**Gergana Y. Nenkov**

Revised 04/14/2023

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| 442 Fulton HallCarroll School of ManagementBoston College, Chestnut Hill, MA 02467 | PhoneFaxe-mail  | ::: |  (617) 552 1018 (617) 552 6677 *yordanov@bc.edu* |

**ACADEMIC EMPLOYMENT**

|  |  |
| --- | --- |
| 2012 - Present  | *Associate Professor with tenure, Marketing**Carroll School of Management, Boston College, Chestnut Hill, MA**Tenure granted, March 2012* |
| 2017 - 2020 | *Associate Professor of Marketing and Haub Family Faculty Fellow**Carroll School of Management, Boston College, Chestnut Hill, MA* |
| 2006 - 2012  | *Assistant Professor, Marketing**Carroll School of Management, Boston College, Chestnut Hill, MA* |

**EDUCATION**

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| --- | --- | --- |
|  | Ph. D. | *2006, University of Pittsburgh, Pittsburgh, PA* |
|  | B. A.  | *2001, American University in Bulgaria, Bulgaria (Magna Cum Laude)* |
| **HONORS & AWARDS** 2023 Paul E. Green Award, *Journal of Marketing Research,* finalist, April 20232023 AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, 2023*Financial Times* Responsible Business Education Academic Research Award, Runner-up, 2022AMA-EBSCO-RRBM Award for Responsible Research in Marketing, Distinguished Winner, 2022AMA-EBSCO-RRBM Award for Responsible Research in Marketing, Winner, 2022Marketing Science Institute/H. Paul Root Award, *Journal of Marketing,* August 2020Outstanding Area Editor Award, *Journal of the Academy of Marketing Science*, 2020Franco Nicosia Award, Best Conference Paper, *Association for Consumer Research Conference*, Atlanta, GA, 2019Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2018Haub Family Faculty Fellow, 2017-2020Boston College, Carroll School of Management Teaching Star, Spring 2017Selected Participant, Advertising Educational Foundation Visiting Professor Program, 2012SCP Doctoral Symposium Faculty Fellow, 2011AMA - Sheth Doctoral Consortium Fellow, 2005Haring Symposium Fellow, 2003**JOURNAL PUBLICATIONS** 1. Salisbury, Linda, Gergana Nenkov, Simon Blanchard, Ronald Hill, Alex Brown, and Kelly Martin (2023), “Consumer Financial Vulnerability: Novel Insights for Theory, Practice, and Public Policy,” forthcoming at *Journal of Marketing*.2. Peterson, Lane, Martin Mende, Maura L. Scott, Gergana Y. Nenkov, and Anders Gustafsson (2023), “Friend or Foe? Can Anthropomorphizing Self-Tracking Devices Backfire on Marketers and Consumers?,” forthcoming at *Journal of the Academy of Marketing Science.*3. Cakanlar, Aylin, Hristina Nikolova, and Gergana Nenkov (2023), “I Will be Green for Us: When Consumer Compensate for their Partner’s Unsustainable Behavior,” forthcoming at *Journal of Marketing Research*.4. Nikolova, Hristina and Gergana Y. Nenkov (2022) “We Succeeded Together, Now What: Relationship Power and Sequential Decisions in Couples’ Joint Goal Pursuits,” *Journal of Marketing Research,* 59(2), 271-289.* **Winner**, Franco Nicosia Award, Best Conference Paper, ACR 2019.
* **Finalist**, JMR Paul E. Green Award, 2023.

5. Seiders Kathleen, Andrea Godfrey Flynn, and Gergana Y. Nenkov (2022) “How Industries Use Direct-to-Public Persuasion in Policy Conflicts: Asymmetries in Public Voting Responses,” *Journal of Marketing,* 86(2), 126-146.6. Mende, Martin, Linda Court Salisbury, Gergana Y. Nenkov, and Maura L. Scott (2020), “Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts,” *Journal of Consumer Psychology*, Special Section on Transformative Consumer Research*,* 30 (2), 379-391*.* * **Winner**, JCP Best Paper Award, 2023.
* **Winner**, AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2022.
* Included in JCP’s Inaugural Virtual Special Issue: Consumer Psychology for a Pandemic: Insights in Finances, Scarcity, and Wellbeing, August 2020.

7. Winterich, Karen Page, Gergana Y. Nenkov, and Gabriel Gonzales (2019), “Knowing What It Makes: How Product Transformation Salience Increases Recycling,” *Journal of Marketing,* 83 (4), 21-37*.* * **Winner**, 2019 Marketing Science Institute/H. Paul Root Award.
* **Distinguished winner**, AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2022.
* **Runner up**, Financial Times Responsible Business Academic Research Award, 2022.

8. Nenkov, Gergana Y., Maureen Morrin, Virginie Maille, Tracy Rank-Christman, and May O. Lwin (2019), “Sense and Sensibility: The Impact of Visual and Auditory Sensory Input on Marketplace Morality,” *Journal of Business Research*, *Special Issue on* *Ethics and Morality in Customer-Brand Relationships,* 95 (February), 428-441. 9. Chris Plouffe, Frederik Beuk, John Hulland, and Gergana Y. Nenkov (2017), “Elaboration on Potential Outcomes (EPO) and the Consultative Salesperson: Investigating Effects on Attributions and Performance,” *Journal of Personal Selling & Sales Management,* 37 (2), 113-133*.*10. Komarova Loureiro, Yuliya, Julia Bayuk, Stefanie Tignor, Gergana Y. Nenkov, Sara Baskentli, and David Webb (2016), “The Case for Moral Consumption: Examining and Expanding the Domain of Moral Behavior to Promote Individual and Collective Well-Being,” *Journal of Public Policy and Marketing, Special Issue on Transformative Consumer Research,* 35 (2), 305-322.11. Salisbury, Linda and Gergana Y. Nenkov (2016), “Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions,” *Journal of Consumer Psychology,* 26 (3), 417–425. 12. Winterich, Karen Page and Gergana Y. Nenkov (2015), “Save Like the Joneses: How Service Firms Can Utilize Deliberation and Informational Influence to Enhance Consumer Well-Being,” *Journal of Service Research*, 18 (3), 384-404, Special issue on *Transformative Service Research.*13. Scott, Maura L. and Gergana Y. Nenkov (2014), “Using Consumer Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption,” *Marketing Letters*, Nov., 1-14. 14. Reimann, Martin, Gergana Y. Nenkov, Deborah MacInnis, Maureen Morrin (2014), “The Role of Hope in Financial Risk Seeking,” *Journal of Experimental Psychology: Applied*, 20 (4), 349-364.15. Nenkov, Gergana Y., Kelly M. Haws, and Min Jung Kim (2014), “Fluency in Future Focus: Optimizing Outcome Elaboration Strategies for Effective Self-Control,” *Social Psychological and Personality Science*, 5 (7), 769-776. 16. Nenkov, Gergana Y. and Maura L. Scott (2014), “So Cute I Could Eat It Up”: Priming Effects of Cute Products on Indulgent Consumption,” *Journal of Consumer Research,* 42(2), 326-341.* Featured on [*Harvard Business Review*](https://hbr.org/2014/08/different-kinds-of-cuteness-affect-us-in-different-ways)

17. Morrin, Maureen, J. Jeffrey Inman, Susan Broniarczyk, Gergana Y. Nenkov, and Jonathan Reuter (2012), “Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/n Heuristic,” *Journal of Marketing Research,* 49 (August), 537-550*.*18. Reimann, Martin, Wilko Feye, Alan J. Malter, Josh Ackerman, Raquel Castaño, Nitika Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Maria Perez, Gratiana Pol, José Antonio Rosa, Carolyn Yoon, and Chen-Bo Zhong (2012), “Embodiment in Judgment and Choice,” *Journal of Neuroscience, Psychology, and Economics,* 5 (2), 104-123. 19. Haws,Kelly L., William O. Bearden, and Gergana Y. Nenkov (2012), “Consumer Spending Self-Control Effectiveness and Outcome Elaboration Prompts,” *Journal of the Academy of Marketing Science,* 40 (5), 695-710*.*20. Nenkov, Gergana Y. (2012), “It’s all in the Mindset: Effects of Varying Psychological Distance in Persuasive Messages” *Marketing Letters,* 23 (3), 615-628.21. Hulland, John S., Gergana Y. Nenkov, and Donald W. Barclay (2012), “Perceived Marketing / Sales Relationship Effectiveness: A Matter of Justice,” *Journal of the Academy of Marketing Science*, 40 (3), 450-467.22. Nenkov, Gergana Y. and Peter M. Gollwitzer (2012), “Pre- versus Postdecisional Deliberation and Commitment: The Positive Effects of Defensiveness,” *Journal of Experimental Social Psychology,* [48 (1](http://www.sciencedirect.com/science?_ob=PublicationURL&_hubEid=1-s2.0-S0022103111X00070&_cid=272387&_pubType=JL&view=c&_auth=y&_acct=C000026018&_version=1&_urlVersion=0&_userid=521319&md5=b4a49f525492c9fe22d6356294aed86a)), 106-121.* Featured on [*Harvard Business Review*](https://hbr.org/2014/09/get-your-team-to-stop-second-guessing-decisions)

23. Nenkov, Gergana Y., J. Jeffrey Inman, John S. Hulland, and Maureen Morrin (2009), “The Impact of Outcome Elaboration on Susceptibility to Contextual and Presentation Biases,” *Journal of Marketing Research*, 46 (December), 764-77624. Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2008), “Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes,” *Journal of Consumer Research*, 35 (1), 126-141. 25. Nenkov, Gergana Y., Maureen Morrin, Barry Schwartz, Andrew Ward, 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*.* |
| **JOURNAL APPOINTMENTS** Associate Editor, *Journal of Marketing Research,* 2021 – presentAssociate Editor, *Journal of the Academy of Marketing Science,* 2018-presentERB Member, *Journal of Consumer Psychology*, 2017-presentERB Member, *Journal of Public Policy & Marketing,* 2020- presentERB Member, *Journal of Consumer Research*, 2015-2020ERB Member, *Journal of the Academy of Marketing Science,* 2017-2018ERB Member, *Academy of Marketing Science Review* – 2012-2013**GRANTS**Association for Consumer Research Grant on Transformative Consumer Research, 2021Kolvenbach Grant, Intersections Program, 2016Catalyst Research Award, Carroll School of Management, Boston College, 2012, 2016, 2022Research Incentive Grant, Boston College, 2009-2010, 2013-2014, 2015-2016, 2019-2020Research Expense Grant, Boston College, 2007,2008,2009,2010,2012,2015,2016,2018,2019,2022Faculty Research Fellowship, Boston College, 2009Kelly Research Award, Carroll School of Management, Boston College, 2007, 2008Dean’s Distinguished Research Fellowship, Katz Graduate School of Business, 2005-2006Graduate Assistantship and Tuition Scholarship, University of Pittsburgh, 2001-2004Four-year Tuition Grant and Merit Scholarship, American University in Bulgaria, 1997 – 2001Open Society Foundation Scholarship for Academic Excellence, 2000**MANUSCRIPTS IN THE REVIEW PROCESS**“Recycle Right: How to Decrease Recycling Contamination Without Sacrificing Recycling Rates?” with Megan Hunter and Aylin Cakanlar.**CURRENT PROJECTS** |

“Can Brand Loyalty Increase Product Repair?” with Aylin Cakanlar and Joyce Liu.

“Effects of Political Ideology on Climate Change Solution Preference,” with Yang (Jenny) Guo and Shaobo (Kevin) Li.

“The Role of Mortality Salience in Consumers’ Engagement in Savings Decumulation Decisions,” with Linda Court Salisbury.

**Association for Consumer Research PUBLISHED CONFERENCE PROCEEDINGS AND INVITED PAPERS**

Nenkov, Gergana, Linda Salisbury, Hrisitna Nikolova, and Karen Page Winterich (2021), “Charging the Self: Consumer Use of Identity-Relevant Credit Cards,” Volume 49, eds. Tonya Williams Bradford, Anat Keinan, and Matt Thomson, Duluth, MN: Association for Consumer Research.

Nenkov, Gergana and Linda Salisbury (2020), “Shedding Light on the Invisibles: Extending Consumer Theories, Methods, and Insights to Include Financially Vulnerable Consumers,” Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN: Association for Consumer Research.

Nikolova, Hristina and Gergana Nenkov (2019), “We Succeeded Together, Now What: Relationship Power and Sequential Decisions in Couples’ Joint Goal Pursuits,” in *Advances in Consumer Research*, Volume 47, eds. Rajesh Bagchi, Lauren Block and Leonard Lee, Duluth, MN: Association for Consumer Research.

Cakanlar, Aylin, Hristina Nikolova, and Gergana Nenkov (2019), “Does Marriage Harm the Environment? Sustainable Consumption in Romantic Relationships,” in *Advances in Consumer Research*, Volume 47, eds. Rajesh Bagchi, Lauren Block and Leonard Lee, Duluth, MN: Association for Consumer Research.

Salisbury, Linda, Gergana Nenkov, and Min Zhao (2018), “When Implementation Intentions Backfire: Illusion of Goal Progress and Reduced Goal Pursuit,” in *Advances in Consumer Research*, Volume 46, eds. A. Gershoff, R. Kozinets and T. White, Duluth, MN: Association for Consumer Research.

Mende, Martin, Maura Scott, and Gergana Nenkov (2016), “Understanding the Quantified Self: Effects of Self-Tracking on Mortality Salience and Health Motivation,” in *Advances in Consumer Research*, Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research.

Salisbury, Linda and Gergana Y. Nenkov (2015), “Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions,” in *Advances in Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y. and Maura Scott (2014), “So Cute I Could Eat It Up”: Priming Effects of Cute Products on Indulgent Consumption,” in *Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Garg, Nitika and Gergana Nenkov (2014), “‘I’ versus ‘You’: Self-focus as a Mediator of Emotion Effects on Self-control” in *Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Nenkov Gergana, Maureen Morrin, Virginie Maille, and May O. Lwin (2013), “Sense and Sensibility: The Impact of Sensory Input on Moral Judgments,” in *Advances in Consumer Research*, Volume 40, eds. Zeynep Gurhan-Canli, Cele C. Otnes, Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research.

Salisbury, Linda Court and Gergana Y. Nenkov (2013), “The Influence of Debt Repayment Goals on Repayment Decisions and Perceived Progress,” in *Advances in Consumer Research*, Volume 40, eds. Zeynep Gurhan-Canli, Cele C. Otnes, Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y., Kelly Haws, and Min Jung Kim (2012), “How Best to Think about the Future: Which Outcome Elaboration Strategies Help Control Desire?” in *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research.

Stilley, Karen, Karen Page Winterich, and Gergana Y. Nenkov (2011), “You Spend, I Spend, but You Save, I Save: Effects of Deliberative Mindsets and Social Comparison on Financial Decisions*,”* in *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y. and J. Jeffrey Inman (2011), “Effects of Decisional Status and Construal Level on the Persuasiveness of Health-Related Messages and Products,” in *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y., Deborah MacInnis, Maureen Morrin, Martin Reimann, and Antoine Bechara (2011), “Dissociating Positive Emotions of Hope and Hopefulness and Their Differential Impact on Consumer Financial Risk-Taking: A Functional Magnetic Resonance Imaging Study,” in *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y. and Kelly Haws (2010), “Is Looking Before You Leap Always Good? Future Consequence Elaboration and Self-Control” *in Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

Nenkov, Gergana Y., Deborah J. MacInnis, and Maureen Morrin (2010), “Differentiating the Psychological Impact of Threats to Hope and Hopefulness on Retirement Savings” in *Advances in Consumer Research,* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Vol. 37, Duluth, MN: Association for Consumer Research*.*

Nenkov, Gergana Y., Deborah J. MacInnis, and Maureen Morrin (2009), “How Do Emotions Influence Saving Behavior,” *Issue in Brief*, Number 9-8, Chestnut Hill, MA: Center for Retirement Research at Boston College.

Nenkov, Gergana Y., Maureen Morrin, Barry Schwartz, Andrew Ward, and John Hulland (2009), “Re-Examination of Maximization: Psychometric Assessment and Derivation of a Short Form of the Maximization Scale,” in *Advances in Consumer Research,* Volume 36, eds. Ann L. McGill and Sharon Shavitt, 734-735, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2006), “Expectations About the Future: Examination of Consumers’ Tendency to Elaborate on Potential Future Outcomes,” in *Advances in Consumer Research*, Volume 33, eds. Cornelia Pechmann and Linda Price, 475-478, Duluth, MN : Association for Consumer Research.

**OTHER CONFERENCE PARTICIPATION AND INVITED TALKS**

*Conference on Artificial Intelligence, Machine Learning, and Business, Harvard Business School,* Attendee, Cambridge, MA,December 2022*.*

*Society for Consumer Psychology Conference*, Special session, “Go Green: Novel Insights into Promoting Sustainable Consumption,” San Juan, Puerto Rico, March 2023.

*Society for Consumer Psychology Conference*, Special session, “Considering Multiple Preferences in Decisions For The Self and Others,” San Juan, Puerto Rico, March 2023.

*Society for Consumer Psychology Conference*, Round Table Participant, “When Less is More: Enhancing Well-being by Reducing Consumption,” San Juan, Puerto Rico, March 2023.

*Academy of Marketing Association Summer Conference,* Expert workshop co-organizer, “Effective Use and Design of Experiments for Non-Experimentalists,” Chicago, IL, August 2022.

*Academy of Marketing Association Summer Conference,* AMA Consumer Behavior Special Interest Group Special Session presenter, “Recycle Right: How to Increase Recycling Accuracy without Decreasing Recycling Rates,” Chicago, IL, August 2022.

*Academy of Marketing Association Summer Conference,* RRBM Award Winner Special Session presented by Gabriel Gonzales, “Knowing What It Makes: How Product Transformation Salience Increases Recycling”, Chicago, IL, August 2022.

*Academy of Marketing Association Summer Conference,* RRBM Award Winner Special Session presented by Linda Salisbury, “Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts”, Chicago, IL, August 2022.

*JAMS Thought Leadership Forum*, Paper presenter, “Recycle Right: How to Increase Recycling Accuracy without Decreasing Recycling Rates,” King’s Business School, London, UK, June 2022.

*Boston College Consumer Finance Workshop,* Invited discussant, Virtual conference, May 2021.

*AMA Marketing and Public Policy Conference,* Special session participant, “Fresh Perspectives on Consumer Journeys in Healthcare and Well-being,” Virtual conference, June 2021.

*Transformative Consumer Research Conference*, Track participant, “Consumer Self-Tracking Technologies: When Might Marketing Tactics Help or Hurt Well-Being?,” Virtual conference, June 2021.

*Academy of Marketing Association Winter Conference*, Special session presented by Lane Perterson, “Dynamics of Technology in Service: Benefits and Disadvantages for Consumers and Service Organizations,” Virtual Conference, 2021.

*Society for Consumer Psychology Conference*, Special session presented by Aylin Cakanlar, “We Are in This Together: How Relationship Dynamics Affect Prosocial Behavior,” Virtual Conference, 2021.

*Boston College Consumer Finance Seminar,* Joint presentation with Linda Salisbury, *“*Consumer Financial Vulnerability, Inclusion, and Protection: A Brief Research Overview,” November 2020.

*Academy of Marketing Association Summer Conference,* Knowing What It Makes: How Product Transformation Salience Increases Recycling, AMA Root Award Winning Paper Session, Virtual Conference, 2020.

 *Frontiers in Services Conference,* Consumer Self-Tracking and Anthropomorphism – Helping or Hurting?*”* Competitivepaper presented by Lane Peterson, Virtual conference, 2020.

*Academy of Marketing Association Winter Conference*, "How Service Research Helps Better Understand the World We Live In," Special session, presented by Lane Peterson, 2020.

*Boston Judgment and Decision Day*, Presenter, Harvard Kennedy School, Cambridge, MA, 2019.

*Susilo Annual Symposium*, “Ethics at the Frontier of Technology,” Participant, Boston University, 2019.

*Association for Consumer Research North American Conference,* Invited participant, Knowledge Forum, “Pillars of Wisdom: Finding Connections between Consumer Behavior Research and the Emotional, Behavioral, and Decision-Making Aspects of Consumer Wisdom,” Atlanta, GA, 2019.

*Consumer Behavior Special Interest Group of the American Marketing Association Conference on Managerially Relevant Insights,* Competitive paper presenter, “Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts,” Bern, Switzerland, 2019.

*SCP Boutique Conference on Consumers and Technology,* Competitive paper presenter, “The Quantified Self: The Effects of Self-Tracking on Consumers’ Health Motivation,” Montreal, 2019*.*

*Frontiers in Service Conference,* Competitive paper presented by Maura Scott, “Communal Financial Orientation as a Platform to Improve Financial Inclusion of Consumers in Banking Deserts,” Singapore, 2019.

*Society for Consumer Psychology Conference*, Special session participant, “Knowing What it Makes: Product Transformation Awareness Increases Recycling,” Savannah, GA, 2019.

*AMA Marketing and Public Policy Conference,* Special session participant, “Including the Underbanked: Communal Financial Orientation as a Pathway to Financial Inclusion for Consumers in Banking Deserts,” Columbus, OH, 2018

*AMA Marketing and Public Policy Conference,* Competitive paper presenter, “Knowing What it Makes: Product Transformation Awareness Increases Recycling,” Columbus, OH, 2018.

*Society for Consumer Psychology Conference*, Special session participant, Presenter Min Zhao, “When Implementation Intentions Backfire: Illusion of Goal Progress and Reduced Goal Pursuit,” Dallas, TX, 2018.

*Society for Consumer Psychology Boutique Conference on Vice and Virtue Consumption,* Presenter Hristina Nikolova, “We Succeeded Together, Now What? Licensing Effects in Joint Goal Pursuits, ” Sydney, Australia, 2018.

*Society for Consumer Psychology Boutique Conference on Motivation and Emotion,* Presenter, “Shopper Confessions: The Impact of Sensory Input on Moral Judgment,” Columbia University, New York, NY, 2017.

*Society for Consumer Psychology Conference,* Presenter Hristina Nikolova, “We Succeeded Together, Now What? Licensing Effects in Joint Goal Pursuits, ” San Francisco, CA, 2017.

*Transformative Consumer Research Conference*, Track participant, “Exploring New Ways How Financial Service Organizations Can Improve the Financial Well-Being of Vulnerable Consumers,” Cornell University, Ithaca, NY, 2017.

*Ideas in Progress Seminar*, “Flipping the Switch: Transitioning from Retirement Saving Accumulation to Decumulation,” Boston College, Chestnut Hill, MA, 2016.

*Society for Consumer Psychology Conference*, Special session chair and participant, “Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions,” St. Pete’s Beach, Florida, 2016.

*Society for Consumer Psychology Conference*, Special session chair and participant, “Understanding the Quantified Self: Effects of Self-Tracking on Mortality Salience and Health Motivation,” St. Pete’s Beach, Florida, 2016.

*Society for Consumer Psychology 2nd International Conference*, Special session participant, “Sense and Sensibility: Multi-Sensory Input and the Moral Judgment Process,” Vienna, Austria, 2015.

*Transformative Consumer Research Conference,* Track co-chair, Moral Self-Regulation track, Villanova University, 2015.

*Marketing and Public Policy Conference*, “Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions,” presented by Linda Salisbury, Washington, DC, 2015*.*

*Boulder Conference on Consumer Financial Decision Making,* “Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions,” presented by Linda Salisbury, Boulder, CO, 2015.

*Marketing and Public Policy Conference,* Special session co-chair, “Financial Decisions and Public Policy: Understanding the Role of Psychological Factors and Information Interventions,” 2014

*Marketing and Public Policy Conference,* Special session participant, “Getting Consumers to Save Like the Joneses: How Deliberation and Informational Influence Can Increase Savings,” 2014

*Marketing and Public Policy Conference,* Special session participant, “The Influence of Debt Repayment Goals on Repayment Decisions and Perceived Progress,“ 2014

*Association for Consumer Research Asia Pacific Conference*, Competitive paper presenter, “It’s all in the Mindset: Effects of Varying Psychological Distance in Persuasive Messages,” 2012.

*Intersections Project*, Boston College Intersections Common Room Faculty Retreat, Seminar participant, 2012, 2014.

*Advertising Educational Foundation Visiting Professor Program,* “Consumer Behavior in Context,” Research presentation at the R/GA advertising agency broadcasted live to all R/GA locations in six countries, June 2012.

*Association for Consumer Research Conference*, Round table participant, “Embodiment in Consumer Judgment and Decision-Making: Behavioral, Psychological, and Neural Perspectives,” 2011.

*La Londe Conference in Marketing Communications and Consumer Behavior,* Competitive paper presenter, “Deconstructing Hope: Implications for Risky Decision Making,” 2011.

*Society for Consumer Psychology* Conference*,* competitive paper presenter, “The Role of Mixed Emotions in Financial Decision Making, 2010.

*Carroll School Research Seminar,* “The Role of Hope In Decision Making Under Risk,” Carroll School of Management, Boston College, 2011.

*Ideas in Progress Seminar,* “Pay Attention! Examining the Effects of Participant (Lack of) Attention on Survey Response,” Carroll School of Management, Boston College, 2010.

*Junior Scholars in Conversation Jesuit Institute Seminar Series*, “Differentiating the Psychological Impact of Hope and Hopefulness on Financial Decision Making,” Boston College, 2009*.*

*8th International Marketing Trends Congress*, competitive paper presenter, “Using ‘Why’ or ‘How’ Claims to Promote Healthy Behaviors: The Effects of Decision Stage on Goal Framing Effectiveness,” 2009.

*Academy of Marketing Association Winter Marketing Educator’s Conference,* presenter at a special session, “The Good, the Bad, and the Ugly: Understanding Consumer Financial Decision Making Behavior,” 2009.

*Society for Consumer Psychology* Conference, chair and presenter at a special session, “The Effect of Mindsets on Consumer Self-Regulation,” 2008.

*American Psychological Association 116th Annual Convention,* competitive paper presenter, “The Conflicting Effects of Deliberation on Goal Commitment: The Role of Prior Goal Commitment and Action Concern,” 2008.

*Conference on Transformative Consumer Research,* Competitive paper presenter, “Elaboration on Potential Future Outcomes and Self-Control Effectiveness,” 2007.

*Ideas in Progress Seminar,* “Hoping for the Future or Investing in It: Effects of Hope on Retirement Savings,” Carroll School of Management, Boston College, 2007.

*Behavioral Health Economics: Applications to Dietary Choice and Obesity,* Invited participant at the conference organized jointly by Economic Research Service, USDA, and Carnegie-Mellon University, 2007.

*Society for Consumer Psychology* Conference*,* Competitive paper presenter, “The Attenuating Influence of Elaboration on Potential Outcomeson Information Framing Effects,” 2006.

*Society for Consumer Psychology Conference,* Special session presenter, “Relationship between Elaboration on Potential Outcomes and Deleterious Consumption: The Case of Obesity, Healthy Lifestyle, and Self-Control,” 2006.

*Marketing Science Conference,* Competitive paper presenter, “Re-Examination of Maximization: Factor Structure, Reliability and Validity Studies and Derivation of a Short Form,” 2006.

*Sheth Winter Marketing Camp,* Invited presenter at the 12th Annual Sheth Winter Marketing Camp, University of Pittsburgh, “Effects of the Predecision Stage of Decision-Making on the Self-Regulation of Behavior,” 2006.

*Society for Consumer Psychology Conference,* Competitive paper presenter, “Expectations about the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes,” 2005.

*Haring Symposium,* Invited presenter at the 33rd Annual Haring Symposium, Indiana University, “The Effects of Marketing and Sales Managers’ Perceptions of Justice on Perceived Relationship Effectiveness,” 2003.

**OTHER INVITED TALKS AND SEMINARS**

University of Arizona, February 2022

Southern University of Science and Technology (SUSTech), November 2021

University of Pittsburgh, October 2021

Penn State University, April 2021

Boston University, May 2019

Brandeis University, November 2015

Temple University, April 2015

University of Massachusetts, Amherst, November 2014

Boston University, April 2014

Babson College, April 2014

**Dissertation committees**

Lane Peterson (Florida State University), Dissertation defended January 2021.

**PROFESSIONAL SERVICE**

Editorial roles

Associate Editor

*Journal of Marketing Research,* 2021 - present

*Journal of the Academy of Marketing Science,* 2018-present

REviewing

Editorial Review Board member:

*Journal of Public Policy & Marketing,* 2020- present

*Journal of Consumer Psychology*, 2017-present

*Journal of Consumer Research*, 2015-2020

*Journal of the Academy of Marketing Science,* 2017-2018

*AMS Review* – 2012-2013

Journal ad-hoc reviewer:

*Journal of Marketing*

*Journal of the Association for Consumer Research*

*Journal of Retailing*

*Journal of Experimental Social Psychology*

*Judgment and Decision Making*

*Journal of Service Research*

*Marketing Letters*

*International Journal of Psychology*

*Journal of Business Research*

*Journal of Consumer Affairs*

Other reviewing:

*Society for Consumer Psychology Dissertation Proposal Competition,* 2016, 2017, 2018, 2019, 2020, 2021

*Association for Consumer Research* Annual Conference, 2005, 2006, 2007, 2008, 2009, 2010, 2012, 2013, 2014, 2015, 2016, 2017, 2018

*Society for Consumer Psychology* Annual Conference, 2006, 2007, 2011, 2012, 2014, 2015, 2016, 2017, 2018, 2019

*MSI’s* Clayton doctoral dissertation proposal competition, 2015, 2016

*Marketing and Public Policy* AnnualConference, 2013, 2014, 2017

*ACR/Sheth Foundation* Dissertation Competition, 2012

*La Londe* Conference in Marketing Communications and Consumer Behavior, 2011, 2013

*Positive Marketing* Conference and Special Issue of *Journal of Business Research,* Center for Positive Marketing, Fordham University, 2011

*Academy of Marketing Association* Summer Marketing Conference, 2010, 2011, 2013, 2014

*Academy of Marketing Science* Annual Conference, 2008, 2011

*Society for Marketing Advances* Annual Conference, 2008

*Marketing Science* Annual Conference, 2006

*Levy and Weitz* Retailing SIG Dissertation Proposal Competition*,* 2006

*Academy of Marketing Association* Winter Marketing Educators’ Conference, 2005

Association Activities

Co-chair, *Sustainability, Social Responsibility, and Social Justice track,* Academy of Marketing Association Winter Conference, 2024

PhD project faculty advisor, Academy of Marketing Association Summer Conference, 2018.

Program Committee Member, *Marketing and Public Policy* AnnualConference, 2018

Co-chair, *American Psychological Association Conference*, Society for Consumer Psychology Division 23, 2017

Co-chair, *Moral Table Thought Leadership Mini-Conference*, co-organized by Boston College and Fordham University, May 2016

Co-chair of Moral Self-Regulation Track, *Transformative Consumer Research Conference,* 2015.

Co-chair of Consumer Behavior Track, *Academy of Marketing Science World Marketing Congress*, 2012

Program Committee Member, *Society for Consumer Psychology Conference*, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018

Program Committee Member, *Association for Consumer Research* Conference, 2009, 2010, 2013, 2014, 2015, 2016, 2017

Doctoral Consortium Faculty Fellow: *SCP* Doctoral Consortium*,* 2011

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| **RESEARCH INTERESTS** |
| Consumer BehaviorSustainability  | Financial Decision MakingSelf-Control |
| **TEACHING EXPERIENCE**Integrated Marketing Communications, Undergraduate and MBAInternational Marketing, Undergraduate and MBAMarketing Principles, Undergraduate |
| Directed Readings in Brand ManagementDirected Readings in Customer LoyaltyConsumer Behavior, Undergraduate, University of Pittsburgh |
| **PROFESSIONAL MEMBERSHIPS:** Academy of Marketing Association, Association for Consumer Research, Society for Consumer Psychology |
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