

Chris Janiszewski
Russell Berrie Eminent Scholar Chair

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Education

1979-1980 University of Wisconsin - Whitewater, Whitewater, WI.

1981-1983 University of Wisconsin - Madison, Madison, WI.
 Degree: BBA - Marketing.

1983-1987 Northwestern University - Evanston, IL.
 Degree: Ph.D. in Marketing.
 Minor: Psychology and Communication.

Employment

1987-1993 University of Florida, Gainesville, FL.
 Assistant Professor of Marketing.
1993-2002 University of Florida, Gainesville, FL.
 Associate Professor of Marketing.
2002-Present University of Florida, Gainesville, FL.
 Professor of Marketing.
2016 University of Miami, Miami, FL.
 Professor of Marketing.

Academic Honors

Fellow – Association for Consumer Research, 2019.
UFRF Professorship Award 2018-2021.
President – Association for Consumer Research, 2009.
UFRF Professorship Award 2008-2011.
University of Florida Doctoral Dissertation Advisor/Mentoring Award for 2007.
Outstanding Reviewer Award, *Journal of Consumer Research*, 2000, 2004, 2006, 2012.
Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2009, 2014.
Winner, MSI/Paul Root Award for Best Paper in *Journal of Marketing*, 1997
Winner, University of Florida TIP Teaching Award, 1993-1994, 1996-97
College of Business Administration Teaching of Year, 1995-96
Robert Ferber Award for Consumer Research, Honorable Mention, Volume 15, 1988-1989
AMA Consortium Faculty Participant, 1990, 2003, 2004, 2007, 2008, 2012, 2013
AMA Consortium Student Participant, 1986
Elected Phi Beta Kappa, 1982

Research

A. Refereed Journal Articles

Roloff, Michael E., Chris A. Janiszewski, Mary Ann McGrath, Cynthia S. Burns and Lalita A. Manrai (1988), "Acquiring Resources from Intimates When Obligation Substitutes for Persuasion," *Human Communication Research*, 14 (Spring), 364-96.

Janiszewski, Chris (1988), "Preconscious Processing Effects: The Independence of Attitude Formation and Conscious Thought," *Journal of Consumer Research*, 15 (September), 199-209. (**Ferber Award Honorable Mention**).

Allen, Chris T. and Chris Janiszewski (1989), "Assessing the Role of Contingency Awareness in Attitudinal Conditioning with Implications for Advertising Research," *Journal of Marketing Research*, 26 (February), 30-43.

Roloff, Michael E. and Chris A. Janiszewski (1989), "Overcoming Obstacles to Interpersonal Compliance: A Principle of Message Construction," *Human Communication Research*, 16 (Fall), 33-61.

Janiszewski, Chris (1990), "The Influence of Print Advertisement Organization on Affect toward a Brand Name," *Journal of Consumer Research*, 17 (June), 53-65.

Janiszewski, Chris (1990), "The Influence of Nonattended Material on the Processing of Advertising Claims," *Journal of Marketing Research*, 27 (August), 263-278.

Janiszewski, Chris and Luk Warlop (1993), "The Influence of Classical Conditioning Procedures on Subsequent Attention to the Conditioned Brand," *Journal of Consumer Research*, 20 (September), 171-189. [lead article]

Janiszewski, Chris (1993), "Preattentive Mere Exposure Effects," *Journal of Consumer Research*, 20 (December), 376-392.

Alba, Joseph, John G. Lynch, Jr., Barton Weitz, Chris Janiszewski, Richard Lutz, Alan G. Sawyer, and Stacy Wood (1997), "Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61 (July), 38-53. **MSI/Paul Root Award for Best Paper. 2005 Louis Stern Award for Best Paper in Channels and Distribution.**

Janiszewski, Chris (1998), "The Influence of Display Characteristics on Visual Exploratory Search Behavior," *Journal of Consumer Research*, 25 (December), 290-301.

Janiszewski, Chris and Donald R. Lichtenstein (1999), "A Range Theory Account of Price Perception," *Journal of Consumer Research*, 25 (March), 353-368.

- Janiszewski, Chris and Stijn M. J. van Osselaer (2000), "A Connectionist Model of Brand-Quality Associations," *Journal of Marketing Research*, 37 (August), 331-350.
- Janiszewski, Chris and Tom Meyvis (2001), "Effects of Brand Logo Complexity, Repetition, and Spacing on Processing Fluency and Judgment," *Journal of Consumer Research*, 28 (June), 18-32.
- van Osselaer, Stijn M. J. and Chris Janiszewski (2001), "Two Ways of Learning Brand Associations," *Journal of Consumer Research*, 28 (September), 202-223. Finalist Best Paper Award.
- Meyvis, Tom and Chris Janiszewski (2002), "Consumers' Beliefs about Product Benefits: The Effect of Obviously Irrelevant Product Information," *Journal of Consumer Research*, 28 (March), 618-635.
- Janiszewski, Chris, Hayden Noel, and Alan G. Sawyer (2003), "A Meta-Analysis of the Spacing Effect in Verbal Learning: Implications for Research on Advertising Repetition and Consumer Memory," *Journal of Consumer Research*, 30 (June), 138-149.
- Chakravarti, Amitav and Chris Janiszewski (2003), "The Influence of Macro-Level Motives on Consideration Set Composition in Novel Purchase Situations," *Journal of Consumer Research*, 30 (September), 244-258.
- Janiszewski, Chris, Tim Silk, and Alan D. J. Cooke (2003), "Different Scales for Different Frames: The Role of Subjective Scales and Experience in Explaining Attribute Framing Effects," *Journal of Consumer Research*, 30 (December), 311-325. [Lead article]
- Chakravarti, Amitav and Chris Janiszewski (2004), "The Influence of Generic Advertising on Brand Preference," *Journal of Consumer Research*, 30 (March), 487-502.
- Janiszewski, Chris and Marcus Cunha, Jr. (2004), "The Influence of Price Discount Framing on the Evaluation of a Product Bundle," *Journal of Consumer Research*, 30 (March), 534-546.
- van Osselaer, Stijn M. J., Chris Janiszewski, and Marcus Cunha, Jr. (2004), "Stimulus Generalization in Two Associative Learning Processes," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30 (May), 626-638.
- Cooke, Alan D. J., Chris Janiszewski, Suzanne A. Nasco, Marcus Cunha, Jr. and Els De Wilde (2004), "Stimulus Context and the Formation of Consumer Ideals," *Journal of Consumer Research*, 31 (June), 112-124.

- Meyvis, Tom and Chris Janiszewski (2004), "When are Broader Brands Stronger Brands? An Accessibility Perspective on the Formation of Brand Equity," *Journal of Consumer Research*, 31 (September), 346-357.
- Holzwarth, Martin, Chris Janiszewski, and Marcus M. Neumann (2006), "The Influence of Avatars on Online Consumer Shopping Behavior," *Journal of Marketing*, 70 (October), 19-36.
- Chakravarti, Amitav, Chris Janiszewski, and Gülden Ülkümen (2006), "The Neglect of Prescreening Information in a Two-Stage Decision Process," *Journal of Marketing Research*, 43 (November), 642-653.
- Janiszewski, Chris and Elise Chandon (2007), "Transfer Appropriate Processing, Response Fluency, and the Mere Measurement Effect," *Journal of Marketing Research*, 43 (May), 309-323.
- Janiszewski, Chris and Dan Uy (2008), "Anchor Precision Influences the Amount of Adjustment," *Psychological Science*, 19 (February), 121-127.
- Cunha, Marcus, Jr., Chris Janiszewski, and Juliano Laran (2008), "Protection of Prior Learning in Complex Consumer Learning Environments," *Journal of Consumer Research*, 34 (April), 850-864.
- Janiszewski, Chris, Donald R. Lichtenstein, and Julia Belyavsky (2008), "Judgments about Judgments: The Dissociation of Consideration Price and Willingness to Purchase Judgments," *Journal of Experimental Psychology: Applied*, 14 (June), 151-164.
- De Wilde, Els, Alan D. J. Cooke, and Chris Janiszewski (2008), "Attentional Contrast during Sequential Judgments: An Examination of the Number-of-Levels Effect," *Journal of Marketing Research*, 45 (August), 437-449.
- Laran, Juliano, Chris Janiszewski, and Marcus Cunha, Jr. (2008), "Context-Dependent Effects of Goal Primes," *Journal of Consumer Research*, 34 (December), 653-667.
- Chandon, Elise and Chris Janiszewski (2009), "The Influence of Causal Conditional Reasoning on the Acceptance of Product Claims," *Journal of Consumer Research*, 35 (April), 1003-1011.
- Laran, Juliano and Chris Janiszewski (2009), "Behavioral Consistency and Inconsistency in the Resolution of Goal Conflict," *Journal of Consumer Research*, 35 (April), 667-684.
- Sweldens, Steven, Stijn M. J. van Osselaer, and Chris Janiszewski (2010), "Evaluative Conditioning Procedures and the Resilience of Conditioned Brand Attitudes,"

Journal of Consumer Research, 37 (October), 473-489.

Bayuk, Julia Belyavsky, Chris Janiszewski, and Robyn A. LeBoeuf (2010), "Letting Good Opportunities Pass Us By: Examining the Role of Mindset in Goal Pursuit," *Journal of Consumer Research*, 37 (December), 570-583.

King, Dan and Chris Janiszewski (2011), "The Sources and Consequences of the Fluent Processing of Numbers," *Journal of Marketing Research*, 48 (April), 327-341.

Laran, Juliano and Chris Janiszewski (2011), "Work or Fun? How Task Construal and Completion Influence Regulatory Behavior," *Journal of Consumer Research*, 37 (April), 967-983.

King, Dan and Chris Janiszewski (2011), "Affect-Gating," *Journal of Consumer Research*, 38 (December), 697-711.

Mohr, Gina S., Donald R. Lichtenstein, and Chris Janiszewski (2012), "The Effect of Marketer-Suggested Serving Size on Consumer Responses: The Unintended Consequences of Consumer Attention to Calorie Information," *Journal of Marketing*, 76 (January), 59-75.

van Osselaer, Stijn M. J. and Chris Janiszewski (2012), "A Goal-Based Model of Product Evaluation and Choice," *Journal of Consumer Research*, 39 (August), 260-292.

Clarkson, Joshua A., Chris Janiszewski, and Melissa D. Cinelli (2013), "The Desire for Consumption Knowledge," *Journal of Consumer Research*, 39 (April), 1313-1329.

Janiszewski, Chris, Andrew Kuo, and Nader T. Tavassoli (2013), "The Influence of Selective Attention and Inattention to Products on Subsequent Choice," *Journal of Consumer Research*, 39 (April), 1258-1274.

Buechel, Eva C. and Chris Janiszewski (2014), "A Lot of Work or a Work of Art: How the Structure of a Customized Assembly Task Determines the Utility Derived from Assembly Effort," *Journal of Consumer Research*, 40 (February), 960-972.

Kan, Christina, Donald R. Lichtenstein, Susan Jung Grant, and Chris Janiszewski (2014), "Strengthening the Influence of Advertised Reference Prices through Information Priming," *Journal of Consumer Research*, 40 (April), 1078-1096.

Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2014), "Hedonic Eating Goals and Emotion: When Sadness Decreases the Desire to Indulge," *Journal of Consumer Research*, 41 (June), 135-151.

Festjens, Anouk and Chris Janiszewski (2015), "The Value of Time," *Journal of Consumer Research*, 42 (August), 178-195.

- Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2015), "Pride and Regulatory Behavior: The Influence of Appraisal Information and Self-Regulatory Goals," *Journal of Consumer Research*, 42 (October), 499-514.
- Laran, Juliano, Chris Janiszewski, and Anthony Salerno (2016), "Exploring Differences between Conscious and Unconscious Goal Pursuit," *Journal of Marketing Research*, 53 (June), 442-458.
- Crolic, Cammy and Chris Janiszewski (2016), "Hedonic Escalation: When Food Just Tastes Better and Better," *Journal of Consumer Research*, 43 (October), 388-406.
- Kaiser, Ulrike, Martin Schreier, and Chris Janiszewski (2017), "Customization Can Improve Your Performance: The Motivational Consequences of Self-Expressive Product Customization," *Journal of Marketing Research*, 54 (October), 816-831.
- Laran, Juliano, Chris Janiszewski, and Anthony Salerno (2019), "Nonconscious Nudges: Encouraging Sustained Goal Pursuit," *Journal of Consumer Research*, 46 (August), 307-329.
- Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2019), "The Bad Can Be Good: When Benign and Malicious Envy Motivate Goal Pursuit," *Journal of Consumer Research*, 46 (August), 388-405.
- Mormann, Milica, Tom Griffiths, Chris Janiszewski, J. Edward Russo, Anocha Aribarg, Nathaniel J. S. Ashby, Rajesh Bagchi, Sudeep Bhatia, Aleksandra Kovacheva, Martin Meissner, and Kellen J. Mrkva (2020), "Time to Pay Attention to Attention: Using Attention-Based Process Traces to Better Understand Consumer Decision-Making," *Marketing Letters*, 31, 281-292.
- Affonso, Felipe, Chris Janiszewski, and James Bettman (2021), "Boundaries of Constructive Choice: On the Accessibility of Maximize Accuracy and Minimize Effort Goals," *Journal of Consumer Psychology*, 4(1), 217-239.
- Janiszewski, Chris and Stijn M. J. van Osselaer (2021), "The Benefits of Candidly Reporting Consumer Research," *Journal of Consumer Psychology*, 31(4), 633-646.
- Wang, Xiang, Chris Janiszewski, Yanmei Zheng, Juliano Laran, and Eric Jang (2021), "Deriving Mental Energy from Task Completion," *Frontiers in Psychology*, 20 (August 2021) | <https://doi.org/10.3389/fpsyg.2021.717414>.
- Nowlan, Luke, Benjamin Borenstein, Carter Morgan, Minzhu Xu, and Chris Janiszewski (2022), "Linking Thought and Behavior: Evidence for Process – Mode of Expression Congruence Effects," *Journal of Consumer Psychology*, 22 (January), 87-96.

Palcu, Johanna, Martin Schreier, and Chris Janiszewski (2022), “Facial Mask Personalization Encourages Facial Mask Wearing in Times of COVID-19,” *Scientific Reports*, 12 (1): 3302. doi: 10.1038/s41598-022-07231-2.

B. Working Papers / Papers in the Review Process

Irreducibility of Sensory Experiences: Dual Representations Lead to Dual Context Effects (with Yanmei Zhang and Alan Cooke), *Journal of Experimental Psychology: General*, revising for 4th round.

The Downside of Extending Short-term Incentive Programs (with Yuanyuan Li and Yuanyuan Liu). Invited revision at *Journal of Consumer Research*.

The Structure of a Product, Retail Environment, and Brand Logo Can Affect Judgments of Value (with Felipe Affonso). Invited revision at *Journal of Marketing*.

The Negative and Positive Consequences of Placing Products Next to Promoted Products (with Christina Kan, Donald Lichtenstein, and Lucy Liu). Revise and resubmit, *Journal of Marketing*.

The Emergent Behavior Model: A Behaviorist Perspective (with Juliano Laran). *Frontiers in Psychology: Neuropsychology*.

Nudging Consumers toward Better Food Management: Using Combined Date Labels to Reduce Food Waste (with Jay Kim and H. S. Jin).

I Didn't Win! An Overlooked Downside of Crowdsourcing? (with Tatiana Karpukhina and Martin Schreier).

The Benefits of Brand Image Divergence (with Claudio Alvarez, Remi Trudel, and Susan Fournier).

C. Invited Papers

Janiszewski, Chris and Stijn M. J. van Osselaer (2005), “Behavior Activation is Not Enough,” *Journal of Consumer Psychology*, 15 (June), 218-224.

van Osselaer, Stijn M.J., Suresh Ramanathan, Margaret C Campbell, Joel B. Cohen, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo, Nadar T. Tavassoli (2005), “Choice Based on Goals,” *Marketing Letters*, 16 (December), 335-346.

Carlson, Kurt A., Chris Janiszewski, Ralph L. Keeney, David H. Krantz, Howard C. Kunreuther, Mary Frances Luce, J. Edward Russo, Stijn M. J. van Osselaer and Detlof von Winterfeldt (2008), “A Theoretical Framework for Goal-based Choice

and for Prescriptive Analysis,” *Marketing Letters*, 19 (December), 241-254.

Janiszewski, Chris and Robert S. Wyer Jr. (2014), “Content and Process Priming: A Review,” *Journal of Consumer Psychology*, 24 (1), 96-118.

Janiszewski, Chris, Aparna A Labroo, and Derek D. Rucker (2016), “A Tutorial in Consumer Research: Knowledge Creation and Knowledge Appreciation in Deductive-Conceptual Consumer Research,” *Journal of Consumer Research*, 43 (August), 200-209.

Janiszewski, Chris (2020), “Puzzles: Anticipating the Consequences of a Paradigm Shift in Consumer Research,” Association for Consumer Research Presidential Address, forthcoming, Proceedings of the Association for Consumer Research.

Janiszewski, Chris and Stijn M. J. van Osselaer (2022), “Abductive Theory Construction,” *Journal of Consumer Psychology*, 32 (January), 175-193.

D. Book Chapters

Janiszewski, Chris (2007), “Rethinking Visual Communication Research: Updating Old Constructs and Considering New Metaphors,” in *Integrated Marketing Communication*, eds. Rik Pieters and Michel Wedel, New York, NY: Taylor and Francis Group, 277-294.

Janiszewski, Chris (2008), “Goal-directed Perception,” in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, Frank R. Kardes, New York, NY: Taylor and Francis Group, 393-418.

Janiszewski, Chris (2010), “Too Many Views to Capture: Reference Set Effects in Human Judgment,” in *Perspectives on Framing*, ed. Gideon Keren, New York, NY: Taylor and Francis Group.

Van Osselaer, Stijn and Chris Janiszewski (2022), “A Recipe for Honest Consumer Research,” in *Handbook of Consumer Psychology 2*, eds. Stephen Spiller.

E. Conference Presentations

Allen, Chris T. and Chris Janiszewski (1986), "Bridging the Chasm between the Classical Conditioning and Consumer Research Tradition: On the Need for an Awareness Construct," Association for Consumer Research, Toronto.

Janiszewski, Chris (1989), "The Influence of Print Advertisement Organization on Preference for a Brand Name," Association for Consumer Research, New Orleans, LA.

- Janiszewski, Chris (1991), "An Eye is Better than an Eye," Association for Consumer Research, Chicago, IL.
- Janiszewski, Chris (1993), "Using Information Display to Sustain Attention: Encouraging Consumers to Look Longer," Association for Consumer Research, Nashville. TN.
- Janiszewski, Chris (2000), "Two Ways of Learning Brand Associations." November 9, SMA, Orlando, FL.
- Janiszewski, Chris (2001), "The Influence of Discount Framing on the Evaluation of a Product Bundle." 4th International Research Seminar on Marketing Communications and Consumer Behavior, June 8, La Londe, France.
- Janiszewski, Chris (2003), "Metaphors in Consumer Research" AMA Doctoral Consortium, June 28, Minneapolis, MN.
- Janiszewski, Chris and Tom Meyvis (2003), "When are Broader Brands Stronger Brands? An Accessibility Perspective on the Formation of Brand Equity," Marketing Science Institute Conference on Branding, December 5, 2003.
- Janiszewski, Chris (2004), "Processing Fluency and Consumer Behavior" AMA Doctoral Consortium, June 18, College Station, TX.
- Janiszewski, Chris, Donald Lichtenstein, and Julia Belyavsky (2004), "The Influence of Advertised Reference Prices on Negotiated-Price Judgments" Association for Consumer Research, October 8, Portland, OR.
- Chakravarti, Amitav, Chris Janiszewski and Gülden Ülkümen (2004), "Preference Reversals Induced by Screening: The Biasing Effects of a Two-Stage Decision Process," Association for Consumer Research, October 9, Portland, OR.
- Chandon, Elise and Chris Janiszewski (2005), "Response Fluency and the Mere Measurement Effect," Society for Consumer Psychology, February 26, St. Petersburg, FL.
- Janiszewski, Chris and Dan King (2009), "The Sources and Consequences of the Fluent Processing of Numbers," October 23, Pittsburg, PA.

F. Colloquia / Symposia

- UCLA Mini-Symposium on Advertising, April 1991.
 University of Colorado, February 1993.
 University of Minnesota, May 1993.
 Ohio State University, May 1993.
 University of Michigan, February 1996.

Catholic University – Leuven, July 1996.
University of South Carolina, April 1997.
University of Kentucky, January 2000.
Vanderbilt University, February 2001.
University of Maryland, March 2001.
University of Minnesota, March 2001.
University of Chicago, February 2002.
Ohio State University, March 2002.
Columbia University, March 2002.
University of Washington, May 2002.
Tulane University, September 2002.
Dartmouth University, October 2002.
Cornell University, October 2002.
Tilburg University, May 2003.
Northwestern University, September 2003.
Wharton, October 2003.
Baruch University, February 2004.
New York University, May 2004.
National University of Singapore, January 2005.
INSEAD, January 2005.
HKUST, February 2005.
Duke, March 2005.
University of Colorado, April 2005.
UC Berkeley, April 2005.
University of Michigan, February 2006.
New York University, April 2006
Georgetown University, April 2007
University of Alberta, May 2007
University of Arizona, February 2008
Koc University, April 2008
Pennsylvania State University, April 2008
University of Pittsburgh, January 2009
University of Miami, March, 2009
University of South Carolina, April, 2010
University of Chicago, April, 2010
Northwestern University, April, 2010
University of Illinois, April, 2010
Carnegie Mellon University, April, 2010
Stockholm School of Economics, June, 2010
INSEAD, June, 2010
Virginia Tech University, October, 2010
Catholic University – Leuven, December, 2010
London Business School, December, 2010
Washington State University, April, 2012
Chinese University of Hong Kong, May, 2012
HEC – Paris, August, 2012

Vienna University of Economics and Business, December, 2012
Columbia University, April 2013
San Diego State, April 2013
Wharton, March 2014
University of Miami, October 2015
Hong Kong Polytechnic University, December 2015
University of Illinois – Chicago, April 2016
Boston College, March 2017
St. Galen University, September 2017
Ohio State University, January 2018
University of Utah, April 2018
University of Houston, April 2018
Duke University, May 2018
University of Sydney, October 2018
Vienna University, December 2018

Professional Activities

Policy Board:

Journal of Consumer Research (2003 – 2009, President in 2008)

Editorial Review Board:

Journal of Consumer Research

Member: 1993 – present

Associate Editor: 2010 – 2011, 2014 – 2020

Journal of Marketing Research

Member: 2003 – 2012, 2017 – present

Associate Editor: 2006 – 2009, 2010 – 2012

Journal of Consumer Psychology

Member: 2001 – present

Associate Editor: 2018 – present

Journal of Marketing (2005 – 2008)

Marketing Letters (2001 - 2019)

Marketing Science (Associate Editor 2014 – 2015)

Ad hoc reviewer for:

Journal of Advertising

Journal of Advertising Research

International Journal of Research in Marketing

ACR Conference (1990 - Present)

Association for Consumer Research Doctoral Symposium Coordinator 2003, Participant 2005, 2007, 2009, 2010)

Association for Consumer Research: President Elect 2008, President 2009, Past-President 2010

Teaching Experience

Consumer Behavior (Undergraduate)

Marketing Management (Undergraduate)

Marketing Research (Undergraduate, MBA, Executive MBA)

Principles of Marketing (Undergraduate)

Graduate Seminar on Consumer Behavior (Ph.D.)

Service

College Graduate Committee – (1993-2005), Chair (2009 – 2015; 2017- present)
College P&T Committee (Member 2008 – 2011; Chair 2011-2014)
College Research Committee, Chair (2011-2012)
University Graduate Council (2008 – 2011)
College Teaching Committee - Chair (2006 – 2008)
Graduate Coordinator (1993-2005)
Graduate Advisory Committee (1999-2005)
Minority Mentor Program (1988-2003, 2008)
University Faculty Senate (1998-2001, 2008)
Advisor: American Marketing Association (1992-1994, 1998-1999)
Sabbatical Committee - Chair (1999, 2007)
Grinter Fellowship Selection Committee (1997, 1998)
Technology in the Classroom Committee (1998)
Teaching Committee (1997-1999, 2006-2008)
CBA Teacher of the Year Selection Committee (1997, 1999, 2006, 2007)
Undergraduate Committee (1996-1998)
TIP Selection Committee (1995, 1998)
Strategic Planning Committee (1995-1996)
Strategic Planning Steering Board (1995-1996)
Minority Affairs Committee (1992-1996, Chair 1993-1996)
Undergraduate TQM Committee (1993-1996)
Initiator and Director of Calculus Workshop (1994-1996)
Behavioral Lab Coordinator (1989-1994)
Advisor: Minority Business Society (1991-1997)
CBA Teaching and Evaluation Committee (1989-91)

Doctoral Thesis Committees

Chuck Areni (Marketing - 1991)
Bob Veryzer (Marketing - 1993)
Chris de Almedia (Decision and Information Systems)
Luk Warlop (Marketing – 1995, Catholic University Leuven)
Frances Hollman (Marketing – 1997, Pennsylvania State)
Norma Mendoza (Marketing – 1998, Arkansas)
John Pracejus (Marketing – 1998, Alberta)
Pam Marek (Psychology – 1999)
Stijn van Osselaer (Marketing – 1999, Chicago; 2004 Erasmus)
Lisa Bolton (Marketing – 2000, Wharton; 2008 Penn State).1
Tom Meyvis (Marketing – 2001, Chair, New York University)
Hayden Noel (Marketing – 2002, Chair, Baruch; 2007, University of Illinois)
Amitav Chakravarti (Marketing – 2002, Chair, New York University)
Marcus da Cunha (Marketing – 2003, Chair, University of Washington)
Els de Wilde (Marketing – 2003, Chair, HEC Montreal; 2007 Universidade Nova de Lisboa)
Eduardo Andrade (Marketing - 2004, UC - Berkeley)
Tim Silk (Marketing – 2004, Chair, University of South Carolina; 2006, U. of British Columbia)
Wouter van Houche (Marketing – 2005, University of Central Florida)

Elise Chandon (Marketing – 2006, Chair, Virginia Tech University)
Ozgur Ince (Finance – 2006, Virginia Tech University).²
JoAndrea Hoegg (Marketing – 2006, University of British Columbia)
Baler Bilgin (Marketing – 2007, Marketing, Chair, UC – Riverside; 2009 Koc University)
Mark House (Anthropology – 2007, Industry)
Juliano Laran (Marketing – 2008, Chair, University of Miami)
Dan Rice (Marketing – 2008, LSU)
Julia Belyavsky (Marketing – 2008, Chair, University of Delaware)
Alex Laskin (Communication – 2008, Quinnipiac University)
Andrew Kuo (Marketing – 2009, Wheaton)
Jesse Itzkowitz (Marketing – 2009, Chair, Yeshiva University)
Soo Hyun Jun (Travel, Recreation, & Tourism – 2009, Bournemouth University).³
Steven Sweldens (Erasmus – Marketing – 2009, INSEAD)
Dan King (Marketing – 2010, Chair, National University of Singapore)
Melissa Minor (Marketing – 2011, Mississippi)
Josh Clarkson (Marketing – 2012, Chair, University of Cincinnati)
Mary Steffel (Marketing – 2012, University of Cincinnati)
Hannah Park (Communication – 2013, Lander University)
Young Eun Huh (Carnegie Mellon University, Marketing – 2013, Member, HKUST)
Kang Hoon Sung (Journalism – 2013, Cal Poly Pomona)
Anthony Salerno (University of Miami, Marketing – 2014, Co-chair, University of Cincinnati)
Akiko Arai (Sports Management – 2014, not placed).⁴
Todd Holmes (Journalism – 2015, SUNY: New Paltz)
Weiting Tao (Communications – 2015, University of Miami)
Yi Li (HEC-Paris, Marketing – 2015, IESEG School of Management)
Yonghwan Chang (Sports Management – 2015, Texas Tech University)
Seul Lee (Communications – 2015, Baylor University)
Alexander Kull (USF – Marketing – 2016, University of San Diego)
Cammy Schulz (Marketing, Chair, 2016, Oxford University)
Wonseok (Eric) Jang (Sports Management – 2016, Texas Tech University)
Hyunjoo Oh (Marketing, Chair – 2016)
Yanmei Zheng (Marketing, Chair – 2016, University of Hawaii).⁵
Soojin Kim (Communications – 2016, Louisiana State University)
Ari Kim (Communications – 2017, University of North Florida)
Lauren Bayliss (Communications – 2017, Georgia Southern University)
Baobao Song (Communications – 2017, Virginia Commonwealth University)
Jane Park (Marketing – 2018, Chinese University of Hong Kong)
Charis Li (Marketing – 2019, Chair, Xiamen University)
Carter Morgan (University of Miami: Marketing – 2019, University of South Florida)
William Nowlan (University of Miami: Marketing – 2019, Catholic University – Leuven)
Leping You (Communications – 2020, University of Miami)
Lijuan Su (Tourism – 2020, Sun Yat-Sen University).⁶
Sang Kyu Park (Marketing – 2021, HKUST)
Rang Wang (Communications – 2021, Wuhan University)
Camilla Song (Marketing – 2021, City University of Hong Kong)
Lana Nan (Marketing, Co-Chair, NEOMA - France)
Minzhe Xu (Marketing, Iowa State)
Suzanna Lee (Communications, Temple University)
Seongjin Yoo (Sports Management)
Xiang Wang (Marketing, Chair)
Benjamin Lynn (Communications)

Mo Chen (Communications).7
Felipe Affonso (Marketing, Chair)
Soo Yon Ryu (Marketing)
Yoo Jin Chung (Communications)
Fanjue Liu (Communications)
Sophia K. Mueller (Advertising)
Julia Kim (Communications)

Masters Committees

Cecelia Keller (Food and Resource Economics)
Brian Pekny (Chair)
Yingting Zhang
Ashok Lalwani (Chair)
Kimberly Young
Ziwei Wei (chair)

Consulting Experience

AT&T Universal Card
Blue Cross Blue Shield Florida
JCPenney
Florida Insurance News Service and Citizens Fraud Prevention and Education Fund.
Governor's Energy Office: PURC Energy Efficiency Incentives for Manufacturing Housing