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ACADEMIC EMPLOYMENT

- 2025 – Present *Professor of Marketing*
 Carroll School of Management, Boston College, Chestnut Hill, MA
- 2024 – Present *Affiliate Faculty, Schiller Institute for Integrated Science and Society*
- 2012 - 2025 *Associate Professor of Marketing, with tenure*
 Carroll School of Management, Boston College, Chestnut Hill, MA
 Tenure granted, March 2012
- 2017 - 2020 *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

- Ph. D. 2006, *University of Pittsburgh, Pittsburgh, PA*
- B. A. 2001, *American University in Bulgaria, Bulgaria (Magna Cum Laude)*

JOURNAL PUBLICATIONS

31. Joyce Liu, Linda Salisbury, Aylin Cakanlar, Erick Mas, Alex Yao, Gergana Nenkov, CB Bhattacharya, Guilherme Ramos, Joshua Dorsey (2026), "Uplifting Without Overheating: Navigating the Intersection of Financial and Climate Vulnerabilities," forthcoming, *Journal of Public Policy & Marketing, Special Issue on Transformative Consumer Research*.
30. Yang (Jenny) Guo, Gergana Y. Nenkov, and Shaobo (Kevin) Li (2025), "[Cutting or Offsetting Emissions: How Political Ideology Shapes Consumer Preferences for Firms' Carbon Emission Mitigation Strategies](#)," *Journal of Business Research*, 198 (September).
29. Cakanlar Aylin, Megan Hunter, and Gergana Y. Nenkov (2025), "[Recycle Right: How to Decrease Recycling Contamination with Informational Point-of-Disposal Signage?](#)" *Journal of the Academy of Marketing Science*, 53, 781-803.
28. Cakanlar Aylin, Gergana Y. Nenkov, and Karen Winterich (2024), "[When Transformation Deters Recycling: The Role of Privacy Concerns](#)," *Journal of Sustainable Marketing*, 5(2), 83-101.
27. Sen, Sankar, CB Bhattacharya, Kristin Lindrud, Silvia Bellezza, Yann Cornil, Shuili Du, Shreyans Goenka, Katharina Husemann, Eric J. Johnson, Cait Lamberton, Gergana Nenkov, Remi Trudel, Katherine White, Karen Page Winterich (2024), "[Enhancing Consumer and Planetary Well-Being by Consuming Less, Consuming Better](#)," *Journal of Sustainable Marketing*, 5(1), 30-42.

26. Nenkov, Gergana (2024), "[Shifting Focus in the Fight Against Core Environmental Challenges](#)," *Journal of the Academy of Marketing Science*, 52, 1273–1278.
25. Salisbury, Linda, Gergana Nenkov, Simon Blanchard, Ronald Hill, Alex Brown, and Kelly Martin (2023), "[Beyond Income: Dynamic Consumer Financial Vulnerability](#)," *Journal of Marketing*, 87 (5), 657-678.
 - ◆ Distinguished winner, AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2026.
24. 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?](#)," *Journal of the Academy of Marketing Science*, 51 (5), 1075-1097.
23. Cakanlar, Aylin, Hristina Nikolova, and Gergana Nenkov (2023), "[I Will be Green for Us: When Consumer Compensate for their Partner's Unsustainable Behavior](#)," *Journal of Marketing Research*, 60 (1), 110-129.
22. 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.
 - ◆ Finalist, JMR Paul E. Green Award, 2023.
 - ◆ Winner, Franco Nicosia Award, Best Conference Paper, ACR 2019.
21. 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.
20. 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.
19. 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.
18. 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.
17. Plouffe, Chris, 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), 113-33.

16. 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 & Marketing, Special Issue on Transformative Consumer Research*, 35 (2), 305-322.
15. 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.
14. 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.
12. 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.
11. 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.
10. 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](#)
9. 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.
8. 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.
7. 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.
6. Nenkov, Gergana Y. (2012), "[It's all in the Mindset: Effects of Varying Psychological Distance in Persuasive Messages](#)" *Marketing Letters*, 23 (3), 615-628.
5. 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.
4. 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), 106-121.

♦ Featured on [*Harvard Business Review*](#)

3. 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), 764-776.
2. 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.
1. 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, <i>Journal of Sustainable Marketing</i>	2024 – present
Associate Editor, <i>Journal of Marketing Research</i>	2021 – 2025
Associate Editor, <i>Journal of the Academy of Marketing Science</i>	2018 –2025
ERB Member, <i>Journal of Public Policy & Marketing</i>	2020- present
ERB Member, <i>Journal of Marketing</i>	2025-2026
ERB Member, <i>Journal of Consumer Psychology</i>	2017-2026
ERB Member, <i>Journal of Consumer Research</i>	2015-2020
ERB Member, <i>Journal of the Academy of Marketing Science</i>	2017-2018
ERB Member, <i>Academy of Marketing Science Review</i>	2012-2013

HONORS & AWARDS

AMA-EBSCO-RRBM Award for Responsible Research in Marketing	2026
Boston College, Carroll School of Management Teaching Star	2024
Paul E. Green Award, <i>Journal of Marketing Research</i> , finalist	2023
<i>Journal of Consumer Psychology</i> Best Paper Award	2023
AMA-Sheth Foundation Doctoral Consortium Faculty Fellow	2023, 2025
<i>Financial Times</i> Responsible Business Education Academic Research Award, Runner-up	2022
AMA-EBSCO-RRBM Award for Responsible Research in Marketing	2022
AMA-EBSCO-RRBM Award for Responsible Research in Marketing	2022
Marketing Science Institute/H. Paul Root Award, <i>Journal of Marketing</i>	2020
Outstanding Area Editor, <i>Journal of the Academy of Marketing Science</i>	2020
Franco Nicosia Best ACR Conference Paper Award	2019
Outstanding Reviewer, <i>Journal of Consumer Psychology</i>	2018
Haub Family Faculty Fellow, 2017-2020	2017-2020

GRANTS

Association for Consumer Research Grant on Transformative Consumer Research, 2021
Catalyst Research Award, Carroll School of Management, Boston College, 2012, 2016, 2022
Research Incentive Grant, Boston College, 2009-2010, 2013-2014, 2015-2016, 2019-2020
Research Expense Grant, Boston College, 2007, 2008, 2009, 2010, 2012, 2015, 2016, 2018, 2019, 2022, 2023, 2025, 2026
Faculty Research Fellowship, Boston College, 2009
Kelly Research Award, Carroll School of Management, Boston College, 2007, 2008
Kolvenbach Grant, Intersections Program, 2016
Dean's Distinguished Research Fellowship, Katz Graduate School of Business, 2005-2006
Graduate Assistantship and Tuition Scholarship, University of Pittsburgh, 2001-2004
Four-year Tuition Grant and Merit Scholarship, American University in Bulgaria, 1997 – 2001
Open Society Foundation Scholarship for Academic Excellence, 2000

WORK IN PROGRESS

"Living Out of a (Used) Suitcase: How Does Residential Mobility Influence Consumer Responses to Brands Offering Second-hand Products?," with G. Ceren (Gerry) Aksu and Aylin Cakanlar.

"To Repair or Replace: The Role of Brand Loyalty in Consumer Decisions on Electronic Product Repairs" with Joyce Liu and Aylin Cakanlar.

"Harnessing Reuse Transformation Salience to Improve Brand Evaluation and Extend Product Utilization," with Aylin Cakanlar and Karen Winterich.

"Consumer Responses to Socially Versus Environmentally Responsible Brands" With Ozum Zor

and G. Ceren (Gerry) Aksu.

"Beyond Recycling: A Framework and Research Agenda for Sustainable Disposal," with Nurit Nobel.

ASSOCIATION FOR CONSUMER RESEARCH PUBLISHED CONFERENCE PROCEEDINGS AND INVITED PAPERS

1. Aksu, G. Ceren (Gerry), Aylin Cakanlar, and Gergana Nenkov (2024), "Live Out of a (Used) Suitcase: How Does Residential Mobility Influence Consumer Responses to Brands Offering Second-Hand Products?" Volume 52, eds. Joseph K. Goodman, Hilke Plassmann, and Cristel Russell, Duluth, MN: Association for Consumer Research.
2. Cakanlar, Aylin, Gergana Nenkov, and Karen Winterich (2024), "Harnessing Reuse Transformation Salience to Improve Brand Evaluation and Extend Product Utilization," Volume 52, eds. Joseph K. Goodman, Hilke Plassmann, and Cristel Russell, Duluth, MN: Association for Consumer Research.
3. Cakanlar, Aylin, Gergana Nenkov, and Karen Winterich (2024), "Privacy Matters: The Impact of Privacy Concerns on Consumers' Disposal Decisions," Volume 52, eds. Joseph K. Goodman, Hilke Plassmann, and Cristel Russell, Duluth, MN: Association for Consumer Research.
4. Guo, Yang (Jenny), Gergana Nenkov, and Shaobo Li (2024), "Political Ideology and Climate Change Solutions," Volume 52, eds. Joseph K. Goodman, Hilke Plassmann, and Cristel Russell, Duluth, MN: Association for Consumer Research.
5. Hunter, Megan, Gergana Nenkov, and Aylin Cakanlar (2023), "Recycle Right: How to Decrease Recycling Contamination Without Sacrificing Recycling Rates?," Volume 51, eds. Lan Nguyen Chaplin, Priya Raghubir, and Keith Wilcox, Duluth, MN: Association for Consumer Research.
6. Nenkov, Gergana, Linda Salisbury, Hristina 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.
7. 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.
8. 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.
9. 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.
10. 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.

11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.

23. 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.
24. 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.
25. 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 PEER-REVIEWED CONFERENCE PRESENTATIONS

1. *13th Triennial Invitational Choice Symposium*, "Product Care and Durability: Emerging Paradigms in Sustainable Consumer Research" workshop, Vail, Colorado, August 2026.
2. *EMAC Spring Conference*, Competitive paper presented by Aylin Cakanlar, "Harnessing Reuse Transformation Salience to Improve Brand Evaluation and Extend Product Utilization," University of Bath, June 2026, Bath, U.K.
3. *Society for Consumer Psychology Conference*, Competitive paper presented by G. Ceren (Gerry), "Live Out of a (Used) Suitcase: Residential Mobility and Second-Hand Product Consumption," March 2026, San Diego.
4. *Transformative Consumer Conference*, Track Participant, "Climate Justice and Economic Equity: Understanding the Link Between Financial and Climate Vulnerability," June 2025.
5. *EMAC Spring Conference*, Competitive paper presented by G. Ceren (Gerry), "Live Out of a (Used) Suitcase: Residential Mobility and Second-Hand Product Consumption," ESIC University, May 2025, Pozuelo (Madrid), Spain.
6. *Research Innovations in Sustainable Marketing Global Symposium (RISM2025)*, Competitive paper presented by Joyce Liu, "Brand Loyalty and Product Repair: Activating Commitment to Encourage Product Repair," May 27, 2025, Pozuelo (Madrid), Spain.
7. *Research Society for Consumer Psychology Boutique Conference 'Consumer Psychology of Brands'*, Competitive paper presented by Joyce Liu, "Repair as Commitment: The Role of Brand Loyalty," June 2024.
8. *American Marketing Association Winter Conference*, Competitive paper presented by Jenny Guo, "Liberals Cut and Conservatives Offset: Increasing Brand Preference With Congruent Carbon Emission Solutions," St. Pete Beach, FL, March 2024.
9. *European Marketing Association (EMAC) Conference*, Competitive paper presented by Joyce Liu, "Repair as Commitment: The Role of Brand Loyalty," Odense/Denmark, May 2023.
10. *European Association for Consumer Research (EACR) Conference*, Competitive paper presenter, "Repair as Commitment: The Role of Brand Loyalty," Amsterdam, Netherlands, July 2023.
11. *Sustainability in Marketing Conference*, paper presented by Megan Hunter, "Recycle Right:

- How to Increase Recycling Accuracy Without Decreasing Recycling Rates.” Stanford University, Dec. 2023.
12. *Theory and Practice in Marketing Conference*, paper presented by Megan Hunter, “Recycle Right: How to Increase Recycling Accuracy Without Decreasing Recycling Rates.” Stanford University, May 2023.
 13. *Marketing and Public Policy Conference*, Special session presented by Linda Salisbury, “Consumer Financial Vulnerability: Novel Insights for Theory, Practice, and Public Policy,” 2023.
 14. *Society for Consumer Psychology Conference*, Special session, “Go Green: Novel Insights into Promoting Sustainable Consumption,” San Juan, Puerto Rico, March 2023.
 15. *Society for Consumer Psychology Conference*, Special session, “Considering Multiple Preferences in Decisions For The Self and Others,” San Juan, Puerto Rico, March 2023.
 16. *American 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.
 17. *AMA Marketing and Public Policy Conference*, Special session participant, “Fresh Perspectives on Consumer Journeys in Healthcare and Well-being,” Virtual conference, June 2021.
 18. *American Marketing Association Winter Conference*, Special session presented by Lane Peterson, “Dynamics of Technology in Service: Benefits and Disadvantages for Consumers and Service Organizations,” Virtual Conference, 2021.
 19. *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.
 20. *Frontiers in Services Conference*, Consumer Self-Tracking and Anthropomorphism – Helping or Hurting?” Competitive paper presented by Lane Peterson, Virtual conference, 2020.
 21. *American Marketing Association Winter Conference*, “How Service Research Helps Better Understand the World We Live In,” Special session, presented by Lane Peterson, 2020.
 22. *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.
 23. *SCP Boutique Conference on Consumers and Technology*, Competitive paper presenter, “The Quantified Self: The Effects of Self-Tracking on Consumers’ Health Motivation,” Montreal, 2019.
 24. *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.
 25. *Society for Consumer Psychology Conference*, Special session participant, “Knowing What it Makes: Product Transformation Awareness Increases Recycling,” Savannah, GA, 2019.
 26. *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.
 27. *AMA Marketing and Public Policy Conference*, Competitive paper presenter, “Knowing What it Makes: Product Transformation Awareness Increases Recycling,” Columbus, OH, 2018.
 28. *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.
29. *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.
 30. *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.
 31. *Society for Consumer Psychology Conference*, Presenter Hristina Nikolova, "We Succeeded Together, Now What? Licensing Effects in Joint Goal Pursuits," San Francisco, CA, 2017.
 32. *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.
 33. *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.
 34. *Society for Consumer Psychology 2nd International Conference*, Special session participant, "Sense and Sensibility: Multi-Sensory Input and the Moral Judgment Process," Vienna, Austria, 2015.
 35. *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.
 36. *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.
 37. *Marketing and Public Policy Conference*, Special session co-chair, "Financial Decisions and Public Policy: Understanding the Role of Psychological Factors and Information Interventions," 2014.
 38. *Marketing and Public Policy Conference*, Special session participant, "Getting Consumers to Save Like the Joneses: How Deliberation and Informational Influence Can Increase Savings," 2014.
 39. *Marketing and Public Policy Conference*, Special session participant, "The Influence of Debt Repayment Goals on Repayment Decisions and Perceived Progress," 2014.
 40. *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.
 41. *La Londe Conference in Marketing Communications and Consumer Behavior*, Competitive paper presenter, "Deconstructing Hope: Implications for Risky Decision Making," 2011.
 42. *Society for Consumer Psychology Conference*, competitive paper presenter, "The Role of Mixed Emotions in Financial Decision Making, 2010.
 43. *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.
 44. *American 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.
 45. *Society for Consumer Psychology Conference*, chair and presenter at a special session, "The Effect of Mindsets on Consumer Self-Regulation," 2008.
 46. *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.

47. *Conference on Transformative Consumer Research*, Competitive paper presenter, "Elaboration on Potential Future Outcomes and Self-Control Effectiveness," 2007.
48. *Society for Consumer Psychology Conference*, Competitive paper presenter, "The Attenuating Influence of Elaboration on Potential Outcomes on Information Framing Effects," 2006.
49. *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.
50. *Marketing Science Conference*, Competitive paper presenter, "Re-Examination of Maximization: Factor Structure, Reliability and Validity Studies and Derivation of a Short Form," 2006.
51. *Society for Consumer Psychology Conference*, Competitive paper presenter, "Expectations about the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," 2005.

INVITED PRESENTATIONS, CONFERENCES, AND SEMINARS

1. *3rd Annual Obermiller Sustainable Marketing Keynote Lecture*, Seattle University, May 2026.
2. *AMA-Sheth Foundation Doctoral Consortium*, Faculty Fellow, New York City, June 2026.
3. *The Business of Climate Journalist+Academic Panel*, Schiller Institute, Boston College, April, 2026.
4. *Teaching seminar panelist, Using AI effectively in the classroom*, Nov. 17, 2025.
5. *Stockholm School of Economics*, September 2025.
6. *2025 USYD /Macquarie/UNSW/ UTS Joint Marketing Research Forum*, Sydney, Australia, November 2025.
7. *AMA-Sheth Foundation Doctoral Consortium*, Faculty Fellow, Columbus, Ohio, June 2025.
8. *Pitt Business Impact Series Conference on Sustainable Business*, University of Pittsburgh, May 2025.
9. *12th Annual VOYA Financial Colloquium* on "Social Responsibility and Impact in Business," one of four invited speakers, University of Connecticut, October 2024.
10. *Intersections Villa Faculty Writing Retreat*, Invited participant, York Beach, ME, June 2024
11. *ACR Doctoral Consortium*, Faculty Mentor, Paris, France, September 2024.
12. *Earth Day Boston College Student Event*, invited tabling demonstration on sustainable product disposal (accurate recycling and second-hand product choice), Boston College, April 2024.
13. *COP28 Debrief Symposium*, Schiller Institute for Integrated Science and Society, panelist and poster presenter, Boston College, March 2024.
14. *Global Action for Policy Conference*, Invited participant, Northeastern University, March 2024.
15. *United Nations 28th Conference of the Parties (COP28) Convention on Climate Change*, Boston College Delegation Observer, Expo City, Dubai, December 2023.
16. *ACR Doctoral Consortium*, Faculty Mentor, Seattle, WA, October 2023.
17. *AMA-Sheth Foundation Doctoral Consortium*, Faculty Fellow, Oslo, Norway, June 2023.
18. *Conference on Artificial Intelligence, Machine Learning, and Business*, Harvard Business School, Attendee, Cambridge, MA, December 2022.
19. *Society for Consumer Psychology Conference*, Round Table Participant, "When Less is More: Enhancing Well-being by Reducing Consumption," San Juan, Puerto Rico, March 2023.
20. *American Marketing Association Summer Conference*, Expert workshop co-organizer, "Effective Use and Design of Experiments for Non-Experimentalists," Chicago, IL, August 2022.
21. *American Marketing Association Summer Conference*, RRBW Award Winner Special Session presented by Gabriel Gonzales, "Knowing What It Makes: How Product Transformation Salience Increases Recycling", Chicago, IL, August 2022.

22. *American 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.
23. *JAMS Thought Leadership Forum*, Invited paper presenter, "Recycle Right: How to Increase Recycling Accuracy w/o Decreasing Recycling Rates," King's Business School, London, UK, June 2022.
24. *Boston College Consumer Finance Workshop*, Invited discussant, Virtual conference, May 2021.
25. *Transformative Consumer Research Conference*, Track participant, "Consumer Self-Tracking Technologies: When Might Marketing Tactics Help or Hurt Well-Being?," Virtual conference, June 2021.
26. *Boston College Consumer Finance Seminar*, Joint invited presentation with Linda Salisbury, "Consumer Financial Vulnerability, Inclusion, and Protection: A Brief Research Overview," November 2020.
27. *American Marketing Association Summer Conference*, Knowing What It Makes: How Product Transformation Salience Increases Recycling, AMA Root Award Winning Paper Session, Virtual Conference, 2020.
28. *Boston Judgment and Decision Day*, Presenter, Harvard Kennedy School, Cambridge, MA, 2019.
29. *Susilo Annual Symposium*, "Ethics at the Frontier of Technology," Participant, Boston University, 2019.
30. *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.
31. *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.
32. *Ideas in Progress Seminar*, "Flipping the Switch: Transitioning from Retirement Saving Accumulation to Decumulation," Boston College, Chestnut Hill, MA, 2016.
33. *Transformative Consumer Research Conference*, Track co-chair, Moral Self-Regulation track, Villanova University, 2015.
34. *Intersections Project*, Boston College Intersections Common Room Faculty Retreat, Seminar participant, 2012, 2014.
35. *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.
36. *Association for Consumer Research Conference*, Round table participant, "Embodiment in Consumer Judgment and Decision-Making: Behavioral, Psychological, and Neural Perspectives," 2011.
37. *Carroll School Research Seminar*, "The Role of Hope In Decision Making Under Risk," Carroll School of Management, Boston College, 2011.
38. *Ideas in Progress Seminar*, "Pay Attention! Examining the Effects of Participant (Lack of) Attention on Survey Response," Carroll School of Management, Boston College, 2010.
39. *Junior Scholars in Conversation Jesuit Institute Seminar Series*, "Differentiating the Psychological Impact of Hope and Hopefulness on Financial Decision Making," Boston College, 2009.

40. *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.
41. *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.
42. *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.
43. *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

University of British Columbia	2026
University of Kansas	2026
Seattle University	2026
University of Sydney	2025
Northeastern University	2025
Stockholm School of Economics	2025
University of British Columbia	2025
University of Central Florida	2024
Bentley University	2024
Babson College	2023
University of Michigan	2023
Ohio State University	2023
Santa Clara University	2023
University of Arizona	2022
Southern University of Science and Technology	2021
University of Pittsburgh	2021
Penn State University	2021
Boston University	2019

PROFESSIONAL SERVICE

EDITORIAL ROLES

Associate Editor

Journal of Sustainable Marketing, 2024 - present

Journal of Marketing Research, 2021- 2025

Journal of the Academy of Marketing Science, 2018 - 2025

REVIEWING

Editorial Review Board member:

Journal of Public Policy & Marketing, 2020 - present

Journal of Marketing, 2025 - 2026

Journal of Consumer Psychology, 2017 - 2026

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 Research

Journal of the Academy of Marketing Science

Journal of Consumer Research

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 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 Annual Conference, 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

American 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
American Marketing Association Winter Marketing Educators' Conference, 2005

ASSOCIATION ACTIVITIES

Co-chair, *Research Innovations in Sustainable Marketing (RISM) Symposium, 53rd EMAC Conference, Madrid, Spain, May 2025*

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

PhD project faculty mentor, *American Marketing Association Summer Conference, 2018.*

Program Committee Member, *Marketing and Public Policy Annual Conference, 2018.*

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

Co-chair, *Moral Table Thought Leadership 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.*

RESEARCH INTERESTS

Sustainable Consumption and Production
Consumer Financial Vulnerability

TEACHING EXPERIENCE

Real Estate Marketing, Independent Study, Summer 2026

Consumer Decision-Making in Fashion E-Commerce, Independent Study, Fall 2025

Applied Marketing Senior Capstone Class, Undergraduate

Sustainable Behavior of Consumers, Firms, and Societies, Undergraduate

Integrated Marketing Communications, Undergraduate and MBA

International Marketing, Undergraduate and MBA

Marketing Principles, Undergraduate

Directed Readings in Brand Management

Directed Readings in Customer Loyalty

Consumer Behavior, Undergraduate, University of Pittsburgh

PROFESSIONAL MEMBERSHIPS

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology