual working memory impairs imagery and mitigates the positive effect of perceptual difficulty on consumption of vices.

Ross, Gretchen, Eunice Kim Cho and Margaret G. Meloy, "Owners' Willingness to Accept in the Sharing Economy," under second round review, *Journal of Marketing*.

Abstract: The sharing economy has become an increasingly widespread and common way for peers to rent out their owned goods to others. This research investigates something we call "the provider WTA effect," where in the context of a peer-to-peer (P2P) sharing economy model, providers (i.e., owners renting out their belongings) are willing to accept (WTA) less than renters (i.e., non-owners) are willing to pay (WTP). Contrary to prior research, which repeatedly demonstrates that owners typically demand more to part with their belongings than non-owners are willing to pay in a seller/buyer transaction due to loss aversion, in the context of the sharing economy, this provider WTA effect is explained by providers' focus on consideration of others rather than the loss of the item. It is this motivation that drives WTA lower than WTP which leads to market inefficiencies. This robust effect is demonstrated across eleven studies and multiple domains.

WORKING PAPERS:

Hyodo, Jamie, Margaret G. Meloy, and Karen P. Winterich, "Is All Gratitude the Same? Developing a Gratitude Typology Based on Need and Agency," Working Paper.

Abstract: Current conceptualizations of gratitude neither account for the state of need of a benefit-receiving individual nor for the agency of the source of the benefit. By accounting for these factors, we develop a novel gratitude typology consisting of three gratitude types: salvation gratitude (help needed from another), serendipitous gratitude (help not needed from another), and serene gratitude (no other). Building on this typology, we examine the affective composition of each gratitude type and their associated cognitive appraisals. Importantly, salvation gratitude is found to include negative affective and cognitive elements. This gratitude type is also associated with a reduction in reported and actual pro-social behavior in terms of charitable donations. The implications of this typology are discussed.

Lee, Saerom and Margaret G. Meloy, "Would You Purchase From a Seller in Alaska? The Impact of Geographic Distance on Consumers' Choice of Sellers in Online Marketplaces," Working Paper.

Abstract: Do the geographic locations of sellers in online marketplaces like eBay and Amazon matter to buyers if there are no associated cost differences? In five studies, we show that consumers prefer to purchase products from sellers that are geographically close versus from those located farther away, largely because close sellers (versus far sellers) are associated with closer psychological distance and a lower perceived risk of product purchase. We show that distant sellers who encourage feelings of closeness or social attachment can reduce perceived risk and increase consumers' preference for them, regardless of actual geographic distance.

WORKING PAPERS (continued):

Ross, Gretchen, Kurt A. Carlson, and Margaret G. Meloy, "The Dynamics of Purchasing Power," Working Paper.

Abstract: We explore if and how consumers preferences change when their purchasing power is restored after facing a period of contraction due to generalized price increases. Specifically, our interest is in how the mechanisms to restore consumers purchasing power (i.e., price decreases, wage increases) following price increases (i.e., from inflation) differentially effect consumers' preferences. We measure preference changes by comparing the number of unique budget categories consumers allocate their resources to prior to a price increase and again after their purchasing power is restored. We find that, holding purchasing power constant, price inflation and subsequent price reversion leads consumers to refine or reduce the number of categories they allocate to. However, if consumers purchasing power is restored by receiving an infusion of monetary resources, consumers' preferences expand, increasing in the number of budget categories those resources are allocated to. This effect is driven by positive feelings and moderated when purchasing power is made salient.

Ross Gretchen, Margaret G. Meloy and Simon J. Blanchard, "Increasing Trust in Retailers Through Thermoregulation," Working Paper.

Abstract: The current work focuses on how temperature affects perceptions of trust in retail settings. Although past research has found that warm temperatures can increase trust, this will likely not always hold true, especially if warm temperatures trigger thermoregulation processes. In the present research, we investigate the role that temperature (e.g., indoor temperature, product temperature) can play in fostering trust in the retailer. Specifically, we show that when a consumer's physical temperature is uncomfortably warm (cool), having cool (warm) indoor or product temperatures can lead to higher trust in the retailer and affect other downstream consequences in a retail environment. Consistent with research on thermoregulation, we demonstrate that this effect is driven by an individual's ability to move towards their homeostatic optimum and increase comfort levels. We refer to this as the homeostatic trust effect. Finally, we provide recommendations to retailers who seek to (re)establish trust.

IN PREPARATION:

Atalay, A. Selin, Margaret G. Meloy and Joshua Clarkson, "Carry-Over Effects of Control," preparing draft.

Ross, Gretchen R, Jamie Hyodo, Aaron M. Garvey, James D. Abbey and Margaret G. Meloy, "Emotionally Enriched or Sentimentally Sullied: The Influence of Emotional Contagion on Previously Owned Product Attractiveness," preparing draft

Slot, Johanna, Gabriel E. Gonzales, and Margaret G. Meloy, "An Access Gap: Explaining the Success of Designer-for-Retailer Products," preparing draft.

CONFERENCE AND WORKSHOP PRESENTATIONS (presenter in bold):

Meloy, Margaret G., "Trends in Sustainability," Central Pennsylvania International Business Conference: Learning from Each Other, Penn State, University Park, PA May 2023.

Meloy, Margaret G. "Decision Traps: Biases and Heuristics that Can Lead Us Astray," Peace and Social Justice Conference, Wallingford, PA, May 2023

Kim, Amy, Saerom Lee and **Margaret G. Meloy**, "Imagining is Better than Seeing," Terry College of Business, University of Georgia, Athens, GA, April 2023.

Meloy, Margaret G. "Remanufactured Products: Show, Don't Tell," Schreyer Honors College Research Seminar, Penn State, University Park, PA, March 2023.

CONFERENCE and WORKSHOP PRESENTATIONS (continued):

- Meloy, Margaret G.** "Rethinking Consumer Health and Well-Being in a New Reality," Panel Discussion, American Marketing Association, Nashville, TN, February 2023.
- Abdulla, Huseyn and Margaret G. Meloy,** "Show, Don't Tell: Education and Physical Exposure in Remanufactured Product Markets," Smeal Sustainability Workshop, University Park, PA, December 2022.
- Meloy, Margaret G.** "An Era of Change," Presidential Address, Society for Consumer Psychology, Huntington Beach, CA, March 2020.
- Russo, J. Edward** and Margaret G. Meloy, "A Process Theory of Wason's 2-4-6 Task," Psychonomic Society Meeting, Montreal, Canada, November 2019.
- Kim, Amy,** Saerom Lee and Margaret G. Meloy, "Imagining is Better than Seeing," Association for Consumer Research, Atlanta, GA, October 2019.
- Wilroy, Gretchen Ross,** Margaret G. Meloy, and Lisa Bolton, "Disorder and Downsizing," Association for Consumer Research, Atlanta, GA, October 2019.
- Wilroy, Gretchen Ross,** Margaret G. Meloy, and Simon J. Blanchard, "Is Warm Always Trusting? The Conditional Effect of Ambient Temperature on Retailer Trust," Association for Consumer Research, Dallas, TX, October 2018.
- Gonzales, Gabriel E.,** Johanna Slot and Margaret G. Meloy, "When High-End Designers Partner With Low-Cost Retailers: Bridging the Access Gap," Association for Consumer Research, Dallas, TX, October 2018.
- Wilroy, Gretchen Ross,** Margaret G. Meloy, and Kurt A. Carlson, "Preference Refinement After a Budget Contraction," Behavioral Decision Research in Management, Boston, MA, June 2018.
- Wilroy, Gretchen Ross,** Kurt A. Carlson, and Margaret G. Meloy, "Preference Refinement After a Budget Contraction," Association for Consumer Research, San Diego, CA, October 2017.
- Wilroy, Gretchen Ross, Kurt A. Carlson, and **Margaret G. Meloy,** "The Preference Refinement Effect," Marketing Seminar, Fisher College of Business, The Ohio State University, Columbus, OH, April 2017.
- Wilroy, Gretchen Ross, Kurt A. Carlson, and **Margaret G. Meloy,** "The Preference Refinement Effect," Marketing Seminar, Ross School of Business, University of Michigan, March 2017.
- Slot, Johanna,** Gabe Gonzales, and Margaret G. Meloy, "Low-fit Co-Branding Alliances: Explaining the Success of Designer-for-Retailer Collaborations," American Marketing Association, Orlando, FL, February 2017.
- Garvey, Aaron M., **Margaret G. Meloy** and Baba Shiv, "The Effects of Jilting on Incumbent Option Preference," Marketing Research Camp, University of South Carolina, Columbia SC, April 2016.
- Cheng, Andong, Margaret G. Meloy and **Evan Polman,** "Picking Gifts for Picky People: Strategies and Choices," Society for Personality and Social Psychology, Long Beach, CA: February 2015
- Meloy, Margaret G.** "Disgust: Does It Hamper the Remanufactured Products Market," Sustainability Research Workshop, University Park, November 2013.

CONFERENCE and WORKSHOP PRESENTATIONS (continued):

- Cheng, Andong** and Margaret G. Meloy, "If You Think I'm Picky, What Gift Will You Give Me?" Working Paper Session, Association for Consumer Research, Chicago, October 2013.
- Hyodo, Jamie**, Karen P. Winterich and Margaret G. Meloy, "Thank You: When and Why Expressions of Gratitude Enhance Consumer Satisfaction and Loyalty," Competitive Paper Session, Association for Consumer Research, Chicago, October 2013.
- Meloy, Margaret G.**, "Predecisional Preference Formation," 9th Choice Symposium, Noordwijk, The Netherlands, June 2013.
- Hyodo, Jamie**, Karen P. Winterich and Margaret G. Meloy, "Thank You for Dining With Us' – How Expressions of Gratitude from Organizational Representatives affect Customer Satisfaction and Loyalty," Competitive Paper Session, Society for Consumer Psychology, San Antonio, February 2013.
- Garvey, Aaron M.**, Margaret G. Meloy and Baba Shiv, "When Hopes Are Dashed: Sour Grapes or Searching for Greener Pastures," Competitive Paper Session, Association for Consumer Research, Vancouver, BC Canada, October 2012.
- Lee, Saerom** and Margaret G. Meloy, "Would You Purchase from a Seller in Alaska? Preference for Differently Located Sellers in Online Marketplaces," Competitive Paper Session, Association for Consumer Research, Vancouver, BC Canada, October 2012.
- Meloy, Margaret G.** "Goals in Decision Making," invited speaker, HEC: Paris, June 2012.
- Meloy, Margaret G.** "Consumer Behavior in Behavioral Operations Management," invited speaker for the Production and Operations Management Society Mini-Conference on Behavioral Operations, Chicago, IL, April 2012.
- Garvey, Aaron M.**, Margaret G. Meloy and Baba Shiv, "The Dashed Hopes Effect: Sour Grapes or Pining Away for Greener Pastures," Penn State University, February 2012.
- Meloy, Margaret G.**, Invited Speaker, Doctoral Consortium at the Annual Meeting of the Society for Consumer Psychology, St. Louis, MO, February 2011.
- Garvey, Aaron M.**, Margaret G. Meloy and Baba Shiv, "The Liberating Influence of Dashed Hopes upon the Status Quo Bias," Competitive Paper Session, Annual Meeting of the Society for Consumer Psychology, Atlanta, GA, February 2011.
- Abbey, James D.**, V. Daniel Guide and Margaret G. Meloy, "Consumer Perceptions of Remanufactured Products," Competitive Paper Session, Annual Meeting of INFORMS, Austin, TX, November 2010.
- Carlson, Kurt A.**, Margaret G. Meloy and Elizabeth G. Miller, "When Flippers Flop: Goal Reversion in Consumer Choice," Competitive Paper Session, Annual Meeting of the Society for Consumer Psychology, St. Pete Beach FL, February 2010.
- Carlson, Kurt A., **Robin Tanner**, Margaret G. Meloy and J. Edward Russo, "Catching Goals in the Act of Decision Making," Symposia Session, Annual Meeting of the Society for Consumer Psychology, St. Pete Beach FL, February 2010.
- Carlson, Kurt A., **Robin Tanner**, Margaret G. Meloy and J. Edward Russo, "Catching Goals in the Act of Decision Making," Special Session, 36th Annual Meeting of the Association for Consumer Research, Pittsburgh, PA, October 2009.
- Carlson, Kurt A., Margaret G. Meloy and **Elizabeth G. Miller**, "When Flippers Flop: Goal Reversion in Consumer Choice," Competitive Paper Session, 36th Annual Meeting of the Association for Consumer Research, Pittsburgh, PA, October 2009.

CONFERENCE and WORKSHOP PRESENTATIONS (continued):

- Blanchard, Simon J.**, Margaret G. Meloy and Kurt A. Carlson, "Pulling Up or Pushing Down? Exploring Pro-leader and Anti-trailer Information Processing in Multi-option Consumer Choices," Working Paper Session, 29th Annual Society for Judgment and Decision Making Meetings, Chicago, IL, November 2008.
- Blanchard, Simon J.**, Margaret G. Meloy and Kurt A. Carlson, "Pulling Up or Pushing Down? Exploring Pro-leader and Anti-trailer Information Processing in Multi-option Consumer Choices," Working Paper Session, 35th Annual Meeting of the Association for Consumer Research, San Francisco, CA, October 2008
- Carlson, Kurt A., **Margaret G. Meloy**, and Daniel Lieb, "The Benefits Leader Reversion Effect," Penn State University, Smeal Faculty Workshop, October 2007.
- Carlson, Kurt A., Margaret G. Meloy, and **Daniel Lieb**, "The Benefits Leader Reversion Effect," Competitive Paper Session, 33rd Annual Meeting of the Association for Consumer Research, Orlando, FL, September 2006.
- Carlson, Kurt A.**, Margaret G. Meloy, and Daniel Lieb, "The Benefits Leader Reversion Effect," 10th Behavioral Decision Research in Management, Santa Monica, CA, June 2006.
- Carlson, Kurt A., **Margaret G. Meloy**, and Daniel Lieb, "The Benefits Leader Reversion Effect," Marketing Workshop, Pamplin College of Business, Virginia Tech, Blacksburg, VA, April 2006.
- Carlson, Kurt A., **Margaret G. Meloy**, and Daniel Lieb, "The Benefits Leader Reversion Effect," Marketing Workshop, Fox School of Business and Management, Temple University, Philadelphia, PA, February 2006.
- Russo, J. Edward**, Kurt A. Carlson, and Margaret G. Meloy, "The Goal of Consistency as a Source of Bias in Choice," 26th Annual Society for Judgment and Decision Making, Toronto, Canada, November 2005.
- Atalay, A. Selin** and Margaret G. Meloy, "When the Going Gets Tough, the Tough Go Shopping: An Examination of Self-Gifting Behavior," Working Paper Session, 32nd Annual Meeting of the Association for Consumer Research, San Antonio, TX, September 2005.
- Bond, Samuel**, Kurt A. Carlson, Margaret G. Meloy, J. Edward Russo and Robin Tanner, "Precommitment Bias in the Evaluation of a Single Option: The Importance of Evaluative Disposition," Competitive Paper Session, 32nd Annual Meeting of the Association for Consumer Research, San Antonio, TX, September 2005.
- Russo, J. Edward**, Kurt A. Carlson, Margaret G. Meloy, Elizabeth G. Miller, and Kevyn Yong, "Evaluating Information During a Decision," Marketing Workshop, UCLA, Los Angeles, CA, May 2005.
- Meloy, Margaret G.**, "Affect and Decision Making," Chair, Annual Meeting of the Society for Consumer Psychology, St. Pete Beach, FL, February 2005.
- Carlson, Kurt A., **Margaret G. Meloy**, and J. Edward Russo, "Manipulating Preference through Attribute Order," 25th Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, MN, November 2004.
- Meloy, Margaret G.** "Predecisional Distortion," Department of Psychology Workshop, Penn State, University Park, PA, October 2004.
- Meloy, Margaret G.**, J. Edward Russo and Elizabeth G. Miller, "Incentives: Use with Caution," Marketing Workshop, Fox School of Business and Management, Temple University, Philadelphia, PA, March 2004.

CONFERENCE and WORKSHOP PRESENTATIONS (continued):

- Meloy, Margaret G.**, J. Edward Russo, and Irwin P. Levin, "Selecting versus Rejecting in Choice: Quest for Compatibility," Annual Meeting of the Society for Consumer Psychology, San Francisco, CA, February 2004.
- Meloy, Margaret G.** and J. Edward Russo, "Conflict and Framing: Selecting versus Rejecting in Binary Choice," 31st Annual Meeting of the Association for Consumer Research, Toronto, Canada, October 2003.
- Russo, J. Edward**, Kurt A. Carlson, and Margaret G. Meloy, "Evaluating Information," Northeast Marketing Consortium, Harvard University, Cambridge, MA, September 2003.
- Meloy, Margaret G. and **J. Edward Russo**, "Selecting and Rejecting in Binary Choice," Marketing Workshop, Eller College of Business and Public Administration, University of Arizona, Tucson, AZ, February 2003.
- Russo, J. Edward**, Kurt A. Carlson, and Margaret G. Meloy, "Was Bayes Conscious?" 42nd Annual Bayesian Research Conference, Los Angeles, CA, February 2003.
- Meloy, Margaret G.** and J. Edward Russo, "A Growing Commitment to a Developing Preference," 8th Behavioral Decision Research in Management, Chicago, IL, June 2002.
- Meloy, Margaret G.**, J. Edward Russo, and Elizabeth Gelfand Miller, "Monetary Incentives and Mood," Marketing Workshop, Pamplin College of Business, Virginia Tech, Blacksburg, VA, November 2001.
- Meloy, Margaret G.**, J. Edward Russo, and Elizabeth Gelfand Miller, "Monetary Incentives and Mood," Marketing Workshop, Smeal College of Business, The Pennsylvania State University, University Park, PA, November 2001.
- Meloy, Margaret G.**, "Positioning and Evaluating New Products," Competitive Paper Session Chair, 32nd Annual Meeting of the Association for Consumer Research, Austin, TX, October 2001.
- Meloy, Margaret G. and **J. Edward Russo**, "The Impact of Choice Versus Rejection on the Predecisional Distortion of Information," Marketing Workshop, Fuqua School of Business, Duke University, Durham, NC, April 2001
- Meloy, Margaret G.**, "Consumer and Managerial Decision Making," Food Science Workshop, Cornell University, Ithaca, NY, March 2001.
- Russo, J. Edward**, Kurt A. Carlson, and Margaret G. Meloy, "Order Effects and Predecisional Distortion in Choice," 29th Annual Meeting of the Psychonomic Society, New Orleans, LA, November 2000.
- Meloy, Margaret G., **J. Edward Russo**, and Elizabeth G. Miller, "Incentives: Use with Caution," BCRST Marketing Conference, Syracuse University, Syracuse, NY, May 2005.
- Bond, Samuel**, Kurt A. Carlson, Margaret G. Meloy, J. Edward Russo and Robin Tanner, "Precommitment Bias in the Evaluation of a Single Option: The Importance of Evaluative Disposition," Haring Symposium, Indiana University, Bloomington, IN, April 2005.
- Meloy, Margaret G.**, J. Edward Russo, and Elizabeth G. Gelfand, "The Perverse Impact of Incentives on the Predecisional Distortion of Information," 7th Behavioral Decision Research in Management, Tucson, AZ, May 2000.
- Russo, J. Edward, **Kurt A. Carlson**, and Margaret G. Meloy, "Using Order and Distortion of Information to Influence Choice," 7th Behavioral Decision Research in Management, Tucson, AZ, May 2000.
- Russo, J. Edward and **Margaret G. Meloy**, "The Distortion of Information to Achieve Consistency," 7th Behavioral Decision Research in Management, Tucson, AZ, May 2000.

CONFERENCE and WORKSHOP PRESENTATIONS (continued):

- Meloy, Margaret G.** and J. Edward Russo "Distortion of Information in Choice and Judgment," Micro-OB Research Exchange, Johnson Graduate School of Management, Cornell University, Ithaca, NY, April 2000.
- Carlson, Kurt A.,** Margaret G. Meloy, and J. Edward Russo, "The Impact of a Warning on Predecisional Distortion," Annual Meeting of the Society for Consumer Psychology, San Antonio, TX, February 2000.
- Meloy, Margaret G.,** J. Edward Russo, and Elizabeth G. Gelfand, "The Impact of Incentives for Accuracy on Predecisional Distortion," Annual Meeting of the Society for Consumer Psychology, San Antonio, TX, February 2000.
- Meloy, Margaret G.** and J. Edward Russo, "Selecting and Rejecting: Predecisional Distortion and Evaluative Focus," Annual Meeting of the Society for Judgment and Decision Making, Los Angeles, CA, November 1999.
- Meloy, Margaret G.,** J. Edward Russo, and Elizabeth G. Gelfand, "Incentives: Do They Always Work?" Behavioral Economics and Decision Research Center, Cornell University, Ithaca NY, September 1999.
- Meloy, Margaret G.** and J. Edward Russo, "Information Distortion: The Role of Attribute Complexity and Form," Applied Economics and Management Workshop, Cornell University, Ithaca, NY, December 1998.
- Russo, J. Edward, **Margaret G. Meloy,** and Victoria Husted-Medvec, "Pre-decisional Distortion of Product Information," Association for the Advancement of Educational Research Conference, Ponte Vedre, FL, December 1998.
- Shoemaker, Stowe and Margaret G. Meloy,** "The Impact of Digital Cash: A Cross-Cultural Study," 7th Frontiers in Services Conference, Nashville, TN, October 1998.
- Meloy, Margaret G.,** "Affect-Driven Distortion," 6th Behavioral Decision Research in Management Conference, Miami, FL, June 1998.
- Russo, J. Edward, Margaret G. Meloy, and **Victoria-Husted Medvec,** "The Distortion of Information in Choice," 6th Behavioral Decision Research in Management Conference, Miami, FL, June 1998.
- Russo, J. Edward,** Margaret G. Meloy, and T. Jeffrey Wilks, "Accountability and Predecisional Distortion in Professional Settings," 6th Behavioral Decision Research in Management Conference, Miami, FL, June 1998.
- Russo, J. Edward** and Margaret G. Meloy, "Hypothesis Generation and Testing in Wason's 2-4-6 Rule Discovery Task," 36th Annual Bayesian Research Conference, San Diego, CA, February 1998.
- Meloy, Margaret G.,** "Positive Affect, Predecisional Distortion, and Disconfirmation," 25th Annual Meeting of the Association for Consumer Research, Denver, CO, October 1997.
- Russo, J. Edward, **Margaret G. Meloy,** and Victoria Husted-Medvec, "The Role of Predecisional Distortion in Consumer Choice," 8th Annual Meeting of the Buffalo, Cornell, Rochester, Syracuse, Toronto Research Group, Rochester, NY, May 1997.
- Russo, J. Edward,** Margaret G. Meloy, and Victoria-Husted Medvec, "The Role of Predecisional Distortion in Choice," 35th Annual Bayesian Research Conference, Los Angeles, CA, February 1997.
- Russo, J. Edward,** Margaret G. Meloy, and Victoria Husted-Medvec, "The Role of Predecisional Distortion in Product Choice," 25th Annual Meeting of the Psychonomic Society, Chicago, IL, November 1996.
- Russo, J. Edward, **Margaret G. Meloy,** and Victoria Husted-Medvec, "The Role of Predecisional Distortion in Brand Choice," 24th Annual Meeting of the Association for Consumer Research, Tucson, AZ, October 1996.

CONFERENCE and WORKSHOP PRESENTATIONS (continued):

Russo, J. Edward and **Margaret G. Meloy**, "Wason's 2-4-6: Hypothesis Generation and Rule Discovery," Marketing Workshop, Johnson Graduate School of Management, Cornell University, March 1995.

Russo, J. Edward and **Margaret G. Meloy**, "Aids to Rule Discovery," 5th Behavioral Decision Research in Management Conference, Boston, MA, May 1994.

Meloy, Margaret G., Edward W. McLaughlin, and Carol S. Kramer, "A Consumer Segmentation Analysis of Grocery Coupon Users: Public Policy Implications," American Council on Consumer Interests, Chicago, IL, April 1988.

OTHER PROFESSIONAL EXPERIENCE:

- 1/95 - 6/96 Instructor, Johnson Graduate School of Management, Cornell University
Taught Marketing Management to graduate students.
- 8/93-8/94 Instructor, Department of Economics, Gettysburg College, Gettysburg PA
Taught Introductory Statistics, Intermediate Statistics, Introductory Microeconomics; Coordinated Stat labs.
- 1/92 - 6/93 Teaching Assistant, Johnson Graduate School of Management, Cornell University.
Assisted Alice M. Isen with "Consumer Behavior" and "Affect and Brand Equity" courses for MBA students..
- 1/89 – 8/90 Marketing Research Analyst, The Franklin Mint, Franklin Center, PA.
Screened new product ideas and forecast revenue generation through the use of econometric models, developed questionnaires, analyzed customer satisfaction and purchase motivations, prepared reports, and presented results to upper management.
- 9/88 - 1/89 Adjunct Faculty, Gettysburg College, Gettysburg, PA.
Filled in when a faculty member passed away mid-semester. Taught Introductory Statistics.
- 1/88 – 7/88 Extension Associate, The Pennsylvania State University, University Park, PA.
Developed fruit and vegetable crop budgets for a special interdisciplinary Task Force formed to examine growth opportunities in Pennsylvania agriculture. Developed materials for the Handbook of Agriculture.

MENTORING:**Graduate Students (Former) – Dissertation Chair**

- Gretchen Ross (Chair Dissertation Committee Marketing, Assistant Professor Texas Christian University)
- Gabe Gonzales (Co-Chair Dissertation Committee Marketing, Assistant Professor Montclair University)
- Andong Cheng (Chair Dissertation Committee Marketing, Assistant Professor University of Delaware)
- Yue Cheng (Co-chair Dissertation Committee Supply Chain Management, Assistant Professor Peking University)
- Jamie Hyodo (Co-chair Dissertation Committee Marketing; Assistant Professor Western University (CA))
- Simon Blanchard (Co-chair Dissertation Committee Marketing; Associate Professor Georgetown University)
- Selin Atalay (Co-chair Dissertation Committee Marketing; Professor Frankfurt School of Finance and Management)

MENTORING (Continued)**Graduate Students (Former) – Committees**

- Nathan Allred (PhD Marketing, Committee member, Assistant Professor Texas Tech)
- Caroline Swift (PhD Supply Chain Management, Committee member, Assistant Professor University of Delaware)
- Alex Reinhardt (PhD Management, Committee member, Assistant Professor University of Connecticut)
- Joongwon Shin (PhD HRIM, Committee member, Assistant Professor Hong Kong Polytechnic University)
- Derron Bishop (PhD Management, Committee member, Assistant Professor University of Delaware)
- Ali Tezer (PhD Marketing, Concordia University, Committee member, Assistant Professor HEC: Montreal)
- Priyanka Dwivedi (PhD Management, Committee member, Assistant Professor Texas A&M)
- Zhi Lu (PhD Marketing, Committee member; Assistant Professor University of Victoria)
- Dan Shaffer (MS thesis chair Marketing; Consultant, ZS Associates)
- Saerom Lee (PhD Marketing, Committee member; Associate Professor University of Guelph)
- James Abbey (PhD Supply Chain and Information Systems, Committee member; Professor Texas A&M)
- Lu Zhang (PhD HRIM, Committee member; Assistant Professor Michigan State University)
- Aaron M. Garvey (PhD Marketing, Committee member; Associate Professor University of Kentucky)
- Vidya Ramachandran (MS thesis chair Marketing; Analyst, Chase Card Services)
- Shubha Patvardhan (PhD Management, Independent Study, Assistant Professor University of Delaware)
- Chenya Wang (PhD HRIM, Committee member; Associate Professor National Tsing Hua University)
- Bryan Johnson (PhD Marketing, Committee member; Associate Professor Creighton University)
- Kunter Gunasti (PhD Marketing, Committee member; Associate Professor Washington State University)
- Melea Press (PhD Marketing, Committee member; Entrepreneur)
- Jennifer Kish Gephart (PhD Management, Committee member; Associate Professor University of Arkansas)
- Ying Kong (PhD student in Communications; Committee member; Assistant Professor at Towson)
- Heejung Ro (PhD HRIM, Committee member; Associate Professor University of Central Florida)
- Bela Florenthal (PhD Marketing, Committee member; Associate Professor William Paterson University)
- Sungwhan Yi (PhD Marketing, Committee member; Professor Guelph University)
- Linda Barton (PhD Marketing University of Manchester; Visiting Scholar PSU; Assistant Professor Brenau University)
- Barbara Lang (M.S. Food Marketing, Lecturer at Cornell's Hotel School)
- Trent L. Preszler (M.S. Food Marketing at Cornell)
- John D. Martin (M.S. Food Science at Cornell)
- Kristine Gerard (M.S. Food Science at Cornell)
- Aristofanis Papadatos (M.S. Food Science at Cornell)
- Melissa Kaan (M.S. Textiles and Apparel at Cornell)
- Mark Pisoni (M.S. Agricultural Economics at Cornell)
- Ward Spiers (M.S. Food Science at Cornell)
- Meredith Fowlie (M.S. Resource Economics at Cornell)
- Maria Lacouture (M.P.S. Food Marketing at Cornell)
- Natalie Adkins (Ph.D. Marketing, Committee member, Virginia Tech; Associate Professor Drake University)
- Ron Hess (Ph.D. Marketing, Committee member, Virginia Tech; Associate Professor William & Mary)

Undergraduate Students (Former):

- Lizzie Penna (Schreyer Honors College, Marketing, Reader)
- Samantha Scherrer (Schreyer Honors College, Marketing, Advisor)
- Jasmine Clark (Honors option, Consumer Behavior course)
- Rachel Ebner (Honors option, Consumer Behavior course)
- Chelsea Lansdowne (Schreyer Honors College, Marketing, Advisor)
- Jeannie Estock (Schreyer Honors College/MBA, Advisor)
- Devin Weakland (Schreyer Honors College, Marketing, Advisor)

MENTORING (Continued)***Undergraduate Students (Former):***

- Erica Wertheim (Schreyer Honors College, Marketing, Advisor)
- Stephen Kingsbury (Schreyer Honors College, Marketing, Co-Advisor)
- Chris DeGeorge (independent study)
- Kelly Wangberg (Schreyer Honors College, Marketing, Advisor)
- Jamie Berkowitz (independent study)
- Georgia Samarakis (independent study)
- Christopher McKenna (Schreyer Honors College, Finance, Advisor)
- Julie Iodice (Schreyer Honors College, Marketing, Advisor)
- Morgan Moran (Schreyer Honors College, Marketing, Advisor)
- Evan Grove (Schreyer Honors College, Marketing, Advisor)
- Joshua Hopp (Schreyer Honors College, Marketing, Advisor)
- Eileen LaFauci (Schreyer Honors College, Marketing, Advisor)
- Jennifer Jennings (Schreyer Honors College, Marketing, Advisor).
- Penn State Career Advising for Marketing majors (20-65 advisees per semester)
- Cornell Course and Career Advising (30+ advisees per semester)
- Cornell Independent Study students (4+ per semester)
- Advisor for Cornell Women's Lacrosse Club (2000 – 2002)

SERVICE to the FIELD and PROFESSION:***Leadership Roles:***

- **Society for Consumer Psychology:**
 - **Publications Ethics Committee Co-Chair** (2021 - present)
 - **Publications Committee Chair** (2020-2021): Revisions of Data Policy, Author Misconduct Policy, Editorial Transition Policies.
 - **President Elect** (March 2018), **President** (March 2019), **Past President** (March 2020)
 - **Conference Co-Chair** (2010)
- **Association for Consumer Research**
 - **Treasurer:** (2012 – 2014)
 - **Task Force Chair:** Conference Guidelines and Conference Planning Manual (2013-2014)

Reviewing Related:

- **Department Program Review Team** – Department of Marketing at University of Arizona (March 2023)
- **Institutional Program Review Team** -- Department of Economics at South Dakota State University (March-April 2014)

SERVICE to the FIELD and PROFESSION (Continued):**Reviewing Related (Continued):**

- **Editorial Review Boards:**
 - *Journal of Consumer Psychology* (2012 – present)
 - *Journal of Consumer Research* (2015 – present)
 - *Organizational Behavior and Human Decision Processes* (2010 – 2015)
- **Ad Hoc Reviewer:**
 - Carnegie Trust for the Universities of Scotland (2016 – present)
 - *Journal of Economic Psychology* (2021)
 - *Journal of Marketing Research* (2006 – present)
 - *Journal of Operations Management* (2011 - present)
 - *Journal of Retailing* (2003 - present)
 - *Psychological Science* (2005 - present)
 - Établissement de Nouveaux Professeurs Chercheurs (Quebec government) (2010 – present)
 - *Sheth Foundation Dissertation Proposal Competition* (2001 – present)
 - *Social Psychological and Personality Science* (2016 – present)
- **National Science Foundation:**
 - Decision, Risk, and Management Science Division of the NSF Proposal Reviews (2002 – present);
 - Economics Division Proposal Reviews (2005 - present)
 - IGERT team member (2008, 2009): Instruction in the Design and Application of Adaptive Medical Devices.
- **Conferences:** ACR Conference Program Committee (2001, 2007, 2019, 2020); ACR Doctoral Consortium (2011, 2014-2016), Ad Hoc Reviewer (1998 – present); ACR Mid-Career Panel Discussion (2015); SCP Program Committee (2009, 2011), SCP Doctoral Consortium Panel Discussion (2013); SCP Ad Hoc Reviewer (2001-present)

SERVICE to the UNIVERSITY:**Current**

- GFNEC Committee (2023 – present)
- Department and Unit Leaders Meetings (2021 - present)
- Academic Affairs Leadership Meetings (2020 – present)
- University Marshal Corps (2006 – present)

Former

- Box Migration Advisory Committee (2020 – 2022)
- Faculty Advisory Group for Engaged Scholarship (2016 – 2019)
- Smeal College of Business Dean's 5 year Review (Policy AD14) (2017)
- Faculty Senate (Faculty Affairs Committee) (2008; 2012 – 2016)
- Undergraduate General Education Task Force (2013-2015)
- Schreyer Honors College – research on incomplete applications (2013)
- Smeal Dean's Search Committee (2010-2011)
- Food Science FFA Cooperative Extension Review Team (2007 – 2010)
- Selected for IRB Panel Interviews with National Re-accreditation Review Team (2009)
- IGERT grant proposal reviewer (2006)
- Penn State Omicron Delta Kappa Rejuvenation Committee (chaired by VP of Academic Affairs 2004 –2006)
- Judge for Graduate School Exhibit (2004 - 2007)
- Represented Cornell at AACSB Deans meeting (April 2001 – New York City; April 2002 - Chicago)
- Representative to Cornell's Undergraduate Business Program Advisory Board (May 2001 – Racine, WI)
- Recruiting Committee for Sloan Program, Policy Analysis and Management, Cornell University (1999 – 2001)

SERVICE to the COLLEGE:***Current***

- Marketing Department Chair (2019 – present)
- SARI Research Ethics Training Panel (2017 – present)
- Subject Pool Coordinator and Lab Coordinator (Marketing Department 2003 – 2009; College-wide 2010 – present)
- Ad Hoc Committee on Undergraduate Supplemental Compensation (2021 - present)
- Assistant Dean of Undergraduate Education Search Committee (2022-present)

Former

- Department Chair Search Committee (Risk Management (Chair) and Finance (member) (2023)
- Smeal Alumni Society Board – communications with alumni and working groups (2022)
- AC14 Review Committee, Chair, UGE Associate Dean (2021)
- Smeal Strategic Planning Steering Committee (2020 – 2021)
- AC14 Review Committee (Chair: Finance Department Chair 2020)
- Family Leave Policy Refresh (2019)
- Curriculum Innovation Committee (2018 – 2019)
- Sabbatical Review Committee (2017 – 2019)
- Search Committee for Sustainability Faculty Director (2019)
- Promotion and Tenure Committee (2007-2008; 2019)
- Undergraduate Curriculum Review Committee (2015 – 2018; Survey Sub-Committee Chair 2015)
- Distinguished Professor Panel (2015 – 2017)
- Graduate Policy Committee (2015 – 2017)
- Faculty Advisory Committee (2012 – 2016; Chair: 2014 - 2015)
- Academic Integrity Appeals Committee (2012 – 2015)
- Maternity Leave Policy Committee (2014 - 2015)
- Assurance of Learning Committee (2013)
- Smeal Alumni Society “Impact Smeal Day” Research Presentation (2013)
- Staff Enrichment Series Presentation “Consumer Buying Decisions” (2013)
- Sustainability Research Workshop “How Disgust Hampers the Remanufactured Product Market” (2013)
- Kohl’s Case Competition Advisor (2013)
- Undergraduate Policy Committee (2011 - 2012)
- Diversity Committee (2010 – 2012)
- Accepted Students Program (2012, 2017)
- Teaching Sustainability Workshop (2011)
- Assessment Committee (2009 – 2010)
- Panel Member, External Funding Opportunities (2006)
- Panel Member, Schreyer Honors College Panel Discussion (2006)
- Moderator, Smeal Branding Focus Groups (Penn State 2004)
- Participant, Research Eminence Focus Group (Penn State 2004)
- Participant, AACSB Accreditation Team Meeting with Assistant Professors (2003)
- New Building Office Furniture Committee (2002)
- Undergraduate Course Evaluation Review Committee (Cornell: 2001 – 2002)
- Multi-cultural Diversity Committee (VT: 1997-1999)
- Department Chair Recruiting Committee (VT: 1999)

SERVICE to the DEPARTMENT:**Current:**

- Marketing Department Chair (2019 – present)
- Subject Pool Coordinator and Lab Coordinator (2003 – 2009) (College-wide 2010 - present)
- ISBM Advisory Board (2021 - present)

Former:

- Administrative Support Assistant Search Committee (2021)
- PhD Coordinator (2017 - 2019)
- Faculty Recruiting Committee (2016 – 2017)
- Jacobs Retail Fellows Selection Committee (2012 - 2018)
- MBA Curriculum Committee (2011 – 2015)
- Chaperone for Jacobs Retail Fellows National Retail Federation Trip (2013)
- Department Advisory Committee (2007-2009; 2012- 2014)
- Retail Certificate Committee (2011 - 2012)
- Coordinated “Let Me Tell You a Story” memory book to honor Mickey Bergstein (2011)
- Research Camp Coordinator (2011)
- Undergraduate Curriculum Task Force (2011)
- Fund-Raising (2010 – 2012)
- PhD Committee (2004-2006; 2010-2011)
- Faculty Recruiting Committee – Marketing (2002 – 2006)
- Department Chair Search Committee (2006)
- Recruiting at AMA as non-committee member (2004)
- Undergraduate Curriculum Committee (2004)
- Faculty Recruiting Committee (Cornell: 2000 – 2002; Virginia Tech: 1998)
- Cornell Undergraduate Curriculum Committee (1999 – 2001)
- Reappointment Review Committee for Cornell Instructors (1999, 2000)
- Reviewed Cornell Handbook for Developing Horticultural Marketing Plans (1999)
- Co-facilitated 9 day trip to California with 13 undergraduate “Cornell Food Fellows” (January 2002)
- Research Committee (VT: 1997-1999)

SERVICE to the COMMUNITY:

- Undergraduate students have developed marketing plans for the Ethel Beaver Fund (2022), The State College Community Theater (2022), Mount Nittany Conservancy (2021), Lion’s Pantry (2020), the Biomimicry Institute (2019), Penn State Greater Allegheny campus (2018), Global Connections (2018), Downtown Improvement District (2017), Centre County PAWS (2017), Centre County Historical Society (2017), State College Music Academy (2015), House of Care (2015), Habitat for Humanity (2014), Sounds (2014), Musica Nova (2014), Centre Volunteers in Medicine (2013), First Night State College (2013), BookFest Central PA Festival of the Arts (2013), The State College Framing Company (2013), Mid-state Literacy Council (2012), Duffy’s (2012), Discovery Space Science Center State College (2011), “Girls on the Run” State College Council (2011), Penn State Health (2011), and numerous other local non-profits since 1999.
- Students in Consumer Behavior classes collected donations as part of a demonstration of various social influence techniques (2000 – 2010). Organizations benefited have included Habitat for Humanity, Youth Service Bureau, SPCA, and the American Red Cross. Amount generated ranged from \$1250 - \$4700 per year.
- Fundraising – Silent Auction – Central PA Festival of the Arts, State College, PA (2003 – 2019)
- Head of hymnal fund-raising campaign for the State College Presbyterian Church (2012 – 2013)
- Member of organ renovation fund-raising campaign State College Presbyterian Church (2010 – 2013)
- Chair of Special Events Committee: Blacksburg Master Chorale (VT) (1997-1998)

MEMBERSHIPS:

- **Professional:** American Marketing Association, American Psychological Association, Association for Consumer Research, Association for Psychological Science, Society for Consumer Psychology, Society for Judgment and Decision Making
- **Honor:** Omicron Delta Kappa, Beta Gamma Sigma, Gamma Sigma Delta, Golden Key, Who's Who in Business Higher Education
- **Elder:** State College Presbyterian Church
 - Interim Pastor Search Committee (2022)
 - Chair, Worship Ministry Unit (2008-2013)