**VALERIE S. FOLKES**

Robert E. Brooker Chair in Marketing and Professor of Marketing

Marketing Department

Marshall School of Business

University of Southern California

Los Angeles, CA 90089-1421

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folkes@marshall.usc.edu

**Education**

1982-1983 Postdoctorate in Marketing at the Anderson Graduate School of Management, University of California, Los Angeles.

1972-1978 Ph.D. from the University of California, Los Angeles

Major Area: Social Psychology

1966-1970 B.A. with Honors from the University of Texas at Austin (Phi Beta Kappa)

Major Area: Psychology

Minor Area: Advertising

**Academic Appointments in Business Schools**

1986-Present Robert E. Brooker Chair in Marketing and Professor of Marketing, Marshall School of Business, University of Southern California (promoted from Assistant and from Associate to Full Professor). Vice Dean of Academic Programs (2006-7). Vice Dean of Undergraduate Education (2006). Chair of the Marketing Department (1999-2005).

1984-1986 Associate Professor, California State University at Fullerton

1982-1984 Visiting Assistant Professor, University of California, Los Angeles (Graduate School of Management 1982-1984

**Other Employment**

1978-1982 Academic appointments in Psychology: University of California, Los Angeles, Department of Psychology 1981-1982; the George Washington University Department of Psychology 1980-1981; the University of Sussex, England, Department of Social Psychology 1978-1980

1970- 1972 Senior Market Research Analyst for the Automobile Club of Southern California 1971-1972; Marketing Research Analyst for Los Angeles Times 1970-1971

# Refereed Journal Articles

Johnson, Allison, Valerie Folkes and Juan Wang (2018), “When One Bad Apple Spoils Consumers’ Judgments of Brands: Effects of an Employee’s Offensive Behavior and Potential Remedies.” *Journal of the Academy of Marketing Science*, 46(4), 725-243.

Reimann, Martin, Deborah MacInnis, Valerie Folkes, and Arianna Uhalde (2018), “Insights into the Experience of Brand Betrayal from What People Say and What the Brain Reveals,” *Journal of the Association for Consumer Research*, 3(2), 240-254.

MacInnis, Deborah, and Valerie 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*(3), 355-374.

Folkes, Valerie, and Shashi Matta (2013), “When a Product Takes on Characteristics of the Person Who Created It: Sometimes It Sounds Sweeter.” *Journal of Consumer Psychology,23* (1), 19-35.

Koppitsch, Steven, Valerie Folkes, Deborah MacInnis and Christine Porath (2013)*.*  “The Way a Salesperson Manages Service Providers Influences Customers’ Anger About Problems,” *Journal of Personal Selling and Sales Management, 33* (Winter), 69-79.

Porath, Christine, Deborah MacInnis, and Valerie Folkes (2011) “It’s Unfair: Why Customers Who Merely Observe an Uncivil Employee Abandon the Company.” *Journal of Service Research, 14,* 302-317.

Porath, Christine, Deborah MacInnis, and Valerie Folkes (2010), “Witnessing Incivility Among Employees: Effects on Consumer Anger and Negative Inferences about Companies.” *Journal of Consumer Research, 37* (August), 292-303.

MacInnis, Deborah, and Valerie Folkes (2010), “The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies.” *Journal of Consumer Research, 36* (April), 899-914.

Kamins, Michael, Valerie Folkes and Alexander Fedorikhin (2009), “When Being Free Comes at a Price: The Case of Product Bundling with Promotional Giveaways.” *Journal of Consumer Research, 36* (December), 660-670*.*

Reimer, Anja, and Valerie Folkes (2009), “Consumers’ Inferences About Quality Across Diverse Service Providers.” *Psychology and Marketing, 26* (12), 1066-1078*.*

Reimer, Anja, and Valerie Folkes (2008), “The Influence of Information Valence and Managerial Control on Consumers’ Inferences Across Service Providers.” *Marketing- Journal of Research & Management, 8* (4), 15-24*.*

Johnson, Allison, and Valerie Folkes (2007), “How Consumers’ Assessments of the Difficulty of Manufacturing a Product Influence Quality Perceptions of the Firm’s Other Products.” *Journal of the Academy of Marketing Science,* *35* (3), 317-328.

Matta, Shashi, and Valerie Folkes (2005), “Inferences about Firms from Counter-Stereotypical Service Providers.” *Journal of Consumer Research,* *32* (September), 196-206. Winner of the Best Article on Services Award for 2005 from the American Marketing Association Services SIG.

Folkes, Valerie, and Shashi Matta (2004), **“**The Effect of Package Shape on Consumers’ Judgments of Product Volume.” *Journal of Consumer Research*, *31* (September), 390-401.

Kamins, Michael, Xavier Dreze, and Valerie Folkes (2004), "Effects of Seller-Supplied Prices on Buyers’ Product Evaluations: Reference Prices in an Internet Auction Context." *Journal of Consumer Research, 30* (March), 622-628.

Folkes, Valerie S., and Vanessa Patrick (2003), “Positivity Effects for Services: Seen One, Seen Them All?” *Journal of Consumer Research*, *30* (June), 125-137.

Folkes, Valerie S., and Yun-Oh Whang (2003), "Account-Giving for a Corporate Transgression Influences Moral Judgment: When Those Who ‘Spin’ Condone Harm-Doing," *Journal of Applied Psychology*, *88* (1), 79-86.

Folkes, Valerie S., and Michael Kamins (1999), "Effects of Information about Firms' Ethical and Unethical Actions on Consumers," *Journal of Consumer Psychology*, *8* (3) 243-259. Selected as the high impact article for volume 8 for the special issue marking the *Journal of Consumer Psychology’s* 20th anniversary.

Lassar, Walfried, Valerie S. Folkes, Carolyn Costley and Druv Grewal (1998), "Consumers' Affective Reactions to Product Problems When the Timing of Warranty Expiration Varies," *Journal of Business Research*, *42*, 265-70.

Kamins, Michael A., Valerie S. Folkes and Lars Perner (1997), "Consumer Responses to Rumors: Good News, Bad News," *Journal of Consumer Psychology*, *6* (2), 165-187.

Folkes, Valerie S., and Rita Wheat (1995), "Consumers' Price Perceptions of Promoted Products," *Journal of Retailing*, *71* (3), 317-328.

Folkes, Valerie S., Ingrid Martin and Kamal Gupta\* (1993), "When to Say When: Effects of Supply on Usage," *Journal of Consumer Research*, *20* (December), 467-477.

Curren, Mary T., Valerie S. Folkes, and Joel H. Steckel (1992), "Explanations for Successful and Unsuccessful Marketing Decisions: The Decision Maker's Perspective," *Journal of Marketing*, *56* (April), 18-31.

Folkes, Valerie S. (1988), "Perceived Risk and the Availability Heuristic," *Journal of Consumer Research*, *15* (June), 13-23.

Folkes, Valerie S. (1988), "Recent Attribution Research in Consumer Behavior: A Review and New Directions," *Journal of Consumer Research*, *14* (March), 548-565. Reprinted in *Perspectives in Consumer Behavior* (1991), 4th edition, eds. Harold H. Kassarjian and Thomas S. Robertson.

Curren, Mary T., and Valerie S. Folkes (1987), "Attributional Influences on Consumers' Desires to Communicate About Products," *Psychology and Marketing*, *4*, 31-45.

Folkes, Valerie S., Susan Koletsky, and John Graham (1987), "A Field Study of Causal Inferences and Consumer Reaction: The View from the Airport," *Journal of Consumer Research*, *13* (March), 534-539.

Goodchilds, Jacqueline D., and Valerie S. Folkes (1987), "On the Submission and Processing of Division 8 Program Presentations for the APA Convention," *Personality and Social Psychology Bulletin*, *13* (December), 490-496.

Weiner, Bernard, James Amirkhan, Valerie Folkes, and Julie Verette (1987), "An Attributional Analysis of Excuse Giving: Studies of a Naive Theory of Emotion," *Journal of Personality and Social Psychology*, *52* (2), 316-324.

Folkes, Valerie S., and Barbara Kotsos (1986), "Buyers' and Sellers' Explanations for Product Failure: Who Done It," *Journal of Marketing*, *50* (April), 74-80.

Folkes, Valerie S. (1985), "Mindlessness or Mindfulness: A Partial Replication and Extension of Langer, Blank and Chanowitz," *Journal of Personality and Social Psychology*, *48* (3), 600-604.

Folkes, Valerie S. (1984), "Consumer Reaction to Product Failure: An Attributional Approach," *Journal of Consumer Research*, *10* (March), 398-409.

Folkes, Valerie S., and Ruth-Ellen Marcoux (1984), "Beauty and the Attributions of the Beholder," *Journal of Experimental Social Psychology*, *20* (November), 514-530.

Folkes, Valerie S. (1982), "Communicating the Reasons for Social Rejection," *Journal of Experimental Social Psychology*, *18* (May), 235-252.

Folkes, Valerie S. (1982), "Forming Relationships and the Matching Hypothesis," *Personality and Social Psychology Bulletin*, *8*, 631-636.

Folkes, Valerie S., and Diane Morganstern (1981), "Account-Giving and Social Perception," *Personality and Social Psychology Bulletin*, *7*, 451‑458.

Folkes, Valerie S., and David O. Sears (1977), "Does Everybody Like a Liker?" *Journal of Experimental Social Psychology*, *13* (November), 505-519.

Folkes, Valerie S., and Bernard Weiner (1977), "Motivational Determinants of Coalition Formation," *Journal of Experimental Social Psychology*, *13* (November), 536-542.

Meyer, Wulf-U., Valerie S. Folkes, and Bernard Weiner (1976), "The Perceived Information Value and Affective Consequences of Choice Behavior and Intermediate Difficulty Task Selection," *Journal of Research in Personality*, *10*, 410-423.

Wicklund, Robert, Valerie Slattum (Folkes), and Ellen Solomon (1970), "Effect of Implied Pressure Toward Commitment on Ratings of Choice," *Journal of Experimental Social Psychology*, *6*, 449-457.

**Other Refereed Publications**

Wong, Andrew Kachat, and Valerie Folkes (2008), “Country-of-Origin Effects on Consumers’ Attributions and Word-of-Mouth Communications about Services,” *Advances in Consumer Research*, 136-138.

Patrick, Vanessa, and Valerie Folkes (2002), “Whodunnit? Accessibility of Blameworthiness in the Firestone Tire Recall,” *Enhancing Knowledge Development in Marketing*, eds. William J. Kehoe and John Lindgren, Jr., *13*, 8-13.

Folkes, Valerie, and Vanessa Patrick (2001), “Consumers’ Perceptions of Blame in the Firestone Tire Recall,” *Marketing and Public Policy*, eds. Ronald P. Hill and Charles R. Taylor. 11, 26-33.

Martin, Ingrid, and Valerie Folkes (2001), “Product Instructions as a Means of Fulfilling Consumer Usage Goals,” *European Advances in Consumer Research*, eds. Andrea Goppel-Klein and Franz-Rudolf Esch, 215-220.

Folkes, Valerie S., and Walfried Lassar (1996), "Counterfactuals and Affective Responses to Product Breakdowns," in *Developments in Marketing Science*, eds. Elizabeth J. Wilson and Joseph F. Hair, Jr., Coral Gables, FL: Academy of Marketing Science, 110-114.

Folkes, Valerie S. (1987), "The Role of Attributions in Consumer Decision-Making," *Proceedings of the Division of Consumer Psychology*, 96-99.

Folkes, Valerie S. (1984), "An Attributional Approach to Postpurchase Conflict Between Buyers and Sellers," *Advances in Consumer Research*, 11, 500-503.

**Book**

Graham, Sandra, and Valerie S. Folkes (1990), *Attribution Theory: Applications to Achievement, Mental Health, and Interpersonal Conflict*, eds., New Jersey: Erlbaum. (Reviewed in *Contemporary Psychology* and *Contemporary Sociology*.)

**Book Chapters**

Folkes, Valerie (2018), “Why Hire Someone Who Does Not Fit Consumers’ Stereotypes?” in *Rewriting the Marketing and Communications Rulebook,* eds. Ronald P. Hill and Catherine Lamberton, New York: Routledge.

Folkes, Valerie (2011), “Consumers’ Causal Inferences and Their Judgments,” *Consumer Insights: Findings from Behavioral Research*, ed. Joseph Alba, Boston: MSI.

Folkes, Valerie, and Shashi Matta (2007), “How Much To Use? An Action-Goal Framework of the Factors Influencing Consumption Quantity,” *Review of Marketing Research,* ed. Naresh Malhotra, Vol. 4, Armonk, NY: M.E. Sharpe, 33-62.

Stewart, David, Valerie Folkes and Ingrid Martin (2001), "Consumer Response to Warnings and Other Types of Product Hazard Information: Future Public Policy and Research Directions," in *Handbook of Marketing and Society*, eds. Paul N. Bloom and Gregory T. Gundlach, Newbury Park, CA: Sage, 335-371.

Folkes, Valerie S. (1994), "How Consumers Form Expectancies About Service Quality" in *Frontiers in Service Quality*, eds. Richard Oliver and Russell Winer, Newbury Park, CA: Sage, 108-122.

Folkes, Valerie S. and Tina Kiesler (1991), "Social Cognition: Consumers' Inferences about the Self and Others," in *Handbook of Consumer Behavior*, eds. Thomas S. Robertson and Harold H. Kassarjian, New Jersey: Prentice-Hall.

Folkes, Valerie S. (1990), "Conflict in the Marketplace: Explaining Why Products Fail," in *Attribution Theory: Applications to Achievement, Mental Health, and Interpersonal Conflict*, eds. Sandra Graham and Valerie S. Folkes, New Jersey: Erlbaum, 143-160.

Folkes, Valerie S. (1987), "The Role of Causal Inferences in Postpurchase Processes," in *Research in Consumer Behavior*, eds. Jagdish N. Sheth and Elizabeth Hirschman, Vol. 2, Greenwich, Conn: JAI Press, 137-160.

**Invited Articles**

Folkes, Valerie (2011), “Changes in the Consequences of Consumer Envy Due to Ease of Coping and Social Comparison Targets,” *Academy of Marketing Science Review*, *1(3/4).*

Brendl, Miguel, John Lynch, Valerie Folkes, Lora Harding and Brian Sternthal, (2008), “Rigor in Information Processing Research,” in *Advances in Consumer Research*, Vol. *35*, 1-3.

Folkes, Valerie (2004), “More Than Meets the Eye,” *University of Southern California Marshall Magazine*, Winter, 30-32.

Folkes, Valerie S. (2002), “Consumer Behavior Is Different,” (Presidential Address),in *Advances in Consumer Research*, ed. Susan Broniarczyk and Kent Nakamoto, 1-4. Reprinted in *Consumer Behavior: Implications for Marketing Strategies*, G.R. Krishna (ed.), ICFAI University Press, 2004.

Folkes, Valerie S. (2001), “ACR from the 20th to the 21st Century: What the Numbers Tell Us,” (President’s Column), *Newsletter of the Association for Consumer Research,* Spring, 2-4.

Folkes, Valerie S. (2001), “Honoring and Recognizing Outstanding Consumer Research,” (President’s Column), *Newsletter of the Association for Consumer Research,* Summer, 1-2.

Folkes, Valerie S. (2001), “Seeking Knowledge in Our Favorite Spots,” (President’s Column), *Newsletter of the Association for Consumer Research,* Fall, 1-3.

Folkes, Valerie S. (1993), "Attributions for Being a Junkie," *Contemporary Psychology*, 38 (5), 488.

**Conference and Invited Presentations**

Paper presented on “A Tale of Three Cultures: The Effect of Consumers’ Ethnic and Gender Stereotypes on Evaluations of Service Providers and Service Firms,” Services Marketing Conference (2018). With Shashi Matta.

Paper presented on “A Tale of Two Cultures: The Effect of Consumers’ Ethnic and Gender Stereotypes on Evaluations of Service Providers and Service Firms,” American Marketing Association Global Conference (2017). With Shashi Matta and Andy Kachat Wong.

Paper presented on “Knowledge about a Product’s Creator and its Effect on Product Anthropomorphism,” Society for Consumer Psychology Conference (2016). With Pankaj Aggarwal.

Paper presented on “Knowledge about a Product’s Creator and its Effect on Product Anthropomorphism,” Association for Consumer Research (2015). With Pankaj Aggarwal.

Panel Member, “What a Communication Perspective Brings to the Study of Organizations,” Marshall School Center for Management Communication Expert Speaker Series (2015).

Panel Member, “Close Relationships in Consumer Behavior” Roundtable, Association for Consumer Research (2014).

Paper presented on “Explanations for a Counter-Stereotypical Person’s Behavior,” Bernard Weiner Retirement Symposium on Attribution Theory (2014).

Paper presented on “Consumers’ Judgments of Small Service Groups: When Are There Too Many Women,” Association for Consumer Research Conference (2013). With Shashi Matta.

Paper presented on “The Effectiveness of Firm Strategies to Combat Consumers’ Negative Evaluations of Offshored Customer Service,” American Marketing Association Winter Educators’ Conference (2011). With Shashi Matta.

Paper presented on “Witnessing Incivility among Employees: Effects on Consumer Anger, Global Judgments, and Repatronage,” Academy of Management Conference (2009). With Christine Porath, Deborah MacInnis, and Steve Koppitsch.

Paper presented on “Behavioral Research on Services,” at the AMA SERVSIG Doctoral Consortium (2007).

Panelist on “Strategies for Advancing Understanding of Consumer Behavior,” at the Association for Consumer Research Conference (2007).

Paper presented on “Consumers’ Perceptions of Off-shored Service Providers: Cross-over or Cross-out?” at the Frontiers in Service Conference (2007). With Shashi Matta.

Paper presented on “Psychological Connections between Consumers and Employees,” at the AMA Sheth Foundation Doctoral Consortium (2007).

Paper presented on “Consumers’ Perceptions of Firms Employing Counterstereotypical Service Providers: Making a Case for a Gender Diverse Work Force,” at the AMA Winter Marketing Educators Conference (2007). With Shashi Matta.

Paper presented on “Do Service Employee Labels Communicate Value? Marketing Implications of Innovative Employment Practices in Service Firms,” at the AMA Winter Marketing Educators Conference (2007). With Shashi Matta.

Panelist on “Fisher IMS/ServSIG Dissertation Proposal Awards” at the AMA Winter Marketing Educators Conference (2007).

Paper presented on “When Women Lead, Do Consumers’ Perceptions of her Firm Follow?” at the Association for Consumer Research Conference (2006). With Shashi Matta.

Paper presented on “Guilty and Ashamed of Having a Relationship: Consumer-Company Identification and Reactions to an Immoral Action,” at the Society for Consumer Psychology Winter Conference (2006). With Allison Johnson.

Paper presented on “Perceptions of Firms Employing Counter-Stereotypical Service Providers: Advantages and Disadvantages of a Gender Diverse Work Force,” at the Marketing and Public Policy Conference (2006). With Shashi Matta.

Paper presented on **“**Consumers’ Inferences about Service Quality Across Types of Services,” at the Frontiers in Services Conference (2005). With Anja Reimer.

Plenary Session Panelist on “Building Service Relationships through the Science of Social Influence” at the Frontiers in Services Conference (2005).

Paper presented on “Behavioral Research: Consequences of Heterogeneity Across Service Providers,” at the AMA SERVSIG Doctoral Consortium (2005).

Paper presented on **“**Counter-Stereotypical Service Providers Influence Consumers’ Evaluations of Services,” at the Frontiers in Services Conference (2004). With Shashi Matta.

Speech delivered on “When Women are from Mars and Men are From Venus: Consumers’ Perceptions of Counter-Stereotypical Employees,” for USC’s Gender and Sexuality Week (2004). With Shashi Matta and George Eapen.

Paper presented on **“**Building Loyalty to the Firm from Information about the Individual Service Provider: How Exceptional Employees Help the Firm,” at the AMA Winter Educators’ Meeting (2004). With Shashi Matta and George Eapen.

Paper presented on **“**The Effect of Package Shape on Consumers’ Judgments of Product Volume: Consequences of Getting an Eyeful,” at the USC/UCLA/UCI Annual Colloquium (2003). With Shashi Matta.

Discussant for special session on “Postpurchase, Intertemporal Consumption Behavior,” at the Association for Consumer Research Conference (2002).

Paper presented on “Hoping There’s Nothing to Fear: A Matter of Framing,” at the Association for Consumer Research Conference (2002). With Gustavo E. deMello and Deborah MacInnis.

Paper presented on “Decision Bias from Anticipating Product Failure: Double Jeopardy, Double Protection, or In-Between,” at the Association for Consumer Research Conference (2002). With Yun-Oh Whang and C.W. Park.

Paper presented on “The Unintended Impact of Product Disclosures on Compliance with Instructions,” at the AMA Marketing and Public Policy Conference (2002). With Ingrid Martin. Recipient of the Best Paper Award.

Paper presented on “Attributing Blame in the Firestone Tire Recall,” at the AMA Summer Marketing Educators’ Conference. (2002). With Vanessa Patrick.

Presidential Address on “Consumer Behavior is Different,” at the Association for Consumer Research Conference (2001).

Paper presented on “Approaching What We Hope and Avoiding What We Fear: The Role of Possible Selves in Consumer Behavior,” at the Association for Consumer Research Conference (2001). With Vanessa Patrick and Deborah MacInnis.

Paper presented on “Product Instructions as a Means of Fulfilling Consumer Usage Goals,” at the European Association of Consumer Research Conference (2001). With Ingrid Martin.

Paper presented on “Consumers’ Perceptions of Blame in the Firestone Tire Recall,” at the AMA Marketing and Public Policy Conference (2001). With Vanessa Patrick.

Paper presented on “Affect and Satisfaction; Insights into Social Comparisons of Possessions Among Consumers,” at the Association for Consumer Research Conference (1999). With David Ackerman and Deborah MacInnis.

Chair of session on “Customer Relationship and Services Marketing” at the American Marketing Association-Sheth Foundation Doctoral Consortium (1999).

Paper presented on "Consumer Response to Warnings and Other Types of Product Hazard Information: Future Research Directions and Public Policy Implications," at the Marketing and Public Policy Conference (1999). With David Stewart and Ingrid Martin.

Paper presented on "The Impact of Goals and Knowledge on Compliance with Product Instructions," at the Society for Consumer Psychology Winter Conference (1998). With Ingrid Martin.

Paper presented on "Effects of Information about Firms' Ethical and Unethical Actions on Consumers' Attitudes," at the University of Washington Fall Camp (1997). With Michael Kamins.

Discussant for Special Session on "Cynical Consumers: Skepticism and Faith in the Marketplace," at the Association for Consumer Research Conference (1997).

Paper presented on "Factors Influencing Product Usage," at the American Marketing Association Doctoral Consortium (1996).

Paper presented on "Counterfactuals and Affective Reactions to Product Breakdowns," at the Academy of Marketing Science Annual Conference (1996). With Walfried Lassar.

Paper presented on "Consumer Affective Reactions to Product Problems: The Role of Timing," at the Role of Affect in Marketing Conference (1995). With Walfried Lassar, Carolyn Costley and Druv Grewal. Received the Albert Steffey Award (Honorable Mention) in the Best Paper Competition.

Discussant for Special Session on "The Multiple Roles of Risk in Consumer Behavior Research," at the Society for Consumer Psychology Winter Conference (1995).

Paper presented on "How Consumers Evaluate Product Usage Information," at the American Psychological Association Conference (1994). With Ingrid Martin.

Chair of Special Session on "A 20-Year Retrospective on the Journal of Consumer Research," at the Association for Consumer Research Conference (1994).

Discussant for session on "Consumer Complaining and Satisfaction," at the Association for Consumer Research Conference (1993).

Chair of Special Session on "Marketing and Cultural Diversity: Issues of Women and Minorities" at the American Marketing Association Winter Conference (1993).

Paper presented on "Using Product Instructions to Communicate Risk" at the Society for Risk Analysis Meeting (1992). With Ingrid Martin.

Paper presented on "Product Usage Decisions" at the Association for Consumer Research Conference (1991). With Kamal Gupta and Ingrid Martin.

Paper presented on "When to Say When: Effects of Supply on Usage" at the UCLA Anderson Graduate School of Management Symposium on Advertising Research (1991). With Ingrid Martin and Kamal Gupta.

Chair of session on “Consumer Behavior and Marketing Thought” at the American Marketing Association Doctoral Consortium (1991).

Paper presented on "Counterfactuals and the Evaluation of Product Performance: What Might Have Been," at the Association for Consumer Research Conference (1990). With Walfried Lassar.

Discussant for session on "Contributions of Consumer Decision Making Research to Basic Psychological Theory" at the American Psychological Society Convention (1990).

Paper presented on "Getting Something for Nothing: The Effects of Promotions on Reference Price," at the Marketing Science Conference (1989). With Henrianne Sanft and Rita Wheat.

Paper presented on "Measuring Customer Satisfaction" at USC's Conference on Customer Satisfaction in the Telecommunications Industry (1988).

Co-chair of Special Session on "Research, Teaching, and Professional Issues for Women in Consumer Research" at the Association for Consumer Research Conference (1988).

Chair of session on "Schema-Related Effects in Consumer Behavior" at the Association for Consumer Research Conference (1987).

Chair of invited speaker session and for session on "Consumer Decision Making and Attitudes" at the American Psychological Association Conference (1985).

Chair and discussant for session on "Stimulation, Sensation and Variety Seeking" at the Association for Consumer Research Conference (1984).

Chair and presenter for Special Session on "New Conceptions of Consumer Complaining Behavior" at the Association for Consumer Research Conference (1983).

**Reviewing and Scholarly Evaluation Activities**

Associate Editor for the *Journal of Consumer Research*, 2015 to 2018. Member of the Editorial Review Board, 1986 to present.

Area Editor for the *Journal of Consumer Psychology,* 2008 through 2011. Member of Editorial Review Board 1996 to 2003, and 2012 to present.

Member of Editorial Review Board, *Journal of Marketing*, 2011 to 2015.

Member of Editorial Review Board, *Academy of Marketing Science Review,* 2014 to 2015.

Member of Editorial Review Board, *Handbook of Consumer Theory and Research*, 1991.

Member of Editorial Board, *Journal of Business Research*, 1989-1992.

Member of Editorial Board, *Journal of the Academy of Marketing Science*, 1986-1988.

Consulting Editor for *Psychology and Marketing*, 1986-1988.

Buyer Behavior Track Chair for the 1990 American Marketing Association Summer Conference.

Conference Chair for USC's Conference on Customer Satisfaction in the Tele-Communications Industry, 1989.

Chair of the C.W. Park Young Contributor Award Committee, 2018

Chair of the Society for Consumer Psychology’s Fellows Committee, 2014-2017.

Selection Committee for the Association for Consumer Research Early Career Award, 2011.

Selection Committee for the Association for Consumer Research Fellows Award, 1990.

Selection Committee for the Society for Consumer Psychology's Distinguished Scientific Achievement Award, 2005, 2004, 1995.

Selection Committee for the Society for Consumer Psychology’s Early Career Award, 2004.

Judge for the 2015, 1996 and 1992 Ferber Award from the *Journal of Consumer Research* (one of three judges).

Judge for the 1993 *Journal of Consumer Research* Best Paper Award (conferred in 1996), the 1994 Best Paper Award (conferred in 1997), the 1995 Best Paper Award (conferred in 1998), the 1996 Best Paper Award (conferred in 1999), the 1997 Best Paper Award (conferred in 2001), and the 1998 Best Paper Award (conferred in 2002), the 1999 Best Paper Award (conferred in 2003).

Judge for the 2005, 2004 and 2001 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition.

Judge for the 2010, 2009, 2003, 1996, 1995, 1992, 1990 and 1987 American Marketing Association Doctoral Dissertation Competition (John Howard Dissertation Competition).

Judge for the 1992 American Marketing Society Doctoral Student Competition.

Judge for the Society for Consumer Psychology-Sheth Dissertation Competition, 2014, 2012, 2010, 2009, 2008, 2007, 2003.

Guest Area Editor for *Marketing Science*, 2007.

Reviewer for the Association of Consumer Research Conference, 2008, 2003, 1999, 1998, 1996, 1993, 1992, 1991, 1990, 1989, 1986, 1985.

Reviewer for the American Marketing Association Conference, 1998, 1994, 1993, 1992, 1991, 1989.

Reviewer for the American Psychological Association Conference, 1989, 1987, 1986.

Reviewer for Loma Linda University Research Committee, Grants Management, 1988.

Social Psychology Consultant to the Professional Examination Service for the national portion of the Examination for Professional Practice in Psychology (EPPP), 1982.

**Memberships and Service to Professional Groups**

Association for Consumer Research

Member of the ACR Fellows Award Sub-Committee, 2014-2015

Member of the ACR Selection Committee for the Early Career Award for Contributions to Consumer Research, 2011

Representative to the Policy Board of the *Journal of Consumer Research*, 2001 to 2004

Officer's Nominating Committee in 1998, 2000, 2002 (Chair), and 2004

Publications Committee from 1987-1989, and from 1992-1994

Conference Program Committee for 2008, 2003, 1996, and 1993

Society for Consumer Psychology (APA Division 23)

Chair of the C.W. Park Young Contributor Award Committee, 2018

Chair of the Fellows Committee, 2014-2017

Member of the Program Committee for the 2015 SCP Conference

Member of Scientific Affairs Committee, 2004

Member of the Fellows Selection Committee, 2001-2006, Co-Chair in 2006

Representative to the Policy Board of the *Journal of Consumer Research* for the Society for Personality and Social Psychology, 1991 to 1999

Representative for the Society of Consumer Psychology at the American Psychological Society Summit of Psychological Sciences Societies, 1998

Member of Distinguished Scientist Award Selection Committee, 1995

Chair of the Policy and Professional Affairs Committee of the APA Consumer Psychology Division, 1985-1988

American Marketing Association

Buyer Behavior Track Chair for the 1990 American Marketing Association Summer Conference.

**Elective Offices, Honors and Awards**

Identified as one of the top 26 most prolific authors of *Journal of Consumer Research* articles (in Wang, Bendel, Mai and Cotte’s 2015 *Journal of Consumer Research* article).

Folkes and Kamins article selected as the high impact article for Volume 8 for the special issue marking the *Journal of Consumer Psychology’s* 20th anniversary.

Best Article on Services Award for 2005 from the American Marketing Association Services SIG

USC’s Mellon Award for Excellence in Mentoring, 2006

Consortium Faculty for the 2005 SERVSIG Doctoral Consortium.

Outstanding Reviewer Award for the *Journal of Consumer Research* (2003-4)

President of the Association for Consumer Research, 2001.

Selected as a USC Gamma Sigma Alpha Professor of the Year, 1997

(National Greek Academic Honor Society)

Consortium Faculty, American Marketing Association Doctoral Consortium, 1996, 2007.

President of the Policy Board of the *Journal of Consumer Research* in 1998, 1997, 1996, 1995 and 1994. Vice President of the Board in 1993.

Treasurer of the Association for Consumer Research, 1990.

Fellow of the American Psychological Association since 1992. Fellow of the Society for Consumer Psychology. Fellow of the Society for Personality and Social Psychology.

Dean's Fellow, 1988-1991.

President's Summer Research Grant (CSUF), 1985.

One of six recipients of the School of Business Meritorious Performance and Professional Promise Award (CSUF), 1984-1985.

N.I.M.H. Predoctoral Training Grant, 1973-1978. Phi Beta Kappa (1970); Alpha Lambda Delta (1967); Undergraduate Honors Program in Psychology, 1970.

**Doctoral Dissertation and Orals Committees**

Lalit Acharya (Communications)

David Ackerman (placed second in the Society for Marketing Advances Doctoral Dissertation Proposal Competition)

Justin Anderson

Bora Min

Rajesh Chandy

Christopher Chavez (Communications)

Yan Cheng

Kamal Gupta

Jeannie Han

Brooks Haney (Communications)

Gary Heller (Communications)

Traci Hong (Communications)

Michael Jia

Allison Johnson

Brian Jurgenson (UCLA Marketing)

Larry Kersten (Communications)

Steve Koppitsch

Matthew Lancelotti

Daniel Lee

Ingrid Martin

Shashi Matta

Bora Min

Vanessa Patrick

Lars Perner

Gratiana Pol

Jaideep Prabhu

Ron Rice

Janet Shuh (Communications)

Sadina Rothspan (Psychology)

Paul Torre (Cinema)

Arianna Uhalde

Howard Yim (Communications)

Yun-Oh Whang

Andy Kachat Wong

Adele Xing (MOR)

**University Service**

Search Committee for the Hans and Jayne Hufschmid Chair for Public Relations and Strategic Business Communications, 2013-14

Committee on Probationary Deadlines, 2012-2013

Alumni Affairs Committee of the Board of Trustees, Faculty Representative for 2012-2013

Academic Senate Executive Board Member-At-Large, 2012

Annenberg School Search Committee for Economic Literacy and Entrepreneurship Faculty, 2009-10

University Committee on Academic Program Review, 2007-2011

“Beyond Books” Faculty for the Academic Honors Assembly, 2008, 2007.

Academic Affairs Council, 2006-2007

Accreditation Steering Committee for the WASC accreditation, 2007

USC Ambassador, 2001-present

Member of Internal Review Committee for the IOM Department, 2003

Speaker and panelist at the Fall, 2004, and Spring, 2005, Navigating Tenure Workshop

Panelist at the Spring, 2003, Workshop for Department Chairs (“The Chair as Leader”)

Speaker at the New Faculty Orientation, 2002, 2003

University Budget and Financial Advisory Committee, 1995-1996

Search Committee for Vice Provost for Undergraduate Affairs, 1993

Zumberge Award Research Grant Evaluator, 1996

**Marshall School Service**

International Women’s Day Celebration Planning Group and Co-Host for 2018 (in 2017-19)

Member of the MyMarshall Redesign Team, 2016-18

Marshall Behavioral Laboratory Committee, 2008-2018

PEG Committee for Prof. Sarah Townsend’s Fourth Year Review, 2017

Chair (2014-2017) and Member (2013-14) of the Committee on Named Chairs

Member, Faculty Survey Committee, 2014-2015

PEG Committee Member for Prof. Peter Kim’s Promotion, 2014

Member of the Marshall Faculty Council, 2013-14

Search Committee for Business Librarian, 2011

Marshall Strategic Planning Initiatives, Chair of Committee on Trojan Family Initiatives, 2011

Marshall Phd Program Committee Member, 2009-2011

“Understanding the Tenure Process” Mentoring Session Panel Member, 2009

Member, Marshall Committee on Named Chairs, 2008-09

“Explore USC” participant, 2008, 2009

Discovery Scholars and Global Scholars Nomination Committee, 2008

Marketing Faculty Advisor to the 2008 Marshall Business Film Festival

Member, Search Committee for Marketing Department Chair, 2007

President, Beta Gamma Sigma Southern California Chapter, 2007

Vice Dean of Academic Programs, 2006 to 2007

Vice Dean of Undergraduate Education, 2006

Member, Search Committee for Marketing Department Chair, 2006

Chair, Department of Marketing, 1999 to 2005

Member, Marshall School-Wide Awards Committee, 2005

Member, Strategic Planning Committee, 2005, Co-Chair of the Scholarship Committee

Chair, Paternity/Maternity Policy Development Committee, 2003

Member, Marshall Dean Search Committee, 2002-3

USC Ambassador, 2001-2003

Departmental Staffing Task Force, 2000

Points of Distinction Committee, 2000

Teaching Center Advisory Board, 1992-1996

Undergraduate Faculty Mentor, 1993-1996

MBA Admitted Students Faculty Calling Program Participant, 1994-1995

Academic Standards Committee, 1988-1994

Undergraduate Curriculum Committee Member (1989-1994; Chair 1990-1992)

New Building Planning Committee, 1992-1994

Bennis Leadership Award Selection Committee, 1994

Search Committee for the Associate Dean for Undergraduates, 1991

Undergraduate Task Force, 1992-1993

Leadership Strategy Committee, 1992-1993

Commencement Marshal, 1996, 1990, 1987

Crocker Library Task Force, 1986-1987

Faculty Council, 1988-1989

**Department Service**

APR Committee member in 2018.

PEG Committee member for Prof. Kristin Diehl’s promotion, 2018

PEG Committee member for Prof. Gulden Ulkumen’s tenure, 2015

PEG Committee member for Prof. Lisa Cavanaugh’s tenure, 2015

PEG Committee Chair for Prof. Kyu Kim’s Fourth Year Review, 2015

Recruiting Committee, 2014, 2017.

Undergraduate Marketing Electives Task Force, 2013-14

Doctoral Program Coordinator, 2009-2011

Member of the Doctoral Program Assessment Committee, 2008

Chair of the Annual Performance Review Committee, 2008

Chair of BUAD 307 Subject Pool Committee, 1997-1998

Member of the Staff Evaluation Committee, 1998

Member of Doctoral Student Recruiting Committee, 1997

Departmental Evaluator for the Annual Performance Review, 1996, 1994, 1992, 1987

USC Coordinator for the USC/UCI/UCLA Spring Colloquium, 1998, 1997, 1996, 1995, 1993

Member of Marketing Department Clinical Faculty Selection Committee, 1996, 1997, and 1998. Chair of Committee in 1997.

Member of Personnel Evaluation Committees (inside and outside the department)

Member of MBA Program Evaluation Committee, 1994

Track Coordinator for Advertising and Promotion, and for Consumer Behavior, 1989-1993

Spring Semester Speaker Series Co-chair, 1990

Course Coordinator for MKT 405 (Advertising) 1988-1989

Course Coordinator for MKT 450 (Consumer Behavior), 1987

Departmental Retreat Arrangements, 1987

Departmental Brochure Editor, 1991