

## MAUREEN (MIMI) MORRIN

as of August 2022

### Office:

Rutgers University  
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### ACADEMIC POSITIONS

#### **Rutgers University** School of Business, Camden, NJ

Full Professor with tenure, July 2019 to present  
Henry Rutgers Professor of Marketing, July 2019 to present  
Academic Director of MS in Business Analytics Program, July 2019 to July 2022  
Associate Dean of Graduate Programs, July 2019 to June 2020

#### **Temple University** Fox School of Business, Philadelphia PA

Dorothy S. Washburn Senior Research Fellow, October 2015 to July 2019  
Full Professor with tenure, January 2013 to July 2019  
Director, Consumer Sensory Innovation Laboratory, January 2013 to July 2019

#### **Rutgers University** School of Business, Camden, NJ

Full Professor with tenure, July 2009 to December 2012  
Associate Professor with tenure, July 2005 to June 2009  
Associate Professor, July 2003 to June 2005  
Assistant Professor, July 2002 to June 2003

#### **University of Pittsburgh** Joseph M. Katz Graduate School of Business, Pittsburgh, PA

Assistant Professor, January 1998 to May 2002  
(taught at St. Joseph's University Fall 2001)

#### **Boston University** School of Management, Boston, MA

Assistant Professor, September 1994 to December 1997

### EDUCATION

#### **New York University** Leonard N. Stern School of Business

Doctor of Philosophy, Marketing major, Psychology minor, 1994

#### **Thunderbird** American Graduate School of International Management

Master of Business Administration, International Marketing concentration, 1985

#### **Georgetown University** School of Foreign Service

Bachelor of Science in Foreign Service, International Economics major, 1982

### HONORS/AWARDS

- Board of Trustees Award for Excellence in Research, Rutgers University, 2019-2020
- Co-Editor, *Journal of Marketing Research*, July 2020-present
- Andrew Carnegie Fellows Program finalist, Sensory Boosting proposal, April 2020
- ACR 2020 Program Committee, Jan 2020
- Assoc. Director, Center for Sensory Sciences and Innovation, Rutgers University, Aug. 2018-present
- Selection Committee for Editor-in-Chief of *Journal of Public Policy and Marketing*, invited 4/5/19
- ACR 2019 Conference, Associate Editor, invited July 2018
- Appointed to DIAGEO Sensory and Consumer Guidance Board, Mar. 2018
- Senior Faculty Participant in AMA Early Career Mentorship, AMA New Orleans, Feb. 2018
- Appointed to HCD Advisory Board, Jan. 2018

- ACR/Sheth Dissertation Award received by doctoral advisee, Ning Ye, Sep 2017
- Outstanding Reviewer Award *Journal of Public Policy & Marketing*, July 2017
- ACR 2017 Program Committee Member and Doctoral Consortium Faculty Fellow, Oct 2017
- Participant in Wharton's invitation-only *Disruption in Retail* conference, NYC, October 2016
- Outstanding Reviewer Award *Journal of Public Policy & Marketing*, July 2016
- MSCM Department Research Award, Temple University, April 2016
- MSCM Department Teaching Award, Temple University, April 2016
- Participant in Wharton's invitation-only luxury retail conference, NYC, April 2015
- Co-Track Chair on Moral Self-Regulation TCR conference, June 2015
- MSCM Department Research Award, Temple University, April 2015
- Conference Co-chair "Understanding the Consumer's Sensory Experience," TU, June 2014
- Outstanding Reviewer Award *Journal of Public Policy & Marketing*, June 2014
- MSCM Department Research Award, Temple University May, 2014
- AEF Visiting Professor Program Selection Committee, 2012
- Working Paper Co-Chair, ACR Conference, 2012
- Advertising Education Foundation Visiting Professor Fellowship, McCann Worldgroup, June 2011
- Rutgers University School of Business Superior Achievement Award for Research, 2011
- ACR Advisory Committee on Transformative Consumer Research, 2010-2015
- Top Ten Reviewer Award *Journal of Consumer Psychology*, 2009-2010
- Scientific Committee, Luxury & Fashion Mgmt, SKEMA Business School, France 2010-2012
- ACR Doctoral Symposium Faculty Fellow, 2009
- MSI-sponsored Sensory Marketing Conference, Scent Marketing Track Chair, 2008
- Rutgers University Provost's Award for Teaching Excellence, 2008
- Rutgers University School of Business Superior Achievement Award for Research, 2006
- Consumer Behavior Track Chair, AMA Winter Conference, St. Pete, FL, 2006
- MSI/JCP Research Proposal Competition on Assortment, Finalist, 2004
- Bright Idea Award in Marketing and Brands, NJPRO/Seton Hall, 2004
- Rutgers University School of Business Superior Achievement Award for Teaching, 2004
- Direct Marketing Association Fellowship, DMDNY Conference, 2003
- Direct Marketing Association Fellowship, Advanced Institute in Direct Marketing, 2001
- Faculty Representative at the Haring Symposium, Indiana University, 2001
- AMA John Howard Dissertation Competition Honorable Mention, 1995
- New York University Outstanding Teaching Award, 1993-94
- AMA Doctoral Consortium Fellow, 1993

## **GRANT FUNDING**

- Young Scholars Interdisciplinary grant, Yuqian Chang (co-PI), Temple University (\$1470) 11/2018
- Young Scholars Interdisciplinary grant, Nur Onuklu (co-PI), Temple University (\$1750) 3/2018
- Young Scholars Interdisciplinary grant, Ning Ye (co-PI), Temple University (\$550) 3/2017
- Young Scholars Interdisciplinary grant, Ermira Zifla (co-PI), Temple University (\$1,100) 3/2017
- Young Scholars Interdisciplinary grant, Farrah Wu (co-PI), Temple University (\$2,500) 3/2017
- Center for Sensory Sciences and Innovation, Rutgers University, M. Morrin (PI), (\$30,000) 3/2017
- Young Scholars Interdisciplinary grant, Ning Ye (co-PI), Temple University (\$1,000) 12/2016
- Young Scholars Interdisciplinary grant, Joa Baek (co-PI), Temple University (\$1,500) 1/2016
- Young Scholars Interdisciplinary grant, Ning Ye (co-PI), Temple University (\$2,000) 5/2015
- Young Scholars Interdisciplinary grant, Farrah Wu (co-PI), Temple University (\$1,250) 5/2015
- Young Scholars Interdisciplinary grant, Ning Ye (co-PI), Temple University (\$2,000) 12/2014
- Young Scholars Interdisciplinary grant, Mengmeng Liu (co-PI), Temple University (\$750) 5/2014
- Young Scholars Interdisciplinary grant, Ning Ye (co-PI) et al., Temple University (\$3,200) 1/2014
- National Science Foundation RU FAIR grant (PI) (\$5,025) 2012
- Rutgers University Research Council Grant (PI) (\$2,000) 2008

- Rutgers University School of Business Internal Research Grant (PI) (\$1,800) 2005
- NASD/FINRA Investor Education Foundation, (PI), external foundation grant (PI) (\$73,404) 2005
- Rutgers University Research Council Grant (PI) (\$1,050) 2003
- University of Pittsburgh Central Research Development Fund Grant (PI) (\$3,525) 1999
- University of Pittsburgh CIBER Grant (PI) (\$4,150) 1999
- Boston University Dean's Development Grant (PI) (course relief) 1997
- Boston University Research Development Award (PI) (\$7,000) 1996

## JOURNAL ARTICLES

1. Liu, Mengmeng, Maureen Morrin, and Boyoun Chae, "Stop Arguing! How Childhood Exposure to Interparental Conflict Affects Consumer Response toward Product Review Dispersion," (2022 in press) International Journal of Research in Marketing, 39(4). <https://doi.org/10.1016/j.ijresmar.2022.02.006>
2. Soesilo, Mira, Maureen Morrin and Nur Onuklu "No Longer Green with Envy: Objectifying and Destroying Negative Consumer Emotions," (2021) Journal of Consumer Affairs, 55(3, Fall), 1111-1138. <https://doi.org/10.1111/joca.12397>
3. Baskentli, Sara, Lauren Block and Maureen Morrin, (2021) "The Serving Temperature Effect: Food Temperature, Expected Satiety, and Complementary Food Purchases," Appetite 160 (May 1), 1-12. <https://doi.org/10.1016/j.appet.2020.105069>
4. Morrin, Maureen and Beverly J. Tepper, "Multisensory Marketing: Effects of Environmental Aroma Cues on Perception, Appetite, and Consumption of Foods and Drinks," (2021) Current Opinion in Food Science, 40, 204-210. <https://doi.org/10.1016/j.cofs.2021.04.008>
5. Maille, Virginie, Maureen Morrin and Ryann Reynolds-McInay, "On the Other Hand...: Enhancing Promotional Effectiveness with Haptic Cues," (2020) Journal of Marketing Research 57(1), 100-117. <https://doi.org/10.1177/0022243719878390>
6. Ye, Ning, Maureen Morrin and Kristina Kampfer, "From Glossy to Greasy: The Impact of Learned Associations on Perceptions of Food Healthfulness," (2020) Journal of Consumer Psychology, 30(1), 96-124. <https://doi.org/10.1002/jcpy.1126>
7. Keech, Jessica, Jeff Podoshen, and Maureen Morrin, "The Effects of Materialism on Consumer Evaluation of Sustainable Synthetic (Lab-Grown) Products," (2020) Journal of Consumer Marketing, 37(5), 579-590. <https://doi.org/10.1108/JCM-09-2018-2876>
8. Reynolds-McInay, Ryann and Maureen Morrin, "Increasing Shopper Trust in Retailer Technological Interfaces via Auditory Confirmation," (2019) Journal of Retailing, 95(4), 128-142. <https://doi.org/10.1016/j.jretai.2019.10.006>
9. Pham, Nguyen, Maureen Morrin and Melissa Bublitz, (2019) "Flavor Halos and Consumer Perceptions of Food Healthfulness," European Journal of Marketing, 53(4), 685-707. <https://doi.org/10.1108/EJM-10-2017-0663>
10. Nenkov, Gergana, Maureen Morrin, Virginie Maille, Tracy Rank-Christman, and May O. Lwin, "Sense and Sensibility: The Impact of Visual and Auditory Sensory Input on Marketplace Morality," (2019) Journal of Business Research, 95, 428-441. <https://doi.org/10.1016/j.jbusres.2018.07.047>

11. Madzharov, Adriana, Ning Ye, Maureen Morrin, and Lauren Block, "The Impact of Coffee-Like Scent on Consumer Expectations and Performance," (2018) Journal of Environmental Psychology, 57, 83-86. <https://doi.org/10.1016/j.jenvp.2018.04.001>
12. Reynolds-McInay, Ryann, Maureen Morrin and Jens Nordfelt, "How Product-Environment Brightness Contrast and Product Disarray Impact Consumer Choice in Retail Environments," (2017), Journal of Retailing, 93(3), 266-282. <https://doi.org/10.1016/j.jretai.2017.03.003>
13. Rank-Christman, Tracy, Maureen Morrin, and Christine Ringler "R-E-S-P-E-C-T Find Out What My Name Means to Me: The Effects of Marketplace Misidentification on Consumption," (2017), Journal of Consumer Psychology, 27(3), 333-340. <https://doi.org/10.1016/j.jcps.2016.12.002>
14. Lwin, May O., Maureen Morrin, Chiao Sing Trinetta Chong and Su Xin Goh, "Odor Semantics and Visual Cues: What We Smell Impacts Where We Look, What We Remember, and What We Want to Buy," (2016) Journal of Behavioral Decision Making, 29 (2-3), 336-350. <https://doi.org/10.1002/bdm.1905>
15. Bickart, Barbara, Maureen Morrin, and S. Ratneshwar, "Does It Pay to Beat Around the Bush: The Case of the Obfuscating Salesperson," (2015) Journal of Consumer Psychology, 25(4), 596-608. <https://doi.org/10.1016/j.jcps.2015.01.010>
16. Madzharov, Adriana, Lauren Block, and Maureen Morrin, "The Cool Scent of Power: Effects of Ambient Scent on Consumer Preferences and Choice Behavior," (2015) Journal of Marketing, 79(1), 83-96. <https://doi.org/10.1509/jm.13.0263>
17. Reimann, Martin, Gergana Y. Nenkov, Deborah MacInnis, and Maureen Morrin, "The Role of Hope in Financial Risk Seeking," (2014) Journal of Experimental Psychology: Applied, 20(4, December), 349-364. [10.1037/xap0000027](https://doi.org/10.1037/xap0000027)
18. Krishna, Aradhna, Maureen Morrin, and Eda Sayen, "Smellizing Cookies and Salivating: A Focus on Olfactory Imagery," (2014) Journal of Consumer Research 41(June), 18-34. <https://doi.org/10.1086/674664>
19. Lwin, May O., Maureen Morrin, Stanley W. H. Tang, Jin Yong Low, Thu Nguyen, and Wei Xun Lee, "See the Seal? Understanding Restrained Eaters' Responses to Nutritional Messages on Food Packaging," (2014) lead article, Journal of Health Communication, 29(8), 745-761. [10.1080/10410236.2013.789131](https://doi.org/10.1080/10410236.2013.789131)
20. Morrin, Maureen, J. Jeffrey Inman, Susan M. Broniarczyk, Gergana Y. Nenkov and Jonathan Reuter, "Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/n Heuristic," (2012) Journal of Marketing Research, 49 (4), 537-550. <https://doi.org/10.1509/jmr.08.0355>
21. Morrin, Maureen, Susan Broniarczyk, and J. Jeffrey Inman (2012), "Plan Format and Participation in 401k Plans: The Moderating Role of Investor Knowledge," Journal of Public Policy & Marketing, 31 (2) 254-268. Research proposal was finalist in MSI/JCP proposal competition on choice and assortment in 2004 and the basis for NASD/FINRA Investor Education Foundation grant of \$73,404. <https://doi.org/10.1509/jppm.10.122>
22. Reimann, Martin, Wilko Feye, Alan J. Malter, Josh Ackerman, Raquel Castano, Nitika Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Maria Perez, Gratiana Pol, Jose Antonio Rosa, Carolyn Yoon, Chen-Bo Zhong,

- (2012) "Embodiment in Judgment and Choice," Journal of Neuroscience, Psychology, and Economics, 5(2), 104-123. <https://doi.org/10.1037/a0026855>
23. Lwin, May O. and Maureen Morrin, (2012) "Scenting Movie Theatre Commercials: The Impact of Scent and Pictures on Brand Evaluations and Ad Recall," Journal of Consumer Behaviour, 11 (3), 264-272. <https://doi.org/10.1002/cb.1368>
  24. Morrin, Maureen, Susan Broniarczyk, and J. Jeffrey Inman, (2011) "Fund Assortments, Gender, and Retirement Plan Participation," International Journal of Bank Marketing, 29 (5), 433-450. <https://doi.org/10.1108/02652321111152927>
  25. Morrin, Maureen, Aradhna Krishna, and May O. Lwin (2011) "Is Scent-Enhanced Memory Immune to Retroactive Interference?" Journal of Consumer Psychology, 21(3), 354-361. <https://doi.org/10.1016/j.jcps.2011.02.008>
  26. Lwin, May O., Maureen Morrin, and Aradhna Krishna, (2010) "Exploring the Superadditive Effects of Scent and Pictures on Verbal Recall: An Extension of Dual Coding Theory" Journal of Consumer Psychology, 20(3), 317-326. <https://doi.org/10.1016/j.jcps.2010.04.001>
  27. Kaufman-Scarborough, Carol, Maureen Morrin, and Eric Bradlow, (2010) "Improving the Crystal Ball: Harnessing Consumer Input to Create Retail Prediction Markets," Journal of Research in Interactive Marketing 4(1), 30-45. <https://doi.org/10.1108/17505931011033542>
  28. Krishna, Aradhna, May Lwin, and Maureen Morrin, (2010) "Product Scent and Memory," Journal of Consumer Research 37(June), 57-67. Cited in March 2015 issue of *Harvard Business Review* (<https://hbr.org/2015/03/the-science-of-sensory-marketing>). <https://doi.org/10.1086/649909>
  29. Chebat, Jean-Charles, Maureen Morrin and Daniel-Robert Chebat, (2009) "Does Age Attenuate the Impact of Pleasant Ambient Scent on Consumer Response?" Environment & Behavior, 41(2), 258-267. <https://doi.org/10.1177/0013916507311792>
  30. Lee, Jonathan, Maureen Morrin and Janghyuk Lee (2009) "Managing Adoption Barriers in Integrated Banking Services," Journal of Services Marketing, 26 (7), 508-516. <https://doi.org/10.1108/08876040910995293>
  31. Nenkov, Gergana, J. Jeffrey Inman, John Hulland and Maureen Morrin, (2009) "The Impact of Outcome Elaboration on Susceptibility to Contextual and Presentation Biases," Journal of Marketing Research, 46 (6), 764-776. [https://doi.org/10.1509/jmkr.46.6.764\\_JMR6E](https://doi.org/10.1509/jmkr.46.6.764_JMR6E)
  32. Nenkov, Gergana Y., Maureen Morrin, Andrew Ward, Barry Schwartz and John Hulland (2008) "A Short Form of the Maximization Scale: Factor Structure, Reliability and Validity Studies," Judgment and Decision Making, 3 (5), 371-388. <https://ssrn.com/abstract=1756881>
  33. Morrin, Maureen, Susan Broniarczyk, Jeffrey Inman, and John Broussard (2008) "Saving for Retirement: Fund Assortment Effects on Asset Allocation Strategies of Novice Versus Expert Investors," Journal of Consumer Affairs, 42(2), 206-222. <https://www.jstor.org/stable/23859642>
  34. Krishna, Aradhna and Maureen Morrin, (2008) "Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues," Journal of Consumer Research, 34 (6), 807-818. <https://doi.org/10.1086/523286>

35. Bechwati, Nada Nasr and Maureen Morrin, (2007) "Understanding Voter Vengeance," Journal of Consumer Psychology, 17(4), 277-291. [https://doi.org/10.1016/S1057-7408\(07\)70038-4](https://doi.org/10.1016/S1057-7408(07)70038-4)
36. Chebat, Jean-Charles and Maureen Morrin, (2007) "Colors and Cultures: Exploring the Effects of Mall Decor on French- and Anglo-Canadian Consumer Perceptions," Journal of Business Research 60, 189-196. <https://doi.org/10.1016/j.jbusres.2006.11.003>
37. Morrin, Maureen, Jonathan Lee and Greg Allenby, "Determinants of Trademark Dilution," (2006) Journal of Consumer Research, 33 (September), 248-257. <https://doi.org/10.1086/506305>
38. Morrin, Maureen and Jean-Charles Chebat, "Person-Place Congruency: The Interactive Effects of Shopper Style and Mall Atmospherics on Consumer Expenditures," (2005) Journal of Service Research, 8 (2), 181-191. <https://doi.org/10.1177/1094670505279420>
39. Schindler, Robert, Maureen Morrin and Nada Nasr Bechwati (2005), "Shipping Charges and Shipping Charge Skepticism: Implications for Direct Marketers' Pricing Formats," Journal of Interactive Marketing, 19(1), 41-53. <https://doi.org/10.1002/dir.20030>
40. Bechwati, Nada Nasr and Maureen Morrin (2003), "Outraged Consumers: Getting Even at the Expense of Getting a Good Deal," Journal of Consumer Psychology, 13 (4), 440-453. [https://doi.org/10.1207/S15327663JCP1304\\_11](https://doi.org/10.1207/S15327663JCP1304_11)
41. Morrin, Maureen and S. Ratneshwar (2003), "Does It Make Sense to Use Scents to Enhance Brand Memory?" Journal of Marketing Research, 40 (1), 10-25. Received Bright Idea in Marketing and Brands Award from NJPRO/Seton Hall, 9/2004. <https://doi.org/10.1509/jmkr.40.1.10.19128>
42. Morrin, Maureen, Jacob Jacoby, Gita Johar, Xin He, Alfred Kuss, and David Mazursky (2002), "Taking Stock of Stockbrokers: Exploring Momentum Versus Contrarian Investor Strategies and Profiles," Journal of Consumer Research, 29 (2), 188-198. [DOI:10.1086/341570](https://doi.org/10.1086/341570)
43. Alon, Anat, Maureen Morrin, and Nada Nasr (2002), "Comparing *Journal of Consumer Psychology* and *Journal of Consumer Research*," Journal of Consumer Psychology, 12 (1), 15-20. Reprinted in *Consumer Behaviour*, ed. Margaret Hogg, University of Lancaster, Sage Publications, June 2005, vol. 1, as part of the Sage Library in Business and Management series. [https://doi.org/10.1207/S15327663JCP1201\\_02](https://doi.org/10.1207/S15327663JCP1201_02)
44. Jacoby, Jacob, Maureen Morrin, James Jaccard, Zeynep Gurhan, Alfred Kuss, and Durairaj Maheswaran (2002), "Mapping Attitude Formation as a Function of Information Input: On-line Processing Models of Attitude Formation," Journal of Consumer Psychology, 12 (1), 21-34. [https://doi.org/10.1207/S15327663JCP1201\\_03](https://doi.org/10.1207/S15327663JCP1201_03)
45. Jacoby, Jacob, Maureen Morrin, Gita Johar, Alfred Kuss, Zeynep Gurhan, and David Mazursky (2001), "Training Novice Investors to Become More Expert: The Role of Information Accessing Strategy," Journal of Psychology and Financial Markets, 2 (2), 69-79. [https://doi.org/10.1207/S15327760JPFM0202\\_02](https://doi.org/10.1207/S15327760JPFM0202_02)
46. Morrin, Maureen and Jacob Jacoby (2000), "Trademark Dilution: Empirical Measures for an Elusive Concept," Journal of Public Policy & Marketing, 19 (2), 265-276. <https://www.jstor.org/stable/30000632>

47. Morrin, Maureen and S. Ratneshwar (2000), "The Impact of Ambient Scent on Evaluation, Attention and Memory for Familiar and Unfamiliar Brands," Journal of Business Research, 49 (2), 157-165. [https://doi.org/10.1016/S0148-2963\(99\)00006-5](https://doi.org/10.1016/S0148-2963(99)00006-5)
48. Morrin, Maureen (1999), "The Impact of Brand Extensions on Parent Brand Memory Structures and Retrieval Processes," Journal of Marketing Research, 36 (4), 517-525. <https://doi.org/10.2307/3152005>
49. Jacoby, Jacob, Gita Johar, and Maureen Morrin. (1998), "Consumer Behavior: A Quadrennium," Annual Review of Psychology, 49, 319-344. <https://doi.org/10.1146/annurev.psych.49.1.319>
50. Jacoby, Jacob and Maureen Morrin (1998), "'Not Manufactured or Authorized by...': Recent Federal Cases Involving Trademark Disclaimers," Journal of Public Policy & Marketing, 17 (1), 97-107. [DOI:10.1177/074391569801700110](https://doi.org/10.1177/074391569801700110)

### EDITED BOOK

1. Morrin, Maureen (2015), editor of Volume 6: Legends in Consumer Behavior: Jacob Jacoby, Legal Considerations Applying to Consumer Decision Making and Purchase Behavior – Part 1, Sage Publications, New Delhi, India.

### BOOK CHAPTERS

1. Morrin, Maureen (2018) "Did You Smell That? How Scent Affects the Consumer Experience," *Mapping Out Marketing: Navigation Lessons From the Ivory Trenches*, Entry #13, pp. 43-45, edited by Ronald Hill, Cait Lambertson, and Jennifer Swartz, New York: Routledge Taylor & Francis Group. ISBN: 978-1-138-08223-6.
2. Baskentli, Sara and Maureen Morrin (2018), "Understanding the Role of Crossmodal Processes in Branding," chapter in Brand Touchpoints, edited by Aparna Sundar, Nova Publishers, ISBN: 978-1-53613-566-4.
3. Jacoby, Jacob and Maureen Morrin, "Consumer Psychology," (2016) chapter in The International Encyclopedia of the Social and Behavioral Sciences, pages 738-743, Elsevier Science Ltd./Pergamon: Oxford, UK. Book received 1<sup>st</sup> prize for Excellence in Reference Works at the Association of American Publisher's Professional and Scholarly Publishing Division, Washington DC.
4. Michelfelder, Richard A. and Maureen Morrin (2013), "Predicting Revenues and Sales for New Ventures with Diffusion Models," Appendix D, edited by Gordon V. Smith and Susan M. Richey, Trademark Valuation: A Tool for Brand Management, 2<sup>nd</sup> ed Hoboken, NJ: John Wiley and Sons, pp. 285-298.
5. Morrin, Maureen, "Why Buy Luxury? Insights from Recent Consumer Research," (2013) chapter in Global Luxury Trends: Innovative Strategies for Emerging Market, edited by Jonas Hoffman and Ivan Coste Maniere, pp. 224-241, NY: Palgrave Macmillan.
6. Morrin, Maureen, "Scent Marketing: An Overview," (2010), Sensory Marketing: Research on the Sensuality of Products, edited by Aradhna Krishna, chapter 6, pp. 75-86, New York: Routledge, Psychology Press.

7. Morrin, Maureen, Jean-Charles Chebat, and Claire Gelinias-Chebat, "The Impact of Scent and Music on Consumer Perceptions of Time Duration," (2010), Sensory Marketing: Research on the Sensuality of Products, edited by Aradhna Krishna, chapter 9, pp. 123-134, New York: Routledge, Psychology Press.
8. Michelfelder, Richard A. and Maureen Morrin (2005), "Product Diffusion Sales Forecasting Models," as Appendix F (pp. 817-827) of Gordon V. Smith and Russell L. Parr, Intellectual Property: Valuation, Exploitation, and Infringement Damages, Somerset, NJ: John Wiley and Sons.
9. Douglas, Susan P., Maureen Morrin, and C. Samuel Craig (1994), "Cross-National Consumer Research Traditions," in Research Traditions in Marketing, edited by G. Laurent, G. Lilien, and B. Pras, Boston: Kluwer Academic Press, pp. 289-306.

#### **PUBLISHED CONFERENCE PAPERS**

1. Shoaf, F. Robert, Joan Scattone, Durairaj Maheswaran, and Maureen Morrin (1995), "Gender Differences in Adolescent Compulsive Consumption," in Advances in Consumer Research Conference Proceedings, Vol. XXII, 500-504.
2. Morrin, Maureen (1992), "Advertising and the Self: Is Negative Affect Effective?" in Enhancing Knowledge Development in Marketing, AMA Summer Marketing Educators' Conference Proceedings, 64-71.

#### **INVITED TALKS**

1. "Understanding Differences in Consumer Response to Product Review Dispersion," invited talk to be given as video recording followed by live Q&A, at Neuro U symposium, October 3, 2022.
2. "Sensory Marketing Research: A Programmatic Approach" invited plenary speaker, Frontiers in Services conference, Babson College, Babson Park, MA, June 25, 2022.
3. "Sensory Marketing Research: A Programmatic Approach" invited talk, Tel Aviv University, virtual, May 31, 2022.
4. "Sensory Marketing Research: A Programmatic Approach" invited talk, John Hopkins University, Baltimore, MD, May 5, 2022.
5. "Sensory Marketing Research: A Programmatic Approach" invited talk, University of Florida, Gainesville, FL, originally scheduled for January 14, 2022 (to be rescheduled due to coronavirus).
6. "Sensory Marketing Research: A Programmatic Approach" invited talk, University of Massachusetts, Lowell, MA, December 10, 2021, virtual.
7. "The Serving Temperature Effect: Food Temperature, Expected Satiety, and Complementary Food Purchases" presentation with Sara Baskentli and Lauren Block at Neuro U symposium hosted by HCD Research, September 15, 2021, virtual.
8. "Sensory Marketing Research: A Programmatic Approach" invited talk given to the Faculty of Economics and Business Administration, Southern University of Science and Technology, Shenzhen, Guangdong, China, Dec. 14, 2020, virtual.

9. "Sensory Marketing Research: A Programmatic Approach" invited talk given to doctoral seminar in Consumer Behavior, Koc University, Istanbul, Turkey, Dec. 3, 2020, virtual.
10. "Olfactory Symbolism: What Do Our Noses See and Hear?" presentation with Ning Ye and Nur Onuklu at Neuro U symposium hosted by HCD Research, June 6, 2019, Morristown, NJ.
11. "Cross-Modal Associations and Brand Harmony," invited talk delivered at Wharton School in the Special Topics Visual Marketing course, April 22, 2019.
12. "Brand Harmony: Product Meeting the Promise," Key speaker in webinar hosted by HCD Research, January 25, 2019.
13. "Cross-modal Olfactory Associations," featured speaker at the 5<sup>th</sup> Flavors, Fragrances, and Perception Symposium sponsored by the Center for Sensory Sciences & Innovation at Rutgers University, New Brunswick, NJ, November 30, 2018.
14. "Sensation Transference From Glossy Packaging: Impact on Preference, Choice and Consumption Behavior," presented at Neuro U symposium hosted by HCD Research, June 8, 2018, Hyatt Regency, New Brunswick NJ.
15. "How Social Power Motivates Consumer Behavior," invited talk delivered at HCD Board Meeting, Lambertville, NJ, April 29, 2018.
16. "Sensation Transference: From Package to Product," invited talk delivered at Kent State University Speaker Series, Akron, OH, April 25, 2018.
17. "Shopper Response to Product Pricing and the Future of Retail," invited talk delivered at First Insight Inc., predictive analytics firm, corporate kick-off, Farmington, PA, January 31, 2018.
18. "Sensation Transference From Glossy Packaging: Impact on Preference, Choice and Consumption Behavior," talk delivered at Villanova University, Villanova, PA, November 6, 2017.
19. "Sensation Transference From Glossy Packaging: Impact on Preference, Choice and Consumption Behavior," invited talk delivered at Drexel University Speaker Series, Philadelphia, PA, November 3, 2017.
20. "Sensory Marketing and Sensory Science: Finding the Common Ground," keynote speech delivered at the Society for Sensory Professionals conference, Atlanta GA, October 26, 2016.
21. "Sensory Marketing," invited talk delivered to the Sensory Design Workshop of the Product Guidance and Insights group, General Mills, October 6, 2016.
22. "Sense and Sensibility: How Sensory Input Impacts Buyer Behavior," keynote speaker at Philadelphia Market Research Association, Lunch-n-Learn, Philadelphia, PA, December 14, 2015.
23. "Scent, Memory, and Time" invited special session presenter, Conversation on Consumer Memory, along with Gal Zauberaman and Amy Dalton in conjunction with Elizabeth Loftus' Distinguished Lecture, Society for Consumer Psychology, Phoenix AZ, February 27, 2015.
24. "Sense and Sensibility: The Impact of Multi-Sensory Input on Moral Judgment," invited talk presented at the Fisher School Marketing Research Camp at The Ohio State University, January 15-17, 2015.

25. "Sensory Research and Experimental Methodology," two invited talks presented at the University of Bamberg, Germany, November 25-27, 2014.
26. "Using Scent to Enhance Vigilance and Memory Performance Among Security Personnel" and "Mint Flavor and Dieters' Perceptions of Food Healthfulness" two invited proposals presented at NSF (National Science Foundation) Planning Workshop, Center for Sensory Sciences & Innovation, Rutgers University, New Brunswick, NJ, November 6-7, 2014.
27. Invited speaker at Fashion Group International Sensory Marketing Panel, sponsored by ScentWorld, New York, NY October 8, 2014.
28. "Perspectives on Sensation" invited roundtable discussant/presenter along with Aradhna Krishna and Juliet Zhu, Association for Consumer Research, Chicago, IL, October 4, 2013.
29. "Scent and Consumer Behavior: New Directions" invited talk presented to Symrise Corporation representative (flavors and fragrance manufacturer), Piscataway, NJ, July 23, 2013.
30. "Scent and Consumer Behavior: Past and Future Research Streams" invited talk presented at the 2013 AMA Sheth Foundation Doctoral Consortium, University of Michigan, June 6, 2013.
31. "Scent and Consumer Behavior: Past and Future Research Streams" invited talk presented at HEC, University of Montreal, April 29, 2013.
32. "Path to Publishing -- Your Research Stream: Laser Focus or Potpourri?" invited session leader (with Ron Hill) at doctoral symposium preceding the AMA Winter Marketing Conference, Las Vegas, NV February 15, 2013.
33. "Scent and Consumer Behavior: Recent Findings," invited talk presented at ScentWorld Conference, Scent Marketing Institute, New York, NY Feb. 7, 2013.
34. "Scent and Consumer Behavior: Recent Findings," invited talk presented at Mane Corporation, Wayne, NJ, June 6, 2012.
35. "Scent and Consumer Behavior: Recent Findings," invited talk presented at Symrise Corporation, Teterboro, NJ, May 3, 2012.
36. "Scent and Consumer Behavior: What Have We Learned? Where Are We Going?" invited talk presented at University of Michigan, April 20, 2012.
37. "Conversation on Sensations," invited 'leading researcher' panelist, Society for Consumer Psychology conference, Las Vegas, NV, Feb. 17, 2012
38. "Some Observations on Consumer Research: Wish I'd Known Then..." invited talk presented at Boston University, doctoral seminar, Oct. 7, 2011.
39. "Scent and Consumer Behavior: What Have We Learned?" invited talk presented at University of Houston, TX September 23, 2011.
40. "Some Observations on Consumer Research: Wish I'd Known Then..." invited keynote talk presented at SKEMA Business School research camp, Sophia-Antipolis, France, May 30, 2011.

41. "Scent Marketing Research: Past, Present and Future," invited talk presented in doctoral seminar in Consumer Behavior, Baruch College, Zicklin School of Business, The City University of New York, NY, November 5, 2010.
42. "Scent and Consumer Memory for Brand Information," invited talk presented at the Sensory Branding Forum, sponsored by the Wharton School and Monell Chemical Senses Center, Philadelphia PA, October 29, 2010.
43. "Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/n Heuristic," invited talk presented at Brigham Young University, Orem, Utah, October 16, 2009.
44. "Scent Marketing Research: An Overview," invited talk presented as Royal Bank Distinguished Visiting Speaker, Concordia University, Montreal, Canada, September 26, 2008.
45. "Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues," invited talk presented at the Audencia School of Management, University of Nantes, France, June 12, 2008.
46. "Exploring Solutions to the Fund Assortment Problem in Defined Contribution Plans," invited talk presented at Temple University, Fox School, Philadelphia, March 21, 2008.
47. "Exploring Solutions to the Fund Assortment Problem in Defined Contribution Plans," invited talk presented at the University of Virginia, McIntire School, Charlottesville VA, March 17, 2008.
48. "Consumer Financial Decision Making: Some Initial Findings," invited talk presented at Johns Hopkins University, Carey School of Business, May 22, 2007.
49. "Consumer Financial Decision Making: Some Initial Findings," keynote address presented to the Federal Reserve Bank of Cleveland, Pittsburgh Branch, session on non-traditional mortgage products, co-hosted by the Comptroller of the Currency and the Office of Thrift Supervision, Pittsburgh, PA May 16, 2007.
50. "Consumer Psychology Research and Applications," invited talk presented at the Chicago School of Professional Psychology, February 24, 2006.
51. "The Impact of Ambient Scent on Consumer Behavior: Recent Findings," invited talk presented at University of Montreal, HEC, January 25, 2006.
52. "The Impact of Ambient Scent on Consumer Behavior: Recent Findings," invited talk presented at University of Kansas, Distinguished Visiting Scholars Series, October 21, 2005.
53. "When Relying on Your Attitudes Leads to Poorer Quality Decision-Making Behavior" invited talk presented at University of Montreal, HEC, November 23, 2004.
54. "When Less Is More: The Impact of Fund Assortment, Decision Alternatives, and Decision Maker Style on Retirement Investing Behavior" invited talk presented at Wharton, Decision Sciences Seminar, October 25, 2004.
55. "Atmospherics and Mall Shopper Response," invited talk presented at University of Montreal, HEC, March 2004.
56. "401k Assortment and Investor Decision Making: Impact of Decision Flexibility," invited talk presented at Villanova University, February 2004.

57. "Ambient Scent and Consumer Behavior," invited lecture presented in Ph.D. proseminar at New York University, November 21, 2003.
58. "The Impact of Ambient Scent on Evaluation, Attention and Memory for Familiar and Unfamiliar Brands," presented at University of Pittsburgh Brown Bag Seminar, October 1998.
59. "Olfaction and Consumer Processing of Brand Information," invited talk presented to Boston University Psychology department, December 1997.
60. "Memory Models in Consumer Behavior," invited lecture presented in Columbia University Marketing Ph.D. Seminar, New York, NY, February 1996.
61. "The Impact of Brand Name Dilution on Memory Retrieval and the Formation of Consideration Sets," invited talk presented at University of Connecticut seminar series, Storrs, CT, November 1995.
62. "The Application of Memory Theory to Consumer Behavior Issues," invited lecture presented to Boston University Psychology department, Boston, MA, October 1995.

#### **CONFERENCES AND SYMPOSIA**

1. Invited participant in "Meet the Editors Panel" at 2022 ACR Doctoral Symposium, scheduled for Oct. 20, 2022, Denver CO.
2. Co-chair of Workshop on "Addressing Endogeneity in Behavioral Research," American Marketing Association conference, August 13, 2022, Chicago, IL.
3. Chair of Paul E. Green Award session for the *Journal of Marketing Research*, American Marketing Association conference, August 12, 2022, Chicago, IL. Committee member along with Pradeep Chintagunta (Chicago) and John Hauser (MIT).
4. Invited participant in "Editors' Panel" at Consumer Culture Theory Conference, July 7, 2022, virtual.
5. Invited participant in "Meet the Editors" panel at Society for Consumer Psychology doctoral consortium, and "Meet the Faculty" small group breakout session, March 3, 2021, virtual.
6. Invited presentation as Co-Editor of JMR, Society for NeuroEconomics Annual Meeting, October 7, 2020, virtual.
7. "Impact of Inverted Packaging on Brand Memory" by Nur Onuklu and Maureen Morrin, working paper to be presented by Nur Onuklu at virtual Association for Consumer Research conference, October 1-4, 2020.
8. "The Value of Plant Images in Digital Property Profiles" by Yuqian Chang, Ning Ye, Maureen Morrin, Rong Huang and Nathan Fong, paper to be presented by Yuqian Chang at Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, PA, December 12-13, 2019.
9. "Learning From Your Mistakes: Can Elderly Consumers Outperform Younger Consumers in Unfamiliar Product Contexts?" Eric Eisenstein, Maureen Morrin, Ayalla Ruvio, Ning Ye, and Ashley

- Goerke, poster presented by Ning Ye at Association for Consumer Research, Atlanta, Georgia, October 18, 2019.
10. "Is Matte the New Black? The Impact of Learned Associations on Perceptions of Food Healthfulness," by Ning Ye, Maureen Morrin and Kristina Kampfer, paper presented by Ning Ye as a part of special session, The Power of Product Packaging: Changing Perceptions and Living a Healthier Life, at Association for Consumer Research, Atlanta, Georgia, October 19, 2019.
  11. "Italian Entrepreneurs and Italian Brands – Stories of Success," Moderator of Roundtable Discussion on Branding with Barbara Kahn, Sonia Monga, and Bernd Schmitt, hosted by PI Philly, Amado Recital Hall, U. Pennsylvania, Oct. 11, 2019.
  12. "It's Clear the Tide is Turning in Laundry: A Study on the Perception of Efficacy in Laundry Detergent," Avishan Amanat, Kristen Robeson, Nur Onuklu, Maureen Morrin, and Ashley D'Annunzio, to be presented at 13<sup>th</sup> Pangborn Sensory Science Symposium, Edinburgh, Scotland, July 27, 2019.
  13. "Learning From Your Mistakes: Can Elderly Consumers Outperform Younger Consumers in Unfamiliar Product Contexts?" Ashley Goerke, Eric Eisenstein, Maureen Morrin, Ning Ye and Ayalla Ruvio, poster presented by Ning Ye at Society for Consumer Psychology, Savannah, Georgia, March 1, 2019.
  14. "Does Green Really Clean? How Gender and Color Impact Product Perceptions," Nur Onuklu, Maureen Morrin, Kristen Robeson and Avishan Amanat, poster presented by Nur Onuklu at 5<sup>th</sup> Annual Flavors, Fragrances and Perception Symposium, sponsored by the Center for Sensory Sciences & Innovation at Rutgers University, New Brunswick, NJ, November 30, 2018.
  15. "The Impact of Childhood Exposure to Interparental Conflict on Consumer Response to Online Reviews" Mengmeng Liu, Maureen Morrin, and Grace Chae, competitive paper presented at Association for Consumer Research Conference by Mengmeng Liu, October 12, 2018, Dallas, TX.
  16. "Meeting the Editors" panel session chaired by Maureen Morrin, INFORMS Marketing Science conference, Philadelphia PA, June 15, 2018. Participants: Jeff Inman, Christian Wheeler, Roland Rust, Wendy Moe, Raj Sethuraman, Rajkumar Venkatesan.
  17. "Consumer Search" doctoral consortium breakout session chair, INFORMS Marketing Science conference, Philadelphia PA, June 13, 2018. Participants: Bart Bronnenberg, Miguel Villas-Boas, and Jiwoong Shin.
  18. Hosted the virtual regional meeting of the Society for Sensory Professionals at the Fox School of Business on April 19, 2018.
  19. "Roughness Increases Prosocial Behavior When People Believe The World Is Fair," Ning Ye and Maureen Morrin, poster presented by Ning Yi at at Association for Consumer Research Conference, San Diego, CA, October 27, 2017.
  20. "Exploring the Effect of Product Format on Motor Performance as a Function of Consumer Motivation Level," Ning Yi, Maureen Morrin, and Angelika Dimoka, poster presented by Ning Ye at 12<sup>th</sup> Pangborn Sensory Science Symposium, Providence, Rhode Island, August 21, 2017.

21. "Positive Consumer Sensory Experiences During Economically Uncertain and Technology-Dependent Times," chair of symposium at the American Psychological Association Convention, Washington DC, August 4, 2017.
22. "Is Anthropomorphism Effective in Helping Consumers Cope with Embarrassing Experiences?" Xiaoxuan (Farrah) Wu and Maureen Morrin, talk presented by Farrah Wu as part of special session titled "The Red-Faced Consumer: A Deeper Look at Consumption and Embarrassment", Society for Consumer Psychology, Summer Conference, Washington DC, August 4, 2017.
23. "What You Smell Is What You See? The Effect of Ambient Scent on Stimulus Ambiguity in Product Aesthetics," Xiaoxuan (Farrah) Wu, Martin Reimann, Maureen Morrin, and Angelika Dimoka, presentation by Xiaoxuan (Farrah) Wu at Society for Consumer Psychology Conference, San Francisco, CA February 17, 2017.
24. "What You Smell Is What You See? The Effect of Ambient Scent on Stimulus Ambiguity in Product Aesthetics," Xiaoxuan (Farrah) Wu, Martin Reimann, Maureen Morrin, and Angelika Dimoka, poster presented by Xiaoxuan (Farrah) Wu at Association for Consumer Research Conference, Berlin, Germany, October 26, 2016.
25. "That's Not My Name! Misidentification and Its Impact on Consumption Response," Tracy Rank-Christman, Maureen Morrin and Christine Ringler, poster presented by Tracy Rank Christman at SCP Boutique Conference on Identity and Consumption at University of Illinois, Chicago, July 21, 2016.
26. "The Influence of Expression Modalities on Preference Construction and Decision Making," Maureen Morrin participated in invitation-only workshop organized by Jonathan Levav, Anne-Kathrin Klesse, and Johannes Hattula at 10<sup>th</sup> Triennial Invitational Choice Symposium, Lake Louise, Alberta, Canada, May 14-17, 2016.
27. "Flavor Halos and Consumer Perceptions of Food Healthfulness," Nguyen Pham, Maureen Morrin, and Melissa Bublitz, poster presented by Nguyen Pham at SCP Winter Conference, St. Petersburg, FL, Feb. 25, 2016.
28. "Stop Arguing! Interparental Conflict and Consumer Avoidance Behavior," Mengmeng Liu, Maureen Morrin, and Boyoun Chae, poster presented by Mengmeng Liu at SCP Winter Conference, St. Petersburg, FL, Feb. 25, 2016.
29. "When the Whole is NOT Greater than the Sum of the Parts: Exploring the Effect of Product Format on Persuasion," Ning Ye, Maureen Morrin, Angelika Dimoka, poster presented by Ning Ye at SCP Winter Conference, St. Petersburg, FL, Feb. 25, 2016.
30. "Sense and Sensibility: Multi-Sensory Input and the Moral Judgment Process," Maureen Morrin, Gergana Nenkov, Virginie Maille and May Lwin, presented by Gergana Nenkov as part of symposium at SCP Vienna conference, June 26, 2015.
31. "That's Not My Name! Misidentification and its Impact on Consumption Response," Tracy Rank-Christman and Maureen Morrin, poster presented by Tracy Rank-Christman at Association for Psychological Science Annual Convention, New York City, May 23, 2015.
32. "On the Other Hand: Motor Fluency Effects Elicited by Unrelated Haptic Objects in Print Ads," Virginie Maille and Maureen Morrin, special session presentation delivered by Maureen Morrin at Winter SCP, Phoenix, AZ Feb. 27, 2015.

33. "Minty Fresh! Absolving Dieters of Their Sins," with Nguyen Pham, May O. Lwin, and Melissa Bublitz, competitive paper presented by Nguyen Pham at Association for Consumer Research conference, Baltimore MD, October 24, 2014.
34. "Ethical Mindsets and Moral Transgression Classification: When Cleansing Licenses Consumer Indulgence," with Tracy Rank-Christman, May O. Lwin, and Nguyen Pham, poster presented at Association for Consumer Research conference, Baltimore MD, October 24, 2014.
35. "Bigger Than Life: How Power Biases Product Size Perception," with Jessica Keech, poster presented at Association for Consumer Research conference, Baltimore MD, October 24, 2014.
36. "Auditory Feedback and the Online Shopping Experience," with Ryann Reynolds McIlnay, poster presented at Association for Consumer Research conference, Baltimore MD, October 24, 2014.
37. "The Impact of Parental Divorce on Offspring's Moral Judgment," with Mengmeng Liu, poster presented at Association for Consumer Research conference, Baltimore MD, October 24, 2014.
38. "Minty Fresh! Absolving Dieters of Their Sins," with Nguyen Pham, May O. Lwin, and Melissa Bublitz, poster presented by Nguyen Pham at Society for Consumer Psychology winter conference, Miami FL, March 7, 2014.
39. "Pretty in Pink? Asymmetric Gender Stereotyping From the Color and Texture of Clothing," poster with Ning Ye and Angelika Dimoka accepted for presentation at Society for Consumer Psychology winter conference, Miami FL, March 7, 2014
40. "Losing Control: When Physical Cleansing Intensifies Cheating for High Self-Controls" with Tracy Rank, poster presented by Tracy Rank at the Association for Consumer Research conference, Chicago, IL October 4, 2013.
41. "Exploring Boundary Conditions for Motor Fluency Effects," with Virginie Maille, poster presented by Virginie Maille at the Association for Consumer Research conference, Chicago, IL October 4, 2013.
42. "Toothbrushing and Chocolate Consumption," with Tracy Rank, May O. Lwin and Nguyen Pham, poster presented by Maureen Morrin at the Association for Psychological Science Annual Convention, Washington DC May 23-26, 2013.
43. "It Can't Be That Bad if It Smells This Good: Do Pleasant Ambient Odors Diminish the Persuasiveness of Fear Appeals?" with May O. Lwin and Jeffrey Neo Jun Rong, presented by Maureen Morrin at the SCP Winter Conference, San Antonio, TX February 22, 2013.
44. "It Can't Be That Bad if It Smells This Good: Do Pleasant Ambient Odors Diminish the Persuasiveness of Fear Appeals?" with May O. Lwin and Jeffrey Neo Jun Rong, presented by Maureen Morrin at the AMA Winter Marketing Conference, Las Vegas, NV February 17, 2013.
45. "The Effect of Food Package Health Claims on Purchase Intent: Moderating Role of Dietary Restraint," special session on Health Messages and Consumer Understanding of Food: Perspectives in Nutrition, Restrained Eating, and Food Safety, with May O. Lwin and Shelly Malik, presented by Maureen Morrin at the AMA Marketing & Public Policy Conference, Atlanta, Georgia, June 7-9, 2012.

46. "Embodiment in Consumer Judgment and Decision-Making: Behavioral, Psychological, and Neural Perspectives," Roundtable discussion, Association for Consumer Research, St. Louis, MO, Oct. 15, 2011. Summary published in the *Journal of Neuroscience, Psychology and Economics*.
47. "Deconstructing Hope: Implications for Risky Decision Making," with Gergana Nenkov, Deborah MacInnis, Martin Reimann and Antoine Bechara, presented by Gergana Nenkov at the 2011 LaLonde Conference on Marketing Communications and Consumer Behavior, LaLonde les Maures, France, May 30, 2011.
48. "Movie Theatre Commercials: The Impact of Scent and Pictures on Brand Evaluations and Ad Recall" with May Lwin, presented by May Lwin, at the Asian Conference on Psychology and the Behavioral Sciences, Osaka, Japan, March 21, 2011.
49. "Is Olfactory Memory Unique?" with May Lwin and Aradhna Krishna, presented by Maureen Morrin, at Association for Consumer Research conference, Jacksonville, FL, October 9, 2010.
50. "Dissociating the Positive Emotions of Hope and Hopefulness and their Differential Impact on Consumer Financial Risk-Taking: A Functional Magnetic Resonance Imaging Study," with Martin Reimann, Gergana Nenkov, Deborah MacInnis and Antoine Bechara, presented by Martin Reimann, at Association for Consumer Research conference, Jacksonville, FL, October 8, 2010.
51. "Decision Aids and Investor Decision Making," with Susan Broniarczyk and Jeff Inman, presented by Maureen Morrin, at 1st Annual Boulder Summer Conference on Consumer Financial Decision Making, Boulder, Colorado, June 27, 2010.
52. "Distinguishing the Psychological Impact of Threats to Hope and Hopefulness," with Gergana Nenkov and Deborah MacInnis, presented by Gergana Nenkov, as part of special session, "The Distinct Effects of Hope in Consumption," at the Association for Consumer Research conference, Pittsburgh, PA, October 24, 2009.
53. "Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/n Heuristic," with J. Jeffrey Inman and Susan Broniarczyk, presented by Maureen Morrin, as part of special session, "Dynamic Influences on Investors' Decisions," at the Association for Consumer Research conference, Pittsburgh, PA, October 24, 2009.
54. "Fund Assortments and 401(k) Plan Participation: The Moderating Effect of Gender," with Susan Broniarczyk and J. Jeffrey Inman, presented by Maureen Morrin at the Pennsylvania Economic Association Annual Conference, Westchester, PA, June 5, 2009.
55. "Fund Assortments and 401(k) Plan Participation: The Moderating Effect of Gender," with Susan Broniarczyk and J. Jeffrey Inman, presented by Maureen Morrin at the Networks Financial Institute of Indiana State University Conference on Improving Financial Literacy and Reshaping Financial Behavior, Indianapolis, IN, May 14, 2009.
56. "Differentiating the Impact of Threats to Hope and Hopefulness on Retirement Savings," with Gergana Y. Nenkov and Deborah MacInnis, part of special session titled, The Good, the Bad, and the Ugly: Understanding Consumer Financial Decision Making Behavior, presented by Gergana Nenkov at Winter AMA Educator's Conference, Tampa FL, February 20-23, 2009.

57. "The Impact of Ambient Scent and Music on Consumers' Estimations of Time Durations," with Jean-Charles Chebat and Claire Gelinias-Chebat, presented by Jean-Charles Chebat at 11<sup>th</sup> Annual SMA-Retail Strategy and Consumer Patronage Research Symposium, St. Petersburg, FL, November 5, 2008.
58. "Beyond the Proustian Phenomenon: The Effect of Product-Embedded Scent on Memory for Product Information," with Aradhna Krishna, May Lwin, and Jochen Wirtz, part of special session titled, Cognition and Sensory Perception: The Impact of Input from Sensory Modalities on Imagery, Memory, Information Processing and Sensory Perception, presented by Maureen Morrin at the Association for Consumer Research, San Francisco, CA, October 25, 2008.
59. "Re-Examination of Maximization: Psychometric Assessment and Derivation of a Short Form of the Maximization Scale," with Nenkov, Gergana Y., Barry Schwartz, Andrew Ward, and John Hulland, competitive paper presented by Gergana Nenkov, at the Association for Consumer Research, San Francisco, CA, October 25, 2008.
60. "Scent Marketing Research: An Overview," presented at MSI co-sponsored Sensory Marketing Conference, University of Michigan, Ross School of Business, Ann Arbor, MI, June 20, 2008.
61. "Improving the Crystal Ball: Harnessing Consumer Input to Create Retail Prediction Markets," with Carol Kaufman-Scarborough, Greg Petro, and Eric Bradlow, competitive paper presented by Carol Kaufman-Scarborough at the 10th SMA Retail Strategy and Patronage Behavior Research Symposium in San Antonio, TX, November 7, 2007.
62. "A Social Approach to Voter Vengeance," with Nada Nasr Bechwati, presented by Nada Nasr Bechwati as a competitive paper at the Association for Consumer Research, Memphis, TN, October 26, 2007.
63. "Oh, the Smell of Spring: Consumer Memory for Product-Intrinsic Scent versus Color," with Aradhna Krishna, May Lwin and Jochen Wirtz, presented by Maureen Morrin as part of a special session entitled, "An Appeal to the Senses: Consumer Perceptions and Evaluations in Multiple Sensory Modalities," at the Society for Consumer Psychology winter conference, Las Vegas, February 23, 2007.
64. "The Perceptual Transfer of Product Package Haptic Cues," with Aradhna Krishna, presented by Aradhna Krishna as part of a special session entitled, "When Consumers Judge a Book by Its Cover: Emergent Research in Packaging Design," at the Society for Consumer Psychology winter conference, Las Vegas, February 23, 2007.
65. "Re-Examination of Maximization: Reliability and Validity Studies and Derivation of a Short Form," with Gergana Yordanova, John Hulland, Andrew Ward and Barry Schwartz, presented by Gergana Yordanova at INFORMS Marketing Science conference, Pittsburgh, PA, June 9, 2006.
66. "Does it Pay to Beat Around the Bush? Salesperson Motives and the Effects of Obfuscation versus Honesty in Communications," with Barbara Bickart and S. Ratneshwar, presented by Barbara Bickart, as part of special session titled, "Marketplace Motives and Consumer Meta-Skepticism," Association for Consumer Research conference, October 2, 2005, San Antonio, TX.
67. "Colors and Cultures: Exploring the Effects of Mall Decor on Consumer Perceptions," with Jean-Charles Chebat, presented by Maureen Morrin at the Royal Bank International Research Seminar, September 24, 2005, Montreal, Canada.

68. "Person-Place Congruency: The Interactive Effects of Shopper Style and Atmospherics on Consumer Expenditures," with Jean-Charles Chebat, presented at the Summer APA Conference Division 23, Washington, DC, August 19, 2005.
69. "Does It Pay to Beat Around the Bush? Persuasion Knowledge and Obfuscation Versus Honesty in Salesperson Communications," with Barbara Bickart and S. Ratneshwar, presented by S. Ratneshwar as part of special session titled, "Persuasion Knowledge and Its Effects on Marketing Communications," at Society for Consumer Psychology Winter Conference, St. Petersburg, Florida, February 25, 2005.
70. "When Less Is More: The Impact of Fund Assortment, Decision Alternatives, and Decision Maker Style on Retirement Investing Behavior" with Susan Broniarczyk, Jeff Inman, and John Broussard, presented by Maureen Morrin as part of special session titled, "Predicting, Encouraging, and Improving Consumer Decisions Through Product Assortments," at Society for Consumer Psychology Winter Conference, St. Petersburg, Florida, February 25, 2005.
71. "When Less is More: The Impact of Fund Assortment, Decision Alternatives and Decision Maker Style on Retirement Investing Behavior," with Susan Broniarczyk, Jeff Inman, and John Broussard, presented as part of special session titled, "You (Still) Can't Always Get What You Want: Why Greater Choice is Demotivating," Association for Consumer Research conference, Portland, Oregon, October 9, 2004.
72. "Shipping Charges and Shipping Charge Skepticism: Implications for Direct Marketers' Pricing Formats," with Robert Schindler and Nada Nasr Bechwati, presented by R. Schindler, Fordham University Pricing Conference, New York, NY, November 2003.
73. "Outraged Consumers: What Lights Their Fire?" with Nada Nasr Bechwati, competitive paper presented by N. Bechwati, Association for Consumer Research Conference, Toronto, Canada, October 2003.
74. "The Importance of Barriers to Adoption for Radical Versus Incremental Service Innovations in the Retail Banking Industry," with Jonathan Lee and Janghyuk Lee, presented by Maureen Morrin at INFORMS Marketing Science Conference, University of Maryland, June 2003.
75. "Taking Stock of Stockbrokers: Exploring Investor Decision Strategies Via Verbal Protocols," with Jacob Jacoby, Gita Johar, Xin He, Alfred Kuss, and David Mazursky, competitive paper presented by Maureen Morrin at Association for Consumer Research conference, Austin, Texas, October 2001.
76. "The Effect of Adding and Deleting Asymmetrically Dominated Decoys on Choice" with Adwait Khare and Vikas Mittal, presented by A. Khare as part of the special session titled, "You Can't Always Get What You Want: An Examination of Consumer Responses to Constrained Choices," Association for Consumer Research conference, Austin, Texas, October 2001.
77. "Consumer Vengeance: Getting Even at the Expense of Getting a Good Deal," with Nada Nasr Bechwati, competitive paper, presented by N. Bechwati at Association for Consumer Research conference, Salt Lake City, Utah, October 2000.
78. "Does It Make Sense to Use Scents to Enhance Brand Memory?" with S. Ratneshwar, competitive paper presented at Association for Consumer Research conference, Salt Lake City, Utah, October 2000.
79. "A Model Selection Approach for Analyzing Repeated Measures Data Sets," competitive paper presented by Nada Bechwati at Association for Consumer Research conference, Columbus, Ohio, October 1999.

80. "A Review and Analysis of the *Journal of Consumer Psychology* From 1992 to 1997," with Anat Alon and Nada Nasr, competitive paper presented by A. Alon at Society for Consumer Psychology Winter conference, February 1999.
81. "Distinguishing Better From Poorer Decision Makers: A Study of Risk Propensity in the Face of Gains and Losses" with Jacob Jacoby, Gita Johar, Alfred Kuss, and David Mazursky, competitive paper presented by T. Heath at Behavioral Decision Research in Management Conference, Miami, Florida, June 1998.
82. "Olfaction and Consumer Information Processing," competitive paper presented by Maureen Morrin at Society for Consumer Psychology winter conference, Austin, Texas, February 1998.
83. "Olfaction and Consumer Processing of Brand Information," poster session presented by Maureen Morrin at Association for Consumer Research conference, Denver, Colorado, October 1997.
84. "The Impact of Atmospheric Odors on Consumer Information Processing," competitive paper with S. Ratneshwar presented at Symposium on Retail and Service Environment Atmospherics Research, Montréal, Québec, October 1997.
85. "Incongruency Effects in Brand Recall: When Is It Better to Be Different?" with Durairaj Maheswaran, competitive paper, presented at Society for Consumer Psychology (Division 23), American Psychological Association Conference, New York, NY, August 1995.
86. "The Effects of Brand Name Dilution on Memory Retrieval and the Formation of Consideration Sets," competitive paper presented at AMA Summer Marketing Educators' Conference, Washington, DC, August 1995.

## **RECENT SERVICE**

### **Rutgers University**

#### University Level:

Executive Vice President of Academic Affairs Search Committee (2020)

#### Campus Level:

Diversity Equity Inclusion, Promote Inclusive Scholarship and Teaching Subcommittee (2021)

SBC Dean Search Committee (2009-2010)

Task Force on Undergraduate Excellence (2008-2010)

Chancellor Search Committee (2008-2009)

Provost Search Committee (2007-2008)

#### School Level:

SBC: Graduate Committee Chair (2020-present)

SBC: Program Director, MSBA (2019-present)

SBC: Associate Dean of Graduate Programs (2019-2020)

SBC Faculty Composition Committee (2009-2010; chair Spring 2010)

SBC AACSB Task Force (2009)

SBC Research Committee (2007-2011)

SBC Undergraduate Task Force (2005-2008)

SBC FASIP/PFC (merit pay) Committee (2006, co-chair 2009)

SBC Instructional Resources Committee (2004-2005)

SBC MBA Curriculum Committee (2005)

SBC Faculty Composition and Development Committee (2002-2003)

Department Level:

Marketing Department Coordinator (2006-2008)  
Marketing Department Speaker Series (2005-2006)

**Temple University**

School Level:

Promotion and Tenure Committee, Fox School (9/2018 to 6/2019)  
AACSB Reaccreditation Committee (2013)  
Fox Research Advisory Board (2014 - 2018)

Department Level:

MSCM Doctoral Student Committee (1/2013-6/2019)  
MSCM Faculty Recruiting (1/2013-6/2019)  
MSCM Tenure and Promotion Committee (7/2017-6/2019)

**External**

Editorships:

*Journal of Marketing Research*  
Co-Editor, April 2020 – present  
*Journal of Consumer Psychology*  
Area Editor for full articles, January 2012 – 2015  
Guest Area Editor for special issue on moral consumption 2017  
Area Editor for Research Reports, September 2018 – July 2020

Editorial Review Board member:

*Journal of Marketing* (June 2009 – July 2020)  
*Journal of Marketing Research* (August 2018 – July 2020)  
*Journal of Consumer Research* (January 2018 – July 2020; guest AE for two articles 12/18)  
*Journal of Consumer Psychology* (July 2005 – present)  
*Journal of Public Policy & Marketing* (June 2012 - present)  
*Journal of Consumer Affairs* (November 2017 – present)  
*Recherche et Applications en Marketing* (October 2014 - present)

Ad hoc journal reviewer for *American Business Law Journal*, *California Management Review*, *International Journal of Hospitality Management*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Journal of Applied Psychology*, *Journal of Business Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Letters*, *Marketing Theory*, *Psychology and Marketing*, *Psychological Reports*.

Grant reviewer for National Medical Research Council, Singapore (Feb 2012).

SCP Executive Board, Membership Committee (analysis with Antonia Mantonakis) 9/2013-3/2014

Reviewer for AMA Howard Dissertation Award (2007 - 2011), SCP Dissertation Proposal Competition (2005 - 2014), JCP Young Contributor Award Committee (2007), Academy of Marketing Science Mary Kay Doctoral Dissertation Competition (2009), TCR Grant Competition (2012 - 2014).

Ad hoc conference reviewer for Academy of Marketing Science, American Marketing Association, Association for Consumer Research, Fordham Pricing Conference, Royal Bank International Research Seminar, Society for Consumer Psychology, Society for Marketing Advances.

SCP Program Committee (for 2009 conference), ACR Program Committee (for 2009 conference, 2017 conference), Monaco Symposium on Luxury Scientific Committee 2018.

Doctoral Student Advising:

- Ryann Reynolds-McInay (Advisor, Temple University, nominated for Fox School Best 2<sup>nd</sup> year research paper; dissertation defended 3/10/16; first placement Oregon State University, June 2016)
- Tracy Rank-Christman (Co-advisor, Rutgers University, first placement University of Wisconsin, Milwaukee, July 2016)
- Jessica Keech (Advisor, Temple University, first placement Franklin & Marshall University, July 2017)
- Mengmeng Liu (Advisor, Temple University, 2013-16, transferred to doctoral program at Chinese U. Hong Kong Fall 2017)
- Ning Ye (Advisor, Temple University, 2013-2018). Winner of ACR/Sheth Foundation Dissertation Award, September 1, 2017. Winner of The Harry A. Cochran Research Center Award for Excellence in Research by a Doctoral Student in the Business Administration Program, Fox School of Business, Temple University, October 2017; Third Place Winner of Fox PhD Program School-Wide Student Research Competition for Dissertation Proposals October 2017, first placement Stockton State University, Fall 2019.
- Patricia Ciavarello (CoAdvisor, Temple University, dissertation defended 5/2021).
- Nur Onuklu (committee member, Temple University; dissertation defended 2021).
- Yuqian Chang (Co-advisor, Rutgers Business School, expected graduation 2023).

#### Doctoral Student Committee Member:

- Nada Nasr Bechwati (Boston University, 1997-1999; first placement University of Illinois, IL)
- Gergana Yordanova Nenkov (U. Pittsburgh, 2005-2006; first placement Boston College, MA)
- Adriana Madzharov (Baruch, 2011-2013; first placement Stevens Institute of Technology, NJ)
- Courtney Szocs (U. South Florida, 2012-2015; first placement Portland State, OR)
- Primidya Soesilo (Temple University, 2012-2014; first placement Binus University, Indonesia)
- Patrick Barbro (Temple University, 2014-2015; first placement Rowan University, NJ)
- Ashley Goerke (Temple University, 2014-2016; dissertation defended 7/6/16)
- Jooa Baek (Temple University, 2016-2018; dissertation defended 4/16/18)
- Sara Baskentli (Baruch, 2014-2018; dissertation defended 3/22/18; first placement Wash. St. U.)
- Hongbo (Daisy) Liu (Temple University, dissertation defended May 2019)
- Michael Chillino (Temple University, dissertation defended 1/17/2020)
- Regina M. O'Brien (Rutgers University, dissertation defended 5/17/2022)

#### **TEACHING** (mean score of 4.68 on 1-to-5 scale in past three years)

- Advanced Quantitative Research Methods, EDBA
- Customer Data Analytics: Undergraduate, MBA/MS, PMBA, EMBA
- Database Marketing: Undergraduate, MBA/MSBA
- Quantitative Methods for Marketing Majors: Undergraduate
- Marketing Theory and Strategy: PhD
- Consumer Behavior: Undergraduate, MBA, PhD
- Sensory and Experiential Marketing: PhD
- Independent Study in Marketing/Management in France: Undergraduate, MBA
- Marketing Management: Undergraduate, MBA, EMBA
- Marketing Research: Undergraduate

#### **INDUSTRY EXPERIENCE**

##### **Playtex Family Products** Stamford, CT 1989-1990

###### *Associate Brand Manager*

Developed annual marketing plans for company's core brand, Playtex Tampons. Managed brand's profit and loss statement, volume forecasts, trade and consumer promotion plans, and advertising strategy.

**James River Corporation** Norwalk, CT 1987-1989

*Assistant Brand Manager*

Developed annual marketing plans for Bolt Paper Towels and Zee Paper Napkins. Responsible for volume forecasts, trade and consumer promotion budgets. Helped establish quality control system at recently acquired paper mill.

**Ted Bates Advertising** New York, NY 1985-1987

*Account Executive*

Managed broadcast and print campaigns for Kal Kan Pedigree Dog Food. As brand liaison for client and agency, provided strategic analyses of market positioning, media spending, and creative.

**MEMBER**

- Association for Consumer Research
- Society for Consumer Psychology
- Society of Sensory Professionals

**CONSULTING**

Consulting conducted on behalf of Citizens National Bank, First Insight, Intel, Harley-Davidson, Head, Perrigo, The Fresh Market, Verizon, McCann Worldwide, UnderArmour, HCD Research, General Mills, Diageo, Kellogg's.