

Curriculum Vita
Deborah J. MacInnis
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Education

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| Ph.D. | Graduate School of Business
University of Pittsburgh
Major: Marketing
Minor: Social Cognition |
| B.A. | Smith College
Northampton, Massachusetts
Magna cum laude; Highest honors in psychology
Major: Psychology |

Employment

PROFESSORSHIPS

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|-------------------------|---|
| Aug 2023-
July 2024 | Doris Drucker Chair in Management, Drucker School of Management,
Claremont Graduate University, Claremont, CA (50% time). |
| July 2024-
Present | Research Professor, Drucker School of Management, Claremont
Graduate University, Claremont, CA. (5% time). |
| Jan 2022-
Present | Professor Emerita of Marketing, Marshall School of Business,
University of Southern California, Los Angeles, CA. |
| Dec 2005-
Dec 2022 | Charles L. and Ramona I. Hilliard Professor of Business
Administration and Professor of Marketing, Marshall School of
Business, University of Southern California, Los Angeles, CA. |
| Dec 2000-
Dec 2022 | Professor of Marketing, Marshall School of Business, University
Southern California, Los Angeles, CA |
| July 1994-
Dec 2000 | Associate Professor of Marketing, Marshall School of Business,
University of Southern California, Los Angeles, CA. |
| June 1991-
June 1994 | Associate Professor of Marketing, College of Business and Public
Administration, University of Arizona, Tucson, Arizona |
| Aug 1992-
June 1993 | Visiting Research Professor, Marketing Science Institute,
Cambridge, Massachusetts (unpaid sabbatical) |
| Aug1986-
May 1994 | Assistant Professor of Marketing, College of Business and
Public Administration, University of Arizona, Tucson, AZ. |

ADMINISTRATIVE POSITIONS

June 2011- June 2014	Vice Dean for Undergraduate Programs, Marshall School of Business University of Southern California, Los Angeles, CA.
July 2010- June 2011	Vice Dean for Research and Strategy, Marshall School of Business University of Southern California, Los Angeles, CA.
Jan 2006- June 2007	Vice Dean for Research and Dean of the PhD Program Marshall School of Business, University of Southern California, Los Angeles, CA.
July 2005- Dec 2005	Chairperson, Marketing Department, Marshall School of Business University of Southern California, Los Angeles, CA.

ASSISTANTSHIPS

Aug 1982- July 1986	Graduate Research Assistant, Graduate School of Business, University of Pittsburgh, Pittsburgh, Pennsylvania.
Aug 1980- July 1982	Research Support Specialist, Social Change Project, Department of Human Development and Family Studies and Department of Sociology, Cornell University, Ithaca, New York.

Honors & Awards

Oct 2025	Inaugural Speaker for the John A. Howard Distinguished Lecture Series, Columbia University.
March 2025	Finalist for the Sheth/Journal of Marketing Best Paper Award for MacInnis et al (2020), "Creating Boundary-Breaking Marketing- Relevant Consumer Research", <i>Journal of Marketing</i> , 84(2), 1-23.
Feb 2025	Recipient of the inaugural Long-Term-Contribution Award for the article (Thomson, MacInnis, Park, 2005) in the <i>Journal of Consumer Psychology</i> that has made a long-term contribution to the field of consumer psychology.
Feb 2023	Recipient of the American Marketing Association-Irwin-McGraw Hill Distinguished Marketing Educator Award. Awarded to a scholar who has had sustained contributions to marketing over an extended period of time as judged by their general creativeness/ innovativeness, administrative contributions, teaching and mentoring, public service, research contributions and contributions to the marketing profession.

Apr 2022	Faculty Lifetime Achievement Award, University of Southern California. Bestowed to up to four retired faculty each year for their eminent careers. Recipients are nominated by their department peers, the department chair, and the Dean's Office.
Feb 2021	Recipient of the American Marketing Association's AMA Fellow Award. Given AMA members who have made significant contributions to the research, theory, and practice of marketing, and/or to the service and activities of the AMA over a prolonged period of time. Fellows are nominated by members of the academic community and selected by a group of distinguished peers.
Jan 2020	Recipient of the Paul D. Converse Award, honoring individuals who have made significant contributions to the theory and science of marketing.
Feb 2020	Lifetime Achievement Award, Consumer Behavior Special Interest Group: American Marketing Association
Aug 2020	Finalist for the MSI/Paul Root Award for the <i>Journal of Marketing</i> article making the greatest contribution to the practice of marketing.
Dec 2018-2019	University Club Faculty Honoree, Honors an Inaugural class of 20 faculty members across USC whose work is on display at the University Club.
Oct 2018	Co-Editor, <i>Journal of Marketing Management</i> , special issue on Conceptual papers (with Russ Belk and Manjit Yadav)
2018-2019	Invited to write an autobiographical essay for the <i>Journal of Historical Research in Marketing</i> as part of a special issue on "Eminent Scholars in Marketing"
2017-2018	Co-Editor, <i>Journal of the Association for Consumer Research</i> , special issue on Brand Relationships, Emotions, and the Self (with C. W. Park)
Oct 2017	ACR Fellows Award Recipient- given to recognize the career contributions of an ACR member who had a significant impact on scholarly work in consumer behavior.
Feb 2017	SCP Fellows Award Recipient- given to recognize the career contributions of an SCP member who has had a significant impact on scholarly work in consumer psychology.
Feb 2017	Best Reviewer Award, <i>Journal of Consumer Psychology</i>
Aug 2016	Elected as President of the Consumer Behavior Special Interest

Group- American Marketing Association

Apr 2016	USC Mentoring Award, for mentoring faculty, University of Southern California
Oct 2015	Best Reviewer Award, <i>Journal of Consumer Research</i>
May 2014	Inducted as a member of the Phi Kappa Phi Honor Society
Feb 2012	Winner of the Naresh K. Malhotra Long Term Contribution Award for 2012 given by the <i>Review of Marketing Research</i>
May 2010	Golden Apple Teaching Award, Marshall School of Business
Aug 2009 Aug 2011	Co-Editor, <i>Journal of Consumer Research</i>
Feb 2009	Outstanding Reviewer Award, <i>Journal of Marketing</i>
May 2008	Dean's Research Award, Marshall School of Business
2007	Outstanding Paper Award, <i>Seoul National Journal</i>
Aug 2006	Winner, Harold H. Maynard Award from the <i>Journal of Marketing</i> for the article published in the <i>Journal of Marketing</i> during 2005 that makes the greatest contribution to marketing theory and thought.
2005	Semi-Finalist in the INFORMS 2005 Franz Edelman Award Competition that recognizes and rewards outstanding examples of management science and operations research practice in the world. Finalist in the Wagner Prize Competition Dean's Award for Community, Marshall School of Business Best Reviewer Award, <i>Journal of Marketing</i> (2003-2005)
2004	President, Association for Consumer Research Finalist in the INFORMS Society for Marketing Science (ISMS) Practice Prize Competition awarded for a paper that significantly contributes to the practice of marketing by virtue of its rigor and relevance. First Place Winner of SAA National Advertising Competition sponsored by PEOPLE Magazine and EdVenture Partners.
2003	Named Faculty Fellow, Center for Excellence in Teaching, USC

Nominated for the Paul Green Award for the best article published in the *Journal of Marketing*

Outstanding Reviewer Award, *Journal of Consumer Research*
One of five top reviewers recognized by the *Journal of Marketing*
Invited Speaker, AMA Doctoral Consortium, University of Minnesota

First Place Winner of National Advertising Competition sponsored through Honda and EdVenture Partners

2002 Teaching Innovation Award, Marshall School of Business

Outstanding Reviewer Award, *Journal of the Academy of Marketing Science*

First Place winner of National Advertising Competition sponsored through GM and EdVenture Partners (over 100 participating Universities)

1994 Finalist in Best Paper Award, *Journal of Advertising*

1993 Invited Speaker. American Marketing Association Doctoral Consortium, University of Illinois, Champaign, IL

Outstanding Reviewer Award, *Journal of Consumer Research*

Best Reviewer Award, *Journal of Marketing Research*

1992 Best New Reviewer Award, *Journal of Consumer Research*

1991 Winner of American Academy of Advertising Research Fellowship Competition (with Douglas M. Stayman).

1990 Procter and Gamble Summer Faculty Fellow, College of Business and Public Administration.

Invited Speaker. American Marketing Association Doctoral Consortium, Gainesville Florida, July 31-August 3, 1990.

1988-1992 Teaching Distinction List, College of Business and Public Administration, University of Arizona Fall 1988; Spring and Fall 1989; Spring and Fall 1990; Spring and Fall 1991; Spring 1992.

1987 Nominated for University Honors Program Five-Start Faculty Award
Nominated for undergraduate BPA teacher of the year

Alpha Kappa Psi Award for the best practice advancing article appearing in the *Journal of Marketing* in 1986.

1986 Beta Gamma Sigma National Honor Society

Winner of Provost Development Scholarship- University of Pittsburgh

1980 Phi Beta Kappa Award for Academic Scholarship
Sigma Xi National Research Society
Psi Chi National Honor Society

RESEARCH Citations: 42,311 citations as of October 12, 2025

Books/Edited Volumes/Edited Special Issues

1. Weiss, Allen M. and Deborah J. MacInnis, (2023), *The Brand Benefit Playbook*, Benbella Books, forthcoming.
2. Hoyer, Wayne, Deborah J. MacInnis and Rik Pieters (2023), *Consumer Behavior*, 8thth Edition, Boston, MA: Cengage Learning, forthcoming.
3. Belk, Russell W., Deborah J. MacInnis and Manjit Yadav (2019), "Conceptual and Theoretical Papers in Marketing", Special Issue, *Journal of Marketing Management*, forthcoming.
4. Park, C. Whan and Deborah J. MacInnis (2018), "Brand Relationships, Emotions, and the Self, Special issue, *Journal of the Association for Consumer Research*, Association for Consumer Research, 3 (2).
5. Park, C. W., Deborah J. MacInnis and Andreas Eisingerich (2016), *Brand Admiration: Building a Business that People Love*, NY: Wiley. This book has been translated into Korean and Chinese languages.
6. MacInnis, Deborah J. and C. Whan Park (2015), *Brand Meaning Management*, Vol. 12, Review of Marketing Research, Series editor Naresh Malhotra, Emerald Publishing Group.
7. MacInnis, Deborah J., Park, C. Whan and Joseph W. Priester (2009), *Handbook of Brand Relationships*, Society for Consumer Psychology; NY: M.E. Sharpe. This volume has been translated into Chinese
8. Brucks, Merrie and Deborah J. MacInnis (1996), *Advances in Consumer Research*, Vol. 23, Provo, UT: Association for Consumer Research.

Journal Publications * Indicates lead article

1. Eisingerich, Andreas, Deborah J. MacInnis, and C. Whan Park and (2023), "Do CSR Efforts that Focus on Helping the Environment Influence Brand Purchase More than Other Forms of CSR?" *Journal of Business Research*.
2. MacInnis, Deborah (2022), "Customer Insights that Matter", *Journal of Applied Marketing Analytics*, 7(4), 355-361.

3. Ceylan, Gizem, Ceren Kolsarici, and Deborah J. MacInnis, (2022), "Perfectionism Paradox: Perfectionistic Concerns (Not Perfectionistic Strivings) Affect the Relationship between Risk and Choice, *Journal of Consumer Behaviour*, 21(4), 880-895.
4. Eisingerich, Andreas, Deborah J. MacInnis and Martin Fleischman (2021), "Moving Beyond Trust: Making Customers Love, Trust, and Respect a Brand", *MIT Sloan Management Review*, Series on Connecting with Customers in the Age of Acceleration, December 13, 2021.
5. Lin, Yuting, Andreas Eisingerich and Deborah J. MacInnis, (2020) "Strong Anxiety Boosts New Product Adoption When Hope Is Also Strong", *Journal of Marketing*, 84(5), 60-78.
6. *MacInnis, Deborah J., Vicki G. Morwitz, Simona Botti, Donna L. Hoffman, Robert Kozinets, Donald Lehmann, John G. Lynch, Connie Pechmann (2020), "Creating Boundary-Breaking Marketing-Relevant Consumer Research", *Journal of Marketing*, 84(2), 1-23.
7. *Gerry Tellis and Deborah J. MacInnis, Seshadri Tirunillai and Wayne Zhang (2019), "What Drives Virality (Sharing) of Online Digital Content?: The Critical Role of Information, Emotion, and Brand Prominence", *Journal of Marketing*, 83 (4), 1-20.
8. MacInnis, Deborah J., Torelli, Carlos, and C. Whan Park (2019), Creating Cultural Meaning in Products and Brands: A Psychological Perspective", *Journal of Consumer Psychology*, 29 (3), 555-562.
9. Cui, Annie, Michael Walsh and Deborah J. MacInnis (2019) "How to Successfully Introduce Logo Redesigns", *Journal of Brand Management*, 26 (4), 365-375.
10. * Belk, Russell W., Deborah J. MacInnis and Manjit Yadav (2019), "Personal Accounts and An Anatomy of Conceptual and Theoretical Articles", *Journal of Marketing Management*, Special Issue on Conceptual and Theoretical Articles, 35 (1-2), 1-12.
11. MacInnis, Deborah J. (2019), "Autobiographical Reflections", *Journal of Historical Research on Marketing*, Special Issue on Eminent Scholars in Marketing, 11 (1), 117-139.
12. Lucy Gill-Simmen; Deborah J. MacInnis; Andreas Eisingerich; C. Whan Park (2018), "Brand-Self Connections and Brand Prominence as Drivers of Employee Brand Attachment", *Academy of Marketing Science Review*, 8 (3-4), 128-146.
13. Reimann, Martin, MacInnis, Deborah J. Valerie S. Folkes, Arianna Uhalde, Gratiana Pol and (2018), "Are Brand Betrayal and Brand Dissatisfaction Experienced in Distinct Ways?: Psychological and Neural Evidence, *Journal of the Association for Consumer Research*, 3 (2), 240-254.

14. * Park, C. Whan and Deborah J. MacInnis (2018), "Introduction to the Special Issue: Brands, Emotions, and the Self", *Journal of the Association for Consumer Research*, 3 (2), 123-129.
15. MacInnis, Deborah J. and Valerie S. Folkes (2017), "Humanizing Brands: When Brands Seem to be Like Me, Part of Me, and in a Relationship with Me", *Journal of Consumer Psychology*, 27, no. 3 (2017): 355-374.
16. Hae Eun Chun, Kristin Diehl and Deborah J. MacInnis and (2017), "Savoring Future Experiences: Antecedents of and Effects on Evaluations of Consumption Experiences", *Journal of Marketing*, 81 (May), 96-110.
17. Isikman, Elif, Deborah J. MacInnis, Gulden Ulkumen, Lisa Cavanaugh, (2016), "The Effects of a Curiosity Inducing Event on Activity Enjoyment", *Journal of Experimental Psychology: Applied*, 22 (3), 319-327.
18. Reimann, Martin, Deborah J. MacInnis and Antoine Bechara (2016), "Can Smaller Meals Make You Happy? Behavioral, Neurophysiological, and Psychological Insights into Motivating Smaller Portion Choice *Journal of the Association for Consumer Research*, 1 (1), 71-91.
19. Cavanaugh, Lisa M. Deborah J. MacInnis and Allen M. Weiss (2015), "Perceptual Dimensions Differentiate Emotions", *Cognition & Emotion*, 1-16.
20. Reimann, Martin, Antoine Bechara, Deborah MacInnis and (2015), "Leveraging the Happy Meal Effect: Behavioral, Neurophysiological and Psychological Evidence on Motivating Smaller Portion Choice", *Journal of Experimental Psychology: Applied*, 21 (3), 276-286.
21. Chun, Hae Eun, Park, C. Whan, Eisingerich, Andreas, MacInnis, Deborah. J. (2015) "Strategic Benefits of Low Fit Brand Extensions: When and Why", *Journal of Consumer Psychology*, 25 (October), 577-595.
22. MacInnis, Deborah J. and C. Whan Park (2015), "New Perspectives and Future Research Issues on Brand Meaning Management", in *Review of Marketing Research: Special Issue on Branding*, Deborah J. MacInnis and C. Whan Park, eds., United Kingdom: Emerald Books, xv-xxxii.
23. Reimann, Martin, Gergana Nenkov, Deborah. J., MacInnis, and, Maureen, Morrin (2014). "The Role of Hope in Financial Decision Making", forthcoming, *Journal of Experimental Psychology: Applied*.
24. Koppitsch, Steven, Valerie S. Folkes, Deborah J. MacInnis and Christine Porath (2013), "Reprimanding the Wrongdoer as a Way to Decrease Customer Anger", *Journal of Personal Selling and Sales Management*, 33 (1), 67-78.
25. MacInnis, Deborah J. (2012), "Brands as Intentional Agents: Questions and Extensions", *Journal of Consumer Psychology* 22 (April), 195-198.

26. MacInnis, Deborah J. (2011) "A Framework for Conceptual Contributions in Marketing", *Journal of Marketing*, 75 (4), 136-155. Reprinted as "Un Cadre Pour Les Contributions Conceptuelles en Marketing", *Recherche et Applications en Marketing*, 26 (4), 2011, 89-116.
27. Porath, Christine L., Deborah J. MacInnis and Valerie Folkes, (2011), "How and Why Services Suffer When Customers Witness Employee Incivility", *Journal of Service Research*, 14 (August), 302-317.
28. * Park, C. Whan, Deborah J. MacInnis, Joseph Priester, Andreas Eisingerich and Dawn Iacobucci (2010) "Brand Attachment and Strong Positive Brand Attitudes: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers, *Journal of Marketing*, 74 (November), 1-17.
29. Porath, Christine L., Deborah J. MacInnis and Valerie Folkes, (2010) "Witnessing Incivility among Employees: Effects on Consumer Anger, Global Judgments and Repatronage, *Journal of Consumer Research*, 37 (August) 292-302.
30. * MacInnis, Deborah J. and Valerie Folkes (2010), "The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies", *Journal of Consumer Research*, 36 (6), 899-915.
31. Patrick, Vanessa, Hae Eun Chun and Deborah J. MacInnis, (2009), "Affective Forecasting and Self-Control: Why Anticipating Pride Wins over Other Emotions in a Self-Regulation Context", *Journal of Consumer Psychology*, 19 (3), 537-545.
32. Park, C. Whan, Joseph W. Priester and Deborah J. MacInnis (2009), "Brand Attachment: Construct, Consequences, and Causes", *Foundations and Trends in Marketing*, 1 (3), 191-230.
33. Weiss, Allen, Nicholas Lurie and Deborah J. MacInnis (2008), "Listening to Strangers: Whose Responses are Valuable, How Valuable, are they and Why?", *Journal of Marketing Research*, 45 (August), 425-436.
34. MacInnis, Deborah. J., Chun, Hae Eun (2007). "I Hope Therefore I Consume: Understanding Hope and its Implications for Consumer Behavior", *Foundations and Trends in Marketing*, 1 (2), 97-189.
35. DeMello, Gustavo, Deborah J. MacInnis and David W. Stewart (2007), "Threats to Hope: Effects on Reasoning about Product Information, *Journal of Consumer Research*, 34 (2), 153-161. Winner of the Ferber Award Honorable Mention, *Journal of Consumer Research*.
36. Patrick, Vanessa, Deborah J. MacInnis and C. Whan Park (2007) "Not as Happy as I Thought I'd Be? The Role of Affective Misforecasting in Consumer Satisfaction", *Journal of Consumer Research*, 33 (March), 479-490.
37. Park, C. Whan, Deborah J. MacInnis and Joseph Priester (2006), "Beyond Attitudes: Attachment and Consumer Behavior, *Seoul National Journal*, 12 (2), 3-36.

38. MacInnis, Deborah J. and Vanessa Patrick (2006), "Spotlight on Affect: The I-R Model and the Role of Affect in Self-Regulation", *Journal of Consumer Psychology*, 16 (3), 224-231.
39. Park, C. Whan and Deborah J. MacInnis (2006) "What's in and What's Out: Questions on the Boundaries of the Attitude Construct", *Journal of Consumer Research*, 33 (1), 16-18.
40. * MacInnis, Deborah J., Vanessa Patrick and C. Whan Park (2006), "Looking Through the Crystal Ball: Affective Forecasting and Misforecasting in Consumer Behavior", *Review of Marketing Research*, Vol. 2, 43-80. Winner of the Naresh K. Malhotra Long Term Award for 2012 given by the Review of Marketing Research
41. MacInnis, Deborah J. (2005), "Them vs. Us: Woes on the Bifurcation of the Academic Marketing Discipline", *Journal of Marketing*, 69 (October), 14-16.
42. Gerard J. Tellis, Rajesh K. Chandy, Deborah MacInnis, Pattana Thaivanich (2005), "Modeling the Micro Effects of Television Advertising: Which Ad Works, When, Where, For How Long, and Why?", *Marketing Science*, 24 (3), 359-367.
43. *MacInnis, Deborah J. and Gustavo DeMello (2005), "The Concept of Hope and its Relevance to Product Evaluation and Choice", *Journal of Marketing*, 69 (1), 1-14. (Winner of the Harold H. Maynard Award for the article that best contributes to marketing theory and thought).
44. Johnson, Joseph, Gerard Tellis and Deborah J. MacInnis (2005), "Losers, Winners, and Biased Trades", *Journal of Consumer Research*, 32 (September), 324-329.
45. Thomson, Matt, Deborah J. MacInnis and C. Whan Park (2005), "The Ties that Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands", *Journal of Consumer Psychology*, 15 (1), 77-91. Reprinted in *Recherche et Applications en Marketing*, 20 (1), 2005, 79-98. *One of the most highly cited articles in the Journal of Consumer Psychology.*
46. Yoo, Changjo and Deborah J. MacInnis (2005), "The Brand Attitude Formation Process of Emotional and Informational Ads", *Journal of Business Research*, 58 (10), 1395-1403.
47. MacInnis, Deborah J., Gustavo DeMello and Vanessa Patrick (2004), "Creating Hope in Internet and Advertising Contexts", *International Journal of Internet Marketing and Advertising*, 1 (2), 174-195.
48. Yoo, Changjo and Deborah J. MacInnis (2004), "Same or Different: Distance and Variation as Factors Affecting the Similarity between Two Product Categories", *Psychology & Marketing*, 21 (3), 209-217.
49. Jaworski, Bernard J., Deborah J. MacInnis and Ajay Kohli (2003), "Generating Competitive Intelligence in Organizations", *Journal of Market Focused Management*, 5 (December), 279-307.

50. MacInnis, Deborah J. (2003), "Responsibilities of a Good Reviewer: Lessons from Kindergarten", invited commentary to the *Journal of the Academy of Marketing Science*, 31 (3), 344-346.
51. Shapiro, Stewart, Deborah J. MacInnis and C. Whan Park (2002), "Understanding Program Induced Mood Effects: Decoupling Arousal from Valence", *Journal of Advertising*, 31 (4), 15-26.
52. MacInnis, Deborah J., Ambar Rao, and Allen Weiss (2002), "Assessing When Increased Media Weight of Real-World Advertisements Helps Sales", *Journal of Marketing Research*, 39 (November), 391-407.
53. * Chandy, Rajesh, Gerard Tellis, Deborah J. MacInnis and Pattana Thaivanich (2001) What to Say When: Advertising Appeals in Evolving Markets", *Journal of Marketing Research*, 38 (November), 399-414.; reprinted in the inaugural issue of Institute of Chartered Financial Analysts of India (ICFAI)'s *Journal of Marketing Management*; Finalist in the INFORMS Society for Marketing Science (ISMS) Practice Prize Competition awarded for a paper that significantly contributes to the practice of marketing by virtue of its rigor and relevance.
54. Gayathri Mani and Deborah J. MacInnis (2001), "Imagery Instructions, Imagery Processes and Visual Persuasion" in Rajeev Batra and Linda L. Scott (eds.), *Advertising and Consumer Psychology*.
55. Park, C. Whan, Sung Y. Jun, and Deborah J. MacInnis (2000) "Choosing What I want versus Eliminating What I don't Want: The Effects of Additive versus Subtractive Product Option Framing on Consumer Decision Making", *Journal of Marketing Research*, 37 (May), 187-202.
56. Weiss, Allen, Erin Anderson and Deborah J. MacInnis (1999), "Reputation Management as a Motivation for Sales Structure Decisions, *Journal of Marketing* 63 (October), 74-89.
57. Shapiro, Stewart, Deborah J. MacInnis, Susan Heckler, and Ann Perez (1999), "An Experimental Method for Studying Unconscious Perception, *Psychology and Marketing*, 16 (September), 459-477.
58. Yoo, Changjo, Jonghee Park, and Deborah J. MacInnis, (1998), "The Effects of Store Characteristics and In-Store Emotional Experiences on Store Attitudes", *Journal of Business Research*, 42 (3) 253-263.
59. Shapiro, Stewart, Deborah J. MacInnis and Susan Heckler (1997), "The Effects of Incidental Ad Exposure on the Formation of Consideration Sets", *Journal of Consumer Research*, 24 (June), 94-104.
60. Edward Kamp and Deborah J. MacInnis (1995), "Characteristics of Portrayed Emotions in Commercials: When Does What is Shown in Ads Affect Viewers", *Journal of Advertising Research*, 35 (November/December), 19-28.

61. MacInnis, Deborah J. and Douglas M. Stayman (1993) "Focal and Emotional Integration: Constructs, Measures and Preliminary Evidence", *Journal of Advertising*, 22 (December), 51-66.
62. Hahn, Mini, C. Whan Park and Deborah J. MacInnis (1992), "The Adaptive Information Processing Hypothesis: Accounting for the V-Shaped Advertising Response Function, *Journal of Advertising*, 21 (June), 37-46.
63. MacInnis, Deborah J. Christine Moorman, and Bernard J. Jaworski (1991), "Enhancing Consumers' Motivation, Ability and Opportunity to Process Brand Information from Ads: Conceptual Framework and Managerial Implications", *Journal of Marketing*, 55 (October), 32-53.
64. MacInnis, Deborah J. and C. Whan Park (1991), "The Differential Role of Characteristics of Music on High and Low Involvement Consumers' Processing of Ads", *Journal of Consumer Research*, 18 (September), 161-173.
65. MacInnis, Deborah J. and Bernard J. Jaworski (1990a), "Two-Routes to Persuasion Models in Advertising: Review, Critique and Research Directions", *Review of Marketing*, 1-25.
66. * MacInnis, Deborah J. and Bernard J. Jaworski (1989), "Information Processing from Advertisements: Towards an Integrative Framework", *Journal of Marketing*, 53 (October), 1-23.
67. Jaworski, Bernard J. and Deborah J. MacInnis (1989), "Marketing Jobs and Management Controls: Toward a Framework, *Journal of Marketing Research*, 26 (November), 406-419.
68. MacInnis, Deborah J. and Linda L. Price (1987) "The Role of Imagery in Information Processing," *Journal of Consumer Research*, 13 (March), 473- 91.
69. * Park, C. Whan, Bernard J. Jaworski and Deborah J. MacInnis (1986) "Strategic Brand Concept/Image Management," *Journal of Marketing*, 50 (October), 135-145 (winner of the Alpha Kappa Psi Award for the article published in the *Journal of Marketing* in 1986 that best advances the practice of marketing). Reprinted in *Essential Marketing Readings*, Marketing Science Institute, 2005.
70. Elder, Glen H., Jr. and Deborah J. MacInnis (1983) "Achievement Imagery in Women's Lives from Adolescence to Adulthood," *Journal of Personality and Social Psychology*, 45 (February), 394-404.
71. Frost, Randy O. and Deborah J. MacInnis (1983) "The Cognitive Bias Questionnaire: Further Evidence," *Journal of Personality Assessment*, 47 (2) (April), 173-177.

Book Chapters

72. Chun Helen (Hae Eun) and Deborah J. MacInnis (2025), "Consumption Enjoyment: A Temporal Perspective," in the *Handbook of Social Psychology and Consumer Behavior*, Eric Spangenberg and Katie Quinn Spangenberg, eds., Edward Elgar Publishing, UK, forthcoming.
73. Andreas Eisingerich, C. Whan Park, and Deborah J. MacInnis (2022), "A Theoretical Framework Exploring Three Foundational Benefits of Brand Attachment", *A Research Agenda for Brand Management*, Ceridwyn King and Enrique Murillo, (eds.), Edward Elgar Publishing.
74. Thompson, Craig, Deborah J. MacInnis and Eric Arnould (2018), "Linking CCT and Consumer Research: Consumers' Mobilization of Co-Created Resources", Chapter 14 in *Consumer Culture Theory*, Craig Thompson and Eric Arnould, eds., Sage, forthcoming.
75. Eisingerich, Andreas, Deborah J. MacInnis, and C. Whan Park (2018), "How Can Marketers Foster Brand Attachment", in Hill, Ronald Paul, Catherine Mary Lamberton, and Jennifer Swartz. *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*. Routledge, 2018.
76. Park, C. Whan, Andreas Eisingerich and Deborah J. MacInnis (2015), "Brand Architecture Design and Brand Naming Decisions", in *The Routledge Companion to Brand Management*, Francesca Dall'Olmo Riley, Jaywant Singh and Charles Blankson, eds., forthcoming.
77. MacInnis, Deborah J. (2015), "Contemplating the Future of Branding", in *Strong Brands, Strong Relationships*, Susan Fournier, Michael Breazeale and Jill Avery, eds., London: Routledge.
78. Donovan, Leigh Anne Novak, Joseph Priester, and Deborah J. MacInnis, C. Whan Park, (2012), "Brand Forgiveness: How Close Brand Relationships Influence Forgiveness", in *Consumer-Brand Relationships: Theory and Applications*, Fournier, Breazeale, Fetscherin and Melewar (eds.), Routledge, 184-203.
79. Park, C. Whan, Deborah J. MacInnis, Xavier Dreze and Jonathan Lee (2010), "Measuring Brand Equity: The Marketing Surplus & Efficiency (MARKSURE) based Brand Equity Measure" in *Brands and Brand Management: Contemporary Research Perspectives*, eds. Barbara Loken, Rohini Ahluwalia, and Michael J. Houston, Taylor and Francis Group Publishing, 159-188.
80. Park, C Whan, Joseph R. Priester, Deborah J. MacInnis and Zhong Wan "The Connection-Prominence Attachment Model" (CPAM), in *Handbook of Brand Relationships*, eds., C. W. Park, Deborah J. MacInnis and Joseph W. Priester, Society for Consumer Psychology; NY: M.E. Sharpe.
81. Park, C. Whan, Deborah J. MacInnis and Joseph Priester (2007), "Brand Attachment as a Strategic Brand Exemplar", *Handbook of Brand and Experience Management*, Ed. Bernd H. Schmitt and David Rogers, Cheltenham, UK: Elgar Publishing, 1-17.

82. DeMello, Gustavo and Deborah J. MacInnis (2005), "How and Why Consumers Hope: Motivated Reasoning and the Marketplace" *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*, Eds., S. Ratneshwar and David G. Mick, New York: Routledge, pgs. 44-66.
83. Nakamoto, Kent, Deborah J. MacInnis and Hyung-Shik Jung (1993), "Advertising Claims and Evidence as Bases for Brand Equity and Consumer Evaluation of Brand Extensions", in *Brand Equity and Advertising*, David A. Aaker and Alexander L. Biel (eds.), Hillsdale, NJ: Lawrence Erlbaum Assoc., 281-298.
84. Shapiro, Stewart, Susan Heckler and Deborah J. MacInnis (1994), "Measuring and Assessing the Impact of Preattentive Processing on Ad and Brand Attitudes", in *Measuring Advertising Effectiveness*, William D. Wells, Ed., Hillsdale, NJ: Lawrence Erlbaum and Associates, 27-44.
85. Jaworski, Bernard J., Deborah J. MacInnis and William J. Sauer (1984) "Influence, Participation and Investment in Family Decision Making," in *Marketing to the Changing Household: Management and Research Perspectives*, Mary Lou Roberts and Lawrence H. Wortzel, eds., Cambridge, MA: Ballinger Publishing Co., 265-277.

Refereed Papers in Published in Proceedings

86. Arianna Uhalde and Deborah J. MacInnis (2013), "How Could you Do this to Me: Brand Betrayal and its Consumer Behavior Implications", presented at the Association for Consumer Research conference, October, 2013.
87. Nenkov, Gergana, Deborah MacInnis and Maureen Morrin (2011), The Role of Mixed Emotions in Financial Decision Making, Proceedings of the Society for Consumer Psychology.
88. Nenkov, Gergana, Deborah MacInnis, Maureen Morrin and Martin Reimann (2010) "Dissociating Positive Emotions of Hope and Hopefulness and their Differential Impact on Consumer Financial Risk-taking: A functional Magnetic Resonance Imaging Study, Advances in Consumer Research.
89. MacInnis, Deborah J. and Heather Wan (2009), "Misperception and Confusion as Unintended Consequences of Warning Labels", Public Policy and Marketing Conference Proceedings.
90. Chun, Hae Eun, Vanessa Patrick and Deborah J. MacInnis (2007), "Making Prudent vs. Impulsive Choices: The Role of Anticipated Shame and Guilt on Consumer Self-Control", in Gavan Fitzsimmons and Vicki Morwitz (eds.), *Advances in Consumer Research*, Vol. 33, Duluth MN: Association for Consumer Research.
91. Priester, Joseph, Deborah J. MacInnis and C. Whan Park (2007), "New Frontiers in Branding: Attitudes, Attachments and Relationships, Vol 26, Society for Consumer Psychology.

92. Patrick, Vanessa and Deborah J. MacInnis (2005), "Why Feelings Stray: Sources of Affective Misforecasting in Consumer Behavior", in Connie Pechmann and Linda Price (eds.), *Advances in Consumer Research*, Vol. 32, Duluth MN: Association for Consumer Research.
93. DeMello, Gustavo, Deborah J. MacInnis and David W. Stewart (2004), "Goal-motivated Reasoning: The Lure of the "Yes, I Can" Conclusion", in Geeta Menon and Akshay Rao (Eds.), *Advances in Consumer Research*, Vol. 31, Duluth, MN: Association for Consumer Research, 466.
94. Jung, Sung Youl, Deborah J. MacInnis and C. Whan Park (2004), "Price Perceptions in Brand Extensions: Formation and Impact on Brand Extension Evaluation", in Geeta Menon and Akshay Rao (Eds.), *Advances in Consumer Research*, Vol. 31, Duluth, MN: Association for Consumer Research, 137-142.
95. DeMello, Gustavo, Deborah J. MacInnis and Valerie Folkes (2003), "Hoping There's Nothing to Fear: A Matter of Framing", in Punam Anand Keller and Dennis Rook, *Advances in Consumer Research*, Vol. 29, Provo, UT: Association for Consumer Research, forthcoming.
96. Patrick, Vanessa, Deborah J. MacInnis and Valerie Folkes (2002), "Approaching What We Hope for and Avoiding What We Fear: The Role of Possible Selves in Consumer Behavior", in Susan Broniarczyk and Kent Nakamoto (eds.), *Advances in Consumer Research*, Vol. 29, Provo, UT: Association for Consumer Research, 270-76.
97. Ackerman, David, Valerie Folkes and Deborah J. MacInnis (2000), "Social Comparisons of Possessions: When It Feels Good and When it Feels Bad", in Mary Gilly and Joan Meyers-Levy, eds. *Advances in Consumer Research*, Vol. 27, Provo, Utah, Association for Consumer Research.
98. MacInnis, Deborah J., Stewart Shapiro and Gayathri Mani (1999), "Enhancing Brand Awareness Through Brand Symbols", *Advances in Consumer Research*, Vol. 26, Provo, Utah: Association for Consumer Research.
99. Krishnamurthy, Sandeep and Deborah J. MacInnis (1995), "A Contingency Framework of Want Formation: The Role of the Felt Deprivation Construct", in David A. Stewart and Naufel Vilcassim (eds.), *Proceedings of the AMA Winter Educator's Conference*, Chicago, IL: American Marketing Association, forthcoming.
100. Shapiro, Stewart and Deborah J. MacInnis (1992), "Mapping the Relationship Between Preattentive Processing and Attitudes", John Sherry and Brian Sternthal (eds.), *Advances in Consumer Research*, Vol. 19, Provo, UT: Association for Consumer Research, 505-513.
101. MacInnis, Deborah J., Kent Nakamoto and Gayathri Mani (1992), "Cognitive Associations and Product Category Comparisons: The Role of Knowledge Structure and Context", *Advances in Consumer Research*, John Sherry and Brian Sternthal (eds.), Vol. 19, Provo, UT: Association for Consumer Research, 260-267.

102. Chakravarti, Dipankar, Deborah J. MacInnis and Kent Nakamoto (1991), "Product Category Perceptions, Elaborative Processing and Brand Name Extension Strategies" in *Advances in Consumer Research*, Vol. 17, Richard Pollay, Marvin Goldberg, and Gerald Gorn (eds.), Provo, UT: Association for Consumer Research, 910-916.
103. MacInnis, Deborah J. and Linda L. Price (1991), "An Exploratory Study of the Effects of Imagery and Experience on Expectations and Satisfaction", in *Advances in Consumer Research*, Vol. 17, Richard Pollay, Marvin Goldberg, and Gerald Gorn (eds.), Provo, UT: Association for Consumer Research, 41-47.
104. Jaworski, Bernard J. and Deborah J. MacInnis (1988), "On Being an Informant in the Consumer Behavior Odyssey", in *Highways and Buyways*, Russell Belk (ed.), Association for Consumer Research.
105. MacInnis, Deborah J. (1987) "Constructs and Measures of Individual Differences in Imagery Processing: A Review," *Advances in Consumer Research* Vol. 14, Provo, UT: Association for Consumer Research, 88-92.
106. Jaworski, Bernard J. and Deborah J. MacInnis (1987), "On the Meaning of Data: Historical and Contemporary Perspectives," in *Marketing Theory*, Russell Belk and Gerald Zaltman, eds., Chicago, IL: American Marketing Association, 4 pages.
107. Venkatraman, Meera and Deborah J. MacInnis (1985) "The Epistemic and Sensory Exploratory Behaviors of Hedonic and Cognitive Consumers, in *Advances in Consumer Research*, Vol. 12, Elizabeth C. Hirschman and Morris B. Holbrook, eds., Ann Arbor, MI: Association for Consumer Research, 102-107.
108. MacInnis, Deborah J. and Bernard J. Jaworski (1984), "Revitalizing Dormant Ideas," in *Scientific Method in Marketing*, Paul F. Anderson and Michael J. Ryan, eds. Chicago, IL: American Marketing Association.

Other Published Papers

109. Hae Eun Chun and Deborah J. MacInnis (2025), "Consumption Enjoyment: A Temporal Perspective." In *Handbook of Social Psychology and Consumer Behaviour*, forthcoming
110. MacInnis, Deborah J. (2010), "Commentary on the Scholarly Career Contributions of Naresh Malhotra", in *Legends in Marketing: Naresh Malhotra*, Jagdish Sheth, ed., Sage.
111. MacInnis, Deborah J. (2004), "Crystal Clear Concepts: Using Metaphors to Expand Dimensional Thinking", *ACR Newsletter*, Winter, 2004, 1-4.
112. MacInnis, Deborah J. (2004) "Where Have All the Papers Gone? Reflections on the Decline of Conceptual Articles", *ACR Newsletter*, Spring 2004, 1-3.
113. MacInnis, Deborah J. (2004), "Learning about Learning", *ACR Newsletter*, Fall, 2004.

114. MacInnis, Deborah J. (2017), "Legends in Consumer Behavior: C. Whan Park", Editor, Volume 5, *Legends in Marketing*, Jadish Sheth (editor), Sage.
115. MacInnis, Deborah J. (2017), "Thinking Expansively," Reflections on the Career Contributions of Gerald Zaltman, in *Legends in Marketing*, Jadish Sheth (editor), Sage.
116. MacInnis, Deborah J. (2016), "Developing Conceptual Articles for JCR", *Journal of Consumer Research*. Invited "Research Curation".
117. MacInnis, Deborah, Ambar Rao and Allen Weiss (2002), "Repetition Effects in the Real World: Assessing When and Why Increased Media Weight Helps Aggregate Sales" *Marketing Science Institute Working Paper Series*, Report.
118. Chandy, Rajesh, Gerard Tellis, Deborah J. MacInnis and Pattana Thaivanich (2001) "What to Say When: Advertising Appeals in Evolving Markets", *Marketing Science Institute Working Paper Series*, Report # 01-103.
119. MacInnis, Deborah J. and Bernard J. Jaworski (1990b), "Toward an Integrative Theory of Information Processing from Advertising", published in the *Marketing Science Institute Working Paper Series*, Report # 90-100.
120. MacInnis, Deborah J. and Bernard J. Jaworski (1990c), "Enhancing the Managerial Relevance of Information Processing Theory in an Advertising Context," *Marketing Science Institute Working Paper Series*, Report # 90-104.

Work in Progress

121. Eisingerich, Andreas and Deborah J. MacInnis (2025), Taking the Role of Consumer Well-Being Seriously: It's About Time, *AMS Review*, work in progress.

Keynotes/Invited Addresses

MacInnis, Deborah J., (2025), "Standing on the Shoulders of Giants", John A. Howard inaugural speaker, Columbia University.

MacInnis, Deborah J. (2018), "Our Collective Journey: Musings on The Discipline of Consumer Research", ACR Fellows Address, Proceedings of the Association for Consumer Research, NA - Advances in Consumer Research Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research.

MacInnis, Deborah J. (2017), "Leaving Footprints and Making New Ones Too", Keynote Address, EMAC conference, Groningen University, Netherlands.

MacInnis, Deborah J. (2005), "Presidential Address: Finding Legs: Generativity and the Everyday Language of the Consumer", in Geeta Menon and Akshay Rao (eds.),

Advances in Consumer Research, Vol 32, Duluth, MN: Association for Consumer Research, 1-5.

MacInnis, Deborah J. (2004), "What is a Brand and What is it Like" Differentiating Conceptual Clarity and Metaphorical Productivity in Branding and Branding Constructs", Keynote speech, Association for Consumer Research, Asia Pacific Conference, June 2004, Seoul Korea.

Other Selected Presentations

MacInnis, Deborah J. (2016). Metaphors in Theory Development; AMA Winter Educator's Conference; AMA Summer Educator's Conference; Special sessions on developing novel theory.

Isikman, Elif, Lisa Cavanaugh, Deborah J. MacInnis and Gulden Ulkumen and Lisa Cavanaugh (2014), "Does Curiosity Kill the Cat? Incidental Curiosity Can Have Negative Consequences", Special Session presentation at the Association for Consumer Research Conference, Baltimore, MD, October 2014.

MacInnis, Deborah J. (2013), "Learning from Award Winning Articles", Special Session on Theory Development in Marketing, AMA 2013 Winter Educator's Conference, February 2013.

MacInnis, Deborah J. and Debbie Campbell (2013), "Innovative Undergraduate Programs", AACSB ICAM Conference, April, 2013.

MacInnis, Deborah J. and Jody Tolan (2013), Developing Thinking and Reasoning Skills", AACSB, Redesigning Undergraduate Symposium, April 2013.

MacInnis, Deborah J. (2013), "Brand Betrayal and its Psychological Effects", paper presented at Koc University, Istanbul Turkey, June 31, 2013.

Isikman, Elif, Deborah J. MacInnis, Gulden Ulkumen and Lisa Cavanaugh (2012), "The Effects of Curiosity-Evoking Events on Consumption Enjoyment, paper presented at the Association for Consumer Research Conference, October 6, 2012.

MacInnis, Deborah J. (2011), "Perspectives on the Consumer Role", Discussant, Association for Consumer Research Conference, St. Louis, MO, October, 2011.

Nenkov, Gergana, Maureen Morrin, and Deborah MacInnis (2011) "Deconstructing Hope: Implications for Risky Decision Making. LaLonde Conference, Aix en Provence, France, 2011.

MacInnis, Deborah J. (2011), "Enhancing Publication Success", Marketing World Congress Doctoral Consortium, Reims France, July 2011.

MacInnis, Deborah J. (2010), "The Role of Hope in Financial Decision Making" University of Arizona, University of Houston, Feb 19th, 2010.

MacInnis, Deborah J. (2009), "Optimism about Optimism", Special session Discussant, Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

MacInnis, Deborah J. (2009), "The Keys to Research on Happiness", ACR Doctoral Consortium, Pittsburgh, PA, October 2009.

MacInnis, Deborah J. (2009), Emotional Attachment, Brand Evangelism and Brand Equity", Marketing Science Institute Conference on The New Art and Science of Branding, San Francisco, CA: September 2009.

Porath, C.L., MacInnis, D.J. & Folkes, V.S. (2009) "Witnessing Incivility among Employees: Effects on Consumer Anger, Global Judgments, and Repatronage," Academy of Management, Chicago, IL in August 2009.

MacInnis, Deborah J. and Heather Wan (2009), "Misperception and Confusion as Unintended Consequences of Warning Labels", Public Policy and Marketing Conference.

Gergana Y. Nenkov, Deborah MacInnis, and Maureen Morrin (2009), "Differentiating the Impact of Threats to Hope and Hopefulness on Retirement Savings", AMA Winter Educator's Conference, Tampa FL.

MacInnis, Deborah J (2008), "Doing Dissertation Research on Goals and Emotions", ACR Doctoral Consortium, San Francisco, CA, October, 2008.

MacInnis, Deborah J. (2008) Keynote Speaker on Consumer Behavior; Haring Doctoral Consortium, Bloomington, Indiana.

Patrick, Vanessa, Hae Eun Chun and Deborah J. MacInnis (2008) Affective Forecasting and Self-Control: Why Anticipating Pride wins over other Emotions in a Self-Regulation Context, presented at the Society for Consumer Psychology Conference, New Orleans, LA, February 2008.

MacInnis, Deborah J. (2005), "Conducting Exemplary Research", Association for Consumer Research Doctoral consortium, September 2005, San Antonio, TX.

Rajesh Chandy, Deborah MacInnis, Gerard J. Tellis, and Pattana Thaivanich (2005), "Modeling the Effects of Direct Television Advertising" The Winning Marketing Science Practice Prize Presentations from the 2004 Informs Society of Marketing Science Practice Prize Competition, Rotterdam, May 2005.

Deborah J. MacInnis (2004), "Finding Legs: Generativity and the Everyday Language of the Consumer", Presidential Address, Association for Consumer Research, October 2004, Portland, OR.

MacInnis, Deborah J., Shashi Matta and Vanessa Patrick (2004), "Exploring Shame and Guilt in Consumer Behavior", Association for Consumer Research Conference, Portland, Oregon.

Patrick, Vanessa, Sasha Fedorikhin and Deborah J. MacInnis (2004), "The Future is Colored Pink or Blue: The Effect of Mood and Sequences of Prediction on Affective Forecasting", Association for Consumer Research Conference, Portland Oregon.

DeMello, Gustavo, Deborah J. MacInnis and David W. Stewart (2004) "Self-Induced Consumer Vulnerability: Goal-Directed Biases in Product Information Search and Evaluation", American Marketing Association Marketing and Public Policy Conference, May 17-21, University of Utah.

Patrick, Vanessa, Deborah J. MacInnis and C. Whan Park (2003) 'Misforecasting of Affect: The Impact on Consumer Satisfaction', Marketing Science Conference at the University of Maryland, R.H. Smith School of Business, in College Park, Maryland, June 12-15, 2003.

Patrick, Vanessa and Deborah J. MacInnis (2002), "How Will I Feel About It? Affective *Misforecasting* In Consumer Behavior", Special Session, Association for Consumer Research, Atlanta, Georgia, October 2002.

Tellis, Gerry, Rajesh Chandy, Deborah J. MacInnis, and Pattana Thaivanich, (2002), "Decomposing the Effects of Advertising: Which Ads Work, When, Where, Why, and How Long". Paper presented at the Marketing Science Conference, Edmonton Canada, June 30th.

Chandy, Rajesh, Gerry Tellis and Deborah J. MacInnis, (2001), Marketing Science conference 2001 in Wiesbaden/Mainz, July 5-8.

Ratner, Rebecca, Deborah J. MacInnis and Allen M. Weiss (2000), "Consumer Preferences for Item Order Within a Compilation: A Comparison of Preferred to Actual Sequences", paper presented at the Association for Consumer Research Conference, October, Salt Lake City, Utah.

Jun, Sun Youl, C. Whan Park and Deborah J. MacInnis (1998), "Pricing Considerations for Brand Extensions: The Effects of Extension Direction, Emotional Strength, and Perceived Similarity", Special Session, presented at the Association for Consumer Research Conference, Montreal, Canada, October 1998.

MacInnis, Deborah J., Gayathri Mani and Jeanie Han (1998), "Imagery Effects on Brand Attitude Formation", Special Session presented at the Association for Consumer Research Conference, Montreal, Canada, October 1998

C. Whan Park, Deborah J. MacInnis, Bernard J. Jaworski and Steven Silverman (1998), 'Linking Three Foundation Concepts: Marketplace Exchange, Customer Value and the Marketing Mix" paper presented at the Marketing Science Institute Conference, Marketing in the Millennium, June 4-6 1998.

MacInnis, Deborah J. "The Effect of Affect", Presented at the Association for Consumer Research Conference, Denver Colorado, October 12, 1997.

Park, C. Whan, Deborah J. MacInnis and Steven Silverman, (1995), "Back to the Future with the Marketing Mix", paper presented at the Marketing Science Institute

Conference, Brand Equity and the Marketing Mix: Creating Customer Value, March 1995, Tucson, AZ.

MacInnis, Deborah J., Bernard J. Jaworski and Ambar Rao (1994), "Does Advertising Affect Sales?", paper presented at the Marketing Science Conference, Tucson Arizona, March 1994

Chakravarti, Dipankar, Deborah J. MacInnis and Gayathri Mani (1994), "Exploring Memory and Mental Processes for Olfactory Stimuli: Methodological Considerations", paper presented at the Society for Consumer Psychology Conference, Ft. Lauderdale, FL, February 1994

Chakravarti, Dipankar, Deborah J. MacInnis and Gayathri Mani (1993), "Memory Effects of Sensory Processes in Olfactory and Visual Modalities", paper presented at the Association for Consumer Research Conference, Nashville, TN, October 1993

MacInnis, Deborah J. MacInnis, Ambar G. Rao and Bernard J. Jaworski (1993), "The Impact of Advertising Executional Cues on Sales", paper presented at the MSI Advertising and Brand Equity Conference, Duke University, March 1993.

Chakravarti, Dipankar, Deborah J. MacInnis and Gayathri Mani (1992), "Olfaction and Mental Representations: Memory Effects of Imagery Processes in Multiple Sensory Modalities", paper presented at the Association for Consumer Research Conference, Vancouver, Canada, October 1992.

MacInnis, Deborah J. (1992), "Issues and Prospects in the Study of Imagery Processing", Discussant, presented at the Association for Consumer Research Conference, Vancouver, Canada, October, 1992.

MacInnis, Deborah J. and C. Whan Park (1989), "Music as a 'Peripheral Cue' in Advertising: Varying Dimensions and Influences on Ad and Brand Attitudes", paper presented at the Association for Consumer Research Conference, New Orleans, LA, October 1989.

MacInnis, Deborah J. and Kent Nakamoto (1989), "Uncovering Cognitive Associations to Brand Extensions", paper presented at the Association for Consumer Research Conference, New Orleans, LA, October 1989.

MacInnis, Deborah J. and Robert A. Westbrook (1987), "The Relationship Between Executional Cues and Emotional Response to Advertising", presented at the Association for Consumer Research Conference, Boston, MA, October 1987.

MacInnis, Deborah J. (1987) "Persuasive Advertising: What Works, When and Why", presented at the BPA Breakfast Series Lectures in Phoenix and Tucson AZ, October 1987.

MacInnis, Deborah J. (1986), "The Effect of Advertising Executional Cues on Information Processing from Ads," presented at the MSI Advertising Steering Group Meeting, October, 1986.

Park, C. Whan and Deborah J. MacInnis (1985) "Creating Synergy in Marketing Management" Winter Educators' Conference, American Marketing Association, Phoenix, Arizona, February 1985.

Elder, Glen J., Jr. and Deborah J. MacInnis (1982) "Domestic and Career Achievement Among Women," Eastern Sociological Association Meetings, Philadelphia, Pennsylvania, February 1982.

Elder, Glen H., Jr., Deborah J. MacInnis and Bernard J. Jaworski (1981) "Military Experience in Life Course Development," Society for Research in Child Development, Boston, Massachusetts.

MacInnis, Deborah J. and Randy O. Frost (1980) "Relaxation and Imagery in Depression," American Psychological Association, Montreal, Canada, August, 1980.

Selected Media Descriptions of Research

<http://www.nwptv.org/blogs/local-national-news/how-to-survive-and-maybe-even-enjoy-thanksgiving-dinner/>

[Money Magazine](#) on brand betrayal- October 7, 2015

[Huffington Post](#) on incentivizing smaller portion choices- August 5, 2015

[New York Times](#) on Incivility in the workplace, June 21, 2015

[Money Magazine](#)- on Brand Betrayal- November 20, 2014

Inc. Magazine, media citation for Porath, MacInnis and Folkes, "How and Why Services Suffer When Customers Witness Employee Incivility", *Journal of Service Research*.14 (August), 302-317. "[Be Kind to Your Co-Workers](#), or Else", January 24, 2012

Approximately 12 media citations for Porath, MacInnis and Folkes (2010), *Journal of Consumer Research* on Witnessing Employee-Employee Incivility (includes [Time](#), [Los Angeles Times](#), [U.S. News & World Report](#), [Business Insider](#), [Toronto Star \(Canada\)](#) and [United Press International](#))

Approximately 20 media citations for Park, MacInnis, Priester, Eisingerich and Iacobucci (2010) Brand Attachment *Journal of Marketing* article: Includes Marketplace Public Radio, *USNews and World Report*, *LA Business Journal*, *BusinessWeek*, and *Consumer Affairs*.

Other: "Human Behavior: To Resist Temptation, Forget Guilt", Op-Ed, *Los Angeles Times*, July 10, 2011.

Invited University Presentations

Columbia University, December 2025

University of Cincinnati, Research Camp, April 2016

University of Maryland, March 2016

Columbia University, February 2016

University of Pittsburgh, Research Camp, January 2016

Hong Kong University of Science and Technology, Research Camp, December 2015

Oxford University, London England, July 2015
 Sorbonne University, Paris France, May 2015
 Georgetown University, Washington DC, April 2015
 University of Massachusetts Research Colloquium (with the University of Rhode Island and University of Connecticut), April 2014.
 Featured speaker, Koc University, Marketing Department, June 2013
 University of Southern California, Psychology Department, Spring 2010
 University of Arizona, Marketing Department, Spring 2010
 University of Houston, Marketing Department, Spring 2010
 University of Washington, Marketing Department, Fall 2009
 University of California at Irvine, Marketing Department, Spring 2008
 University of British Columbia, Marketing Department, Spring 2008
 University of California at Northridge, Marketing Department, Spring 2001
 University of California at Los Angeles, Marketing Department, Spring 1997
 University of Southern California, School of Gerontology, Spring 1996, Fall 1997
 University of Rhode Island, Spring 1993
 University of Massachusetts, Spring 1993
 Boston College, Spring 1993
 University of Southern California, Spring 1993
 Harvard University, Spring 1993
 Southern Methodist University, Spring 1993
 Massachusetts Institute of Technology, Fall 1992
 University of British Columbia, Fall 1991
 University of Florida, Summer 1990

Grants Received

- 1992 Marketing Science Institute grant for the study of empathic processing in advertising. With Douglas M. Stayman.
- 1991 University of Arizona. Small grant for research project on olfaction and consumer behavior. With Dipankar Chakravarti.
- 1991 American Academy of Advertising grant for the study of empathic processing in advertising. With Douglas M. Stayman.
- 1989 Marketing Science Institute grant for brand extension research. With Prof. Kent Nakamoto
- 1986 Marketing Science Institute grant for Doctoral Dissertation.

SERVICE

Committee Service

Drucker School of Management:

Initiatives to involve undergraduate students in the Drucker experience (i.e., summer program, entrepreneurship class with Harvey Mudd students)- Fall 2023, Spring, 2024
Evaluation of PhD student applications and recruitment of admitted students

University of Southern California:

Member, Marketing Department Internal Review Committee, September-December 2021
Chair, Promotion and Tenure Committee, Kristin Diehl, 2018
Chair, Committee on Promotion and Tenure Standards, Marketing Department, Fall 2017-Spring 2018
Member, USC Mentoring Committee- Faculty mentoring Graduate Students
Reviewer, iORB proposals, Marshall School of Business- 2017-present
Member, Endowed Chairs Committee, Marshall School of Business- 2017- present
Chair, Marketing Department Annual Performance Review Committee- Spring 2017
Chair, Behavioral Lab Management Hiring Process- Spring 2017
Member, PEG Committee- Steve Byars, Fall 2017
Member, Behavioral Lab Committee- Fall 2016
Member, Marketing Department Elective Committee, Fall 2016-Spring 2017
Member, PEG Committee- Marion Philadelphia, Fall 2016
Chair, PEG Committee- Lisa Cavanaugh- Fall 2015
Chair, PEG Committee- Gulden Ulkumen, Fall 2015
Member, Provost Search Committee, 2014-2015
Member of the Board, USC Chapter of Phi Kappa Phi Honor Society, 2014-2015
Member, Interview Committee for Marshall CFO, December 2014
Chair, USC Strategic Transformation Committee, November 2012-June 2014
Chair, USC Committee on TOEFL guidelines, Fall 2012
Member, USC Provost Plan for a Career- Fall 2012-August 2014
Co-Chair, Marshall Undergraduate Building Committee, 2012-August 2014
Chair, PEG Committee, Lisa Cavanaugh- 2012
Mentor, Lisa Cavanaugh, Gulden Ulkumen, Kyu Kim, 2009-2015
Member, USC Committee on Community Service Planning, 2012-present
Member, Marshall Mentoring Committee, 2011-present
Chair, Marshall Committee on Undergraduate Programs, 2011-present
Moderator, USC Mentoring Forum, February 11-12, 2011
Marshall Research and Faculty Recognition Committee, Chair- 2010-2011
Marshall Committee on Named Chairs (ex officio), 2010-2011
Judge, USC Mellon Mentoring Awards, March 2011
USC Strategic Planning Committee, 2010- 2012
USC Committee on Probationary Faculty, 2009-2012
Chair, PEG Committee for Kristin Diehl, 2009-2010
Provost's Committee on Faculty Mentoring, member 2008- 2012
Chair, Marshall Committee on Faculty Mentoring, 2008-2011
Behavioral Lab Committee, member 2008-present
Undergraduate Curriculum Committee, member- 2008
Advisory Board, CIBER, 2006-2007; 2010-present
Provost's Dean's Search Committee, University Library 2006-2007
National Research Council PhD Program Assessment, 2006-2007
USC Vice Deans for Research Committee- 2006-2007

Provost's Academic Leadership and Development Committee, Chairperson, 2005-2007
 Chair, Marshall Research Committee- 2006-2007
 Dean PhD Program- 2006-2007
 Provost's Initiative on the Arts and Humanities, committee member 2005-2006
 Provost's Committee on USC Libraries, committee member, 2005-2006
 Dean's Advisory Committee on Masters' Programs, Chairperson, 2005
 Undergraduate Research Funding Committee, 2005
 USC Committee on Academic Policies and Procedures, 2003-2004
 USC Ambassador, 2000-present
 Acting Coordinator of the PhD Program in Marketing, Fall 2000-2005
 Departmental PEG Committee Member- Fall 2002
 Three Year Review Committee- Spring 2001
 PhD Committee- Fall 2001 to present
 ISD/Library Task Force - Spring 2000
 Reviewer, IBEAR/CIBEAR proposals, 2000
 Chair, Committee on the Undergraduate Program, Marketing Department 2000
 Brown Bag Speaker Coordinator, Marketing Department, Spring 2000
 Member, Social Sciences Panel, Undergraduate Program 1999-2000
 Member, Undergraduate Committee- 1998-2000
 Members, Undergraduate Honors Committee- 1998-2000
 Member, Strategic Planning Committee for the Undergraduate Program, 1998-1999
 Member, Committee on Undergraduate Education, 1998
 Mentor, Business Scholars Students 1997-98
 Member, International Business Task Force, 1997
 Member, Promotion and Tenure Committee, Marketing Department, 1997
 Chair, Quality of Life Task Force, 1997
 Member, Subject Pool Committee, 1997
 Member, Research Committee, 1995-1997
 Member, Business Scholars' Task Force, 1996

University of Arizona:

Director, MS Program in Marketing, Marketing Department
 Member, Ph.D. Committee, Marketing Department
 Member, Faculty Evaluation Committee, Marketing Department
 Member, Academic Program Review Committee, Marketing Department
 Member, Capital Equipment Committee, Marketing Department
 Member, Chairperson Search Committee, Family and Consumer Resources
 Member, Faculty Search Committee, Family and Consumer Resources
 Member, Promotion and Tenure Committee, Management Department
 Graduate Representative, University of Arizona

Intramural Service: Thesis Supervision

Chair, PhD Dissertation Committee, Nick Nicholas, Drucker School of Management, Claremont Graduate University
 Co-Chair, PhD Dissertation Committee, Jeff Macias, Drucker School of Management, Claremont Graduate University
 Member, PhD Dissertation Committee, Grace Yi, Drucker School of Management, Claremont Graduate University

Member, PhD Dissertation Committee, Arianna Uhalde, Marketing Department, USC (2015-2017)

Co-Chair, PhD Dissertation Committee, Elif Isikman, Marketing Department, USC (2010-2014) (industry)

Member, PhD Dissertation Committee, Gratiana Pol, Marketing Department, USC (2010-2013)(industry)

Member, PhD Dissertation Committee, Steve Koppitsch, Marketing Department, USC (2010-present)

Member, PhD Dissertation Committee, Martin Reimann, Neuroscience, USC (2010-present), currently Assistant Professor of Marketing, University of Arizona

Member, PhD Dissertation Committee, Steve Rodriguez, Education, USC, (2009-2011)

Member, PhD Dissertation Committee, Leigh Ann Novak, Marketing, USC (2009-2012)

Member, PhD Dissertation Committee, Andy Wong, Marketing, USC (2009-2011)

Co-Chair, Ph.D. Dissertation Committee, Heather Wan, Marketing, USC (2008-2012) (Unilever)

Co-Chair, Ph.D. Dissertation Committee, Hae Eun Chun, Marketing, USC (2007-2010)

Chair, Ph.D. Dissertation Committee, Justin Anderson, Marketing, USC (2005-2007) (University of North Carolina, Wilmington)

Member, Ph.D. Dissertation Committee, Shashi Matta, Marketing, USC (2004-2006) (Ohio State)

Co-Chair, Ph.D. Dissertation Committee, Gustavo DeMello, Marketing, USC (2002-2005) (Dartmouth)

Member, Ph.D. Dissertation Committee, Allison Johnson, Marketing, USC (2003-2005) (Queens University)

Co-Chair, Ph.D. Dissertation Committee, Vanessa Patrick, Marketing, USC (2001-2004) (University of Georgia)

Co-Chair, Ph.D. Dissertation Committee, Matthew Thomson, Marketing, USC (2000-2004) (Queens University)

Chair, PhD Dissertation Committee, Matthew Lancellotti, Marketing, USC (2000-2004) (Cal State Fullerton)

Member, Ph.D. Dissertation Committee, Patti Williams, Marketing UCLA (1997-1999) (Wharton)

Co-Chair Ph.D. Dissertation Committee, David Ackerman, Marketing (1995-1999) (Cal State Northridge)

Co-Chair, Ph.D. Dissertation Committee, Gayathri Mani, Marketing (1995) (Indiana)

Co-Chair, Ph.D. Dissertation Committee, Stewart Shapiro, Marketing (1993) (Delaware)

Chair, MS Internship Committee, Ted Kamp, Marketing (1992) (Leo Burnett)

Co-Chair, Ph.D. Dissertation Committee, Changjo Yoo, Marketing (1992) (Dongguk University)

Co-Chair, Ph.D. Dissertation Committee, Hyung Shik Jung, Marketing (1991) (Chosun University)

Member, MS Internship Committee, Jon Laudenschach, Marketing (1991) (industry)

Member, Ph.D. Dissertation Committee, Shankar Krishnan, Marketing (1991) (Indiana)

Member, MS Thesis Committee, Melissa Young, Marketing (1990)

Extramural Service: Review Activity

Occasional Reviewer, *Journal of Consumer Research*, *Journal of Marketing*, 2022-present

Co-Editor, with Russell W. Belk and Manjit Yadav on Conceptual Contributions to Marketing, *Journal of Marketing Management* (2017-present)

Associate Editor, *Journal of Marketing* (2018-present)

Co-Editor (with C. W. Park) of an issue of the *Journal of the Association for Consumer Research* on branding, emotions and the self (2016-2017)

Advisory Board Member, *Academy of Marketing Science Review* (2013-present)

Theory Development Editor, *Journal of Marketing* (2011-2013)

Reviewer and Endorser, *Transformative Consumer Research*, David Mick (ed).

Co-Editor, *Journal of Consumer Research*- 2009-July 2011

Reviewer, MSI Shopper Marketing Competition, 2010

Associate Editor, *Journal of Consumer Research* (1997-1999; 2008-2009)

Associate Editor, *Journal of Consumer Psychology* (2005-2009);

Editorial Review Board, *Journal of Marketing* (1990-1993; 1993-2007)

Editorial Review Board, *Journal of Consumer Research* (1990-1997; 2003-2008; 2012-present)

Editorial Review Board, *Journal of Marketing Research* (1991-1997)

Editorial Review Board, *Journal of Consumer Psychology* (2014-present)

Editorial Review Board, *Journal of Marketing Behavior* (2015-present)

Editorial Review Board, *Psychology and Marketing* (2003-2007)

Editorial Review Board, *Journal of Marketing Behavior* (2015-present)

Editorial Review Board, *Journal of the Academy of Marketing Science* (2001-2003)

Editorial Review Board, *Review of Marketing Research* (2004-2008)

Editorial Review Board, *Journal of Market Focused Management* (1990-2004)

Editorial Review Board, *International Journal of Internet Marketing and Advertising* (2002- 2007)

Editorial Review Board, *Journal of Consumer Behaviour* (2000-2007)

Consulting Editor, *Genetic, Social, and General Psychology Monographs*

Reviewer, *Monographs of the Journal of Consumer Research* (2002)

Reviewer, *Journal of Consumer Psychology* (1992-2005)

Reviewer, *Journal of Marketing Research* (1997-present)

Reviewer, *Psychology & Marketing* (1990-1992)

Reviewer, *Journal of Advertising* (1990-2006)

Reviewer, *Journal of Economic Psychology* (1994)

Reviewer, *Journal of the Academy of Marketing Science* (1995-2006)

Reviewer, the Association for Consumer Research

American Marketing Association and Academy of Marketing Science Conferences

Reviewer, MSI, AMA, and Academy of Marketing Science Doctoral Dissertation Competitions (yearly)

Reviewer, George Day Dissertation Competition, (2000, 2003)

Faculty Advisor, Business Scholars Club, 1997

External Service: Organization Activity

Judge, AMA Fellows Award, October-November 2025

Judge, Ferber Award, Association for Consumer Research- September 2019

Faculty Fellow- ACR Doctoral Consortium- October 2018

Member, SCP Fellows Award Committee- 2017- 2020

Member, *Journal of Consumer Research*, Policy Board- January 2017-January 2020.
 Panelist, PhD Project Doctoral Consortium, San Francisco CA, August 2017
 Member, External Review Committee, Notre Dame, Marketing Department (Fall 2016)
 President, Consumer Behavior Special Interest Group, American Marketing Association, July 2016-2018
 Chair, Consumer Behavior Special Interest Group, American Marketing Association, (2016-2018)
 AMA Doctoral Consortium Faculty Member, London England, July 2015
 AACSB, "Redesigning the Undergraduate Curriculum", committee member, 2013-2014
 Member, ACR Task Force, May 2011-2012
 Member, Sheth Foundation Board, October 2010-2014
 Co-Organizer, American Marketing Association Pre-Conference on Enhancing Theory Development in Marketing, AMA Summer Educator's Conference, Boston, MA: August, 2010.
 Yale Center for Customer Insight, Conference Track Chair for Consumer Behavior Track, 2009
 External Review Committee, Marketing Department, Wharton School of Business, 2008.
 ACR, Nominations Committee, 2008
 Advisory Board, Applied Economics Research Bulletin, 2007 - 2011
 ACR Constitution Task Force, 2007
 Committee Member, ACR Fellows Award, 2006-2007
 Member, AMA Knowledge Coalition, 2005-2006
 President, Association for Consumer Research, 2004 (President Elect and Past President in 2003 and 2005 respectively)
 Treasurer, Association for Consumer Research, 2001
 Advisory Board Member, Institute for Brand Leadership, 2000
 Advisory Board Member, MS2- 1998-present
 Vice President, Conferences and Research, Academic Council Executive Committee American Marketing Association, 1997-1998
 Business Scholars Mentor, 1997
 Conference Co-Chair, Association for Consumer Research, 1996
 Program Committee, Association for Consumer Research, 1992, 1994, 2001
 Judge, Ferber Award, *Journal of Consumer Research*, (1994)
 Program Committee, Society for Consumer Psychology, 1994
 Track Chair, AMA Winter Educators' Conference, 1993
 Marketing Science Institute's Advertising, Steering Group 1987-1992
 Conference Organizer, Marketing Science Institute, "Cheers, Tears and Fears: The Role of Emotion in Advertising, February 1991, Duke University, Chapel Hill, NC

Extramural Activity: Memberships

Member of the American Marketing Association
 Member of the Association for Consumer Research
 Member of the Society for Consumer Psychology

TEACHING

Academic Courses Taught

Undergraduate Consumer Behavior- University of Arizona, USC
Undergraduate Advertising and Promotion Management- University of Arizona, USC
Undergraduate Advertising and Promotion Practicum- USC
Undergraduate Marketing Management- USC
Undergraduate, GE Seminar: The Power of Emotions in Human Behavior- USC
Honors Undergraduate Advertising and Promotion- USC
MBA Marketing Communications- University of Arizona
Ph.D. Seminar in Buyer Behavior- University of Arizona, USC
Ph.D. Seminar- Behavioral Issues in Marketing, USC
PhD Seminar- Foundations of Research, Drucker School of Management, Claremont
Graduate University

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

American Marketing Association
American Psychological Association
Society for Consumer Psychology
American Association of Family and Consumer Sciences

HONOR SOCIETY RECOGNITION

Phi Beta Kappa Academic Honor Society
Sigma Xi National Research Society
Psi Chi National Honor Society
Beta Gamma Sigma National Honor Society
Phi Kappa Phi Honor Society