

JOSEPH C. NUNES

Address: Marshall School of Business HOH 604
University of Southern California
Los Angeles, CA 90089-0443
(213) 740-5044

E-Mail: jnunes@marshall.usc.edu

Academic Appointments

2026 – Present	Chair, Department of Marketing, USC Marshall School of Business
2017 – Present	Holder of the Joseph A. DeBell Endowed Professorship in Business Administration
2013 – Present	Professor of Marketing, USC Marshall School of Business
2016 – 2019	Chair, Department of Marketing, USC Marshall School of Business
2014 – 2019	Adjunct Full Professor of Marketing, Università Bocconi (Milan)
2014 – 2016	Academic Director, World Bachelor of Business (WBB) Program
2012 – 2014	Visiting Research Professor, Università Bocconi (Milan)
2005 – 2013	Associate Professor of Marketing, USC Marshall School of Business.
1998 – 2005	Assistant Professor of Marketing, USC Marshall School of Business.
1997	Lecturer, University of Chicago, Graduate School of Business. Marketing Management (Executive MBA Program)

Education

Ph.D.	The University of Chicago, Graduate School of Business (Marketing, Behavioral Decision Research)
MBA	The University of Chicago, Graduate School of Business (Marketing, Statistics)
B.S.	Medill School of Journalism, Northwestern University (Journalism, Economics)

PUBLICATIONS

Refereed Journal Articles

Nunes, Joseph C and Wendy Heimann (2026), “Why the Best Immersive Experiences Succeed,” *Harvard Business Review* (July-August).

Giambastiani, Gaia, Joseph C. Nunes and Andrea Ordanini (2026), “What Makes People So Prone to Share Celebrity Gossip? A Combination of Less Guilt and More Excitement,” *Psychology & Marketing*, 43, 1445-1458.

Solinas, Elisa, Ordanini, Andrea, Valsesia, Francesca and Joseph C. Nunes (2025), “Starting Positive: The Impact of Self-Presentation Concerns on Consumer Reviews,” *Journal of Consumer Research*, 53(2), 305–322.

Nunes, Joseph C., Andrea Ordanini and Gaia Giambastiani (2021), “The Concept of Authenticity: What it Means to Consumers,” *Journal of Marketing* (Lead article), 85(4), 1-20.

- Finalist of the 2026 Sheth Foundation/Journal of Marketing Award given to articles published five years prior that have demonstrated the most significant long-term contributions to marketing theory and practice.
- Winner of the 2021 *Shelby D. Hunt/Harold H. Maynard Award* given to the article published in the *Journal of Marketing* that make the most significant contributions to marketing theory in a given calendar year.

Valsesia, Francesca, Joseph C. Nunes and Andrea Ordanini (2021), “I Am Not Talking to You: Partitioning an Audience in an Attempt to Solve the Self-Promotion Dilemma,” *Organizational Behavior and Human Decision Processes*, 165, 76-89.

Cillo, Paola, Joseph C. Nunes, Emanuela Prandelli and Irene Scopelliti (2021), “Changing Style in Style-Changing Industries: The Role of Critics as Gatekeepers in High-End Fashion,” *Advances in Strategic Management*, 42, 171-197.

Valsesia, Francesca, Joseph C. Nunes and Davide Proserpio (2020), “The Positive Effect of Not Following Others: How Influencers on Social Media Convey Autonomy and Signal Influence,” *Journal of Marketing Research*, 57(6), 1152-1168.

Finalist 2025 Weitz-Winer-O'Dell Award that honors an article that has made the most significant, long-term contribution to marketing theory, methodology, or practice.

Ordanini, Andrea, Joseph C. Nunes and Anastasia Nanni (2017), “The Featuring Phenomenon in Music: How Combining Artists from Different Genres Increases a Song’s Popularity” *Marketing Letters*, 29(4), 485-499.

Valsesia, Francesca, Kristin Diehl and Joseph C. Nunes (2017), “Based On a True Story: Making People Believe the Unbelievable,” *Journal of Experimental Social Psychology*, 71, 105-110.

- Valsesia, Francesca, Joseph C. Nunes and Andrea Ordanini (2015), "What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking)," *Journal of Consumer Research*, 42, 897-914.
- Ordanini, Andrea and Joseph C. Nunes (2015), "More Blockbusters but Fewer Superstars: How Technological Shifts in the Music Industry Have Impacted Billboard's Hot 100," *International Journal of Research in Marketing*, 33, 297-313.
- Nunes, Joseph C., Andrea Ordanini and Francesca Valsesia (2015), "The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency and Drive Market Success," *Journal of Consumer Psychology*, 25 (2), 187-199.
- Nunes, Joseph C. and Andrea Ordanini (2014), "I Like the Way It Sounds: The Influence of Instrumentation on a Pop Song's Place in the Charts," *Musicae Scientiae*, 18(4) 1-18.
- Ghoshal, Tanuka, Eric A. Yorkston, Joseph C. Nunes and Peter Boatwright (2014) "Multiple Reference Points in Sequential Hedonic Evaluation: An Empirical Analysis," *Journal of Marketing Research*, 51(October) 563-577.
- Ivanic, Aarti S., Jennifer Overbeck and Joseph C. Nunes (2011), "Status, Race and Money: The Impact of Racial Hierarchy on Willingness to Pay" *Psychological Science*, 22 (12) December, 1557 - 1566.
- Nunes, Joseph C., Xavier Drèze and Han, Young Jee (2011), "Conspicuous Consumption in a Recession: Toning it Down or Turning it Up?" *Journal of Consumer Psychology*, 21 (2) April, 199-205.
- Drèze, Xavier Nunes and Joseph C. Nunes (2011) "Recurring Goals and Learning: The Impact of Successful Reward Attainment on Purchase Behavior," *Journal of Marketing Research*, 48 (2) April, 268-281
- Han, Young Jee, Joseph C. Nunes and Xavier Drèze (2010), "Signaling Status with Luxury Goods: The Role of Brand Prominence," *Journal of Marketing*, 74 (July) 15-30. (One of the top 1% most highly cited papers in marketing worldwide according to the Council of Canadian Academies.)
- Yorkston, Eric A., Joseph C. Nunes and Shashi Matta (2010), "The Role of Implicit Theories in Brand Extendibility," *Journal of Marketing*, 74 (January), 80-93. (*The first and second authors contributed equally.*)
- Drèze, Xavier and Joseph C. Nunes (2008) "Feeling Superior: The Impact of Loyalty Program Structure on Consumers' Perception of Status," *Journal of Consumer Research* 35(6), 890-905.

- Fitzsimons, Gavan J., Nunes, Joseph C. and Patti Williams (2007), "License to Sin: The Liberating Role of Reporting Expectations," *Journal of Consumer Research*, 34(3) 22-31.
- Nunes, Joseph C. and Drèze, Xavier (2006), "Your Loyalty Program is Betraying You" *Harvard Business Review* 84 (4) 124-131.
- Nunes, Joseph C. and Drèze, Xavier (2006), "The Endowed Progress Effect: How Artificial Advancement Increases Effort," *Journal of Consumer Research* 32 (4) 504-512.
- Narasimhan, Chakravarthi, Chuan He, Eric Anderson, Lyle Brenner, Preyas Desai, Dmitri Kuksov, Paul Messinger, Sridhar Moorthy, Joseph C. Nunes, Yuval Rottenstreich, Rick Staelin, George Wu and Z. John Zhang (2006), "Incorporating Behavioral Anomalies in Strategic Models," *Marketing Letters* 16(3-4).
- Borle, Sharad, Peter Boatwright, Joseph B. Kadane, Joseph C. Nunes and Galit Shmueli (2005), "Effect of Product Assortment Changes on Customer Retention," *Marketing Science* 24 (4) 616-622.
- Leclerc, France, Christopher K. Hsee and Joseph C. Nunes (2005), "Narrow Focusing: Why Relative Position of a Good in its Category Matters More than It Should," *Marketing Science* 24 (2) 194-205. (Lead article)
- Nunes, Joseph C. and Peter Boatwright (2004), "Incidental Prices and their Effect on Willingness to Pay," *Journal of Marketing Research*, 41 (4) 457-466.
- Nunes, Joseph C., Christopher K. Hsee and Elke W. Weber (2004), "Why are People so Prone to Steal Software: The Effects of Products' Cost Structure on Consumer Payment and Purchase Intention," *Journal of Public Policy & Marketing*, 23 (1), 43-53.
- Drèze, Xavier and Joseph C. Nunes (2004), "Using Combined-Currency Prices to Lower Consumers' Perceived Cost," *Journal of Marketing Research*, 41 (1) 59-72.
- Nunes, Joseph C. and C. Whan Park (2003), "Incommensurate Resources: Not Just More of the Same," *Journal of Marketing Research*, 40 (1), 26-38.
- Boatwright, Peter and Joseph C. Nunes (2001), "Reducing Assortment: An Attribute-Based Approach," *Journal of Marketing*, 65 (3), 50-63.
- Nunes, Joseph C. and Peter Boatwright (2001), "Pricey Encounters," *Harvard Business Review*, 79(7), 18-19.
- Nunes, Joseph C. (2000), "A Cognitive Model of People's Usage Estimations," *Journal of Marketing Research*, 37 (4), 397-409. (Lead article)

Cases and Teaching Materials

Nunes, Joseph C. (2009), “Pepsi China: Culture, Consumers and Brand Identity,”
Shanghai, People’s Republic of China: Marshall School of Business.

RESEARCH PRESENTATIONS

Refereed Conference Proceedings

“Pricing in Resale Markets: Why Lower-Priced Goods Tend to Retain More Value,”
Association for Consumer Research, Paris, France (2024)

“Pricing in Resale Markets: Why Lower-Priced Goods Tend to Retain More Value,”
American Marketing Associations (AMA) CBSIG, Vienna, Austria (2024)

“The Positive Effect of Not Following Others: How Influencers on Social Media Convey
Autonomy and Signal Influence,” presented at the Society for Consumer
Psychology winter conference in Dallas, TX (2018)

“Going on Record Early: Evaluating Experiences Before Others Increases Feelings of
Ownership and Impacts Customers’ Ratings,” Workshop on the Future of
Ownership Research, Institute for Marketing & Consumer Research, Vienna
University, Austria (2017)

“Going on Record Early: Evaluating Experiences Before Others Increases Feelings of
Ownership and Impacts Customers’ Ratings,” presented at the Association for
Consumer Research Conference, Berlin, Germany (2016)

“Based on True Events: The Effects of Veracity on the Consumption Experience of a
Narrative,” presented at the Association for Consumer Research Conference, New
Orleans, LA (2015)

“The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency and
Drive Market Success,” presented at the Society for Consumer Psychology
summer conference in Vienna, Austria (2015)

“I Like the Way It Sounds: The Influence of Instrumentation on a Pop Song’s Place in the
Charts,” presented at the Association for Consumer Research Conference,
Baltimore, MD (2014)

“The End of Designer as Dictator: How Fashion Critics Affect Aesthetic Innovation,”
presented at the Association for Consumer Research Conference, Vancouver,
British Columbia (2012)

- “Status, Race and Money: The Impact of Racial Hierarchy on Willingness to Pay,” presented at the Association for Consumer Research Conference, Vancouver, British Columbia (2012)
- “Status, Race and Money: The Impact of Racial Hierarchy on Willingness to Pay,” presented at the Society for Consumer Psychology Conference summer conference in Florence, Italy (2012)
- “Conspicuous Consumption in a Recession: Toning it Down or Turning it Up?” presented at the Association for Consumer Research Conference, Jacksonville, FL (2010)
- “Conspicuous Consumption in a Recession: Toning it Down or Turning it Up?” presented at the In Pursuit of Luxury Conference at the Royal Institute of British Architects, in collaboration with the University of Hertfordshire, London, England (2010)
- “Read the Signal but Don’t Mention It: How Conspicuous Consumption Embarrasses the Signaler,” presented by co-author and Ph.D. Student Young Jee Han at the Association for Consumer Research Conference, Pittsburgh, PA (2009)
- “Recurring Goals and Learning: The Impact of Successful reward Attainment on Purchase Behavior,” presented at the Association for Consumer Research Conference, Pittsburgh, PA (2009)
- “The Intrinsic Benefits of Status,” presented at the Association for Consumer Research Conference, San Francisco, CA (2008)
- “The Endowed Progress Effect: How Artificial Advancement Increases Effort,” presented at the Society for Consumer Psychology Conference, Carnival Cruise departing Miami (2006)
- “Effect of Product Assortment Changes on Customer Retention,” presented at the European Association for Consumer Research Conference, Gutenberg, Sweden (2005)
- “When to Cash In: The Effect of Loyalty Program Fungibility on Consumer Purchase Behavior,” presented at the Association for Consumer Research Conference, Portland, OR (2004)
- “Implications of Fairness for Experimental Research in Marketing,” presented at the 6th triennial Invitational Choice Symposium, hosted by the Leeds School of Business at the University of Colorado at Boulder (2004)
- “The Pseudo-Sunk Cost Effect: How Varying Reward Levels Affect Prices in Alternative Currencies,” presented at the Association for Consumer Research Conference, Toronto, Canada (2003)

- “Combined-Currency Pricing: Spreading Prices across Currencies to Lessen Perceived Cost,” presented at the Association for Consumer Research Conference, Atlanta, GA (2002)
- “The Effect of Products’ Cost Structure on Consumer Purchase and Payment Intentions,” presented at the Association for Consumer Research Conference, Atlanta, GA (2002)
- “Combined-Currency Pricing: Spreading Prices across Currencies to Lessen Perceived Cost,” presented at the biannual Behavioral Decision Research in Management Conference, Chicago, IL (2002)
- “The Effects of Products’ Cost Structure on Consumer Payment and Purchase Intention,” presented at the Society for Consumer Psychology Conference, Austin, TX (2002)
- “Incidental Prices and their Effect on Willingness to Pay,” presented at the Association for Consumer Research Conference, Austin, TX (2001)
- “Incommensurate Resources: Not Just More of the Same,” presented at the Society for Judgment and Decision Making Conference, Orlando, FL (2001)
- “Incommensurate Resources: Not Just More of the Same,” presented at the Society of Consumer Psychology Conference, Scottsdale, AZ (2001)
- “Incidental Prices and their Effect on Willingness to Pay,” presented at the Marketing Science Institute’s Young Scholars Conference, Park City, UT (2001)
- “On the Causes of Debt Aversion: Consumer Self-Management of Liquidity Constraints,” Society for Judgment and Decision Making Conference, New Orleans, LA (2000)
- “Incommensurate Benefits: Not Just More of the Same,” presented at the Association for Consumer Research Conference, Salt Lake City, UT (2000)
- “Incommensurate Benefits: Not Just More of the Same,” presented at the biannual Behavioral Decision Research in Management Conference, Tucson, AZ (2000)
- “Do We Predict What We Will Do?” presented at the Society for Consumer Psychology winter conference, San Antonio, TX (2000)
- “Reducing Item Selection at an Online Grocer: What Types of Items to Cut and Why,” presented at the Association for Consumer Research conference, Montreal, Quebec (October 1998)
- “A Cognitive Model of People’s Usage Estimations,” presented at the Association for Consumer Research conference, Denver, CO (October 1997)

Other Conference Proceedings & Invited Presentations

- “Pricing in Resale Markets,” presented at IESE Business School, University of Navarra, Barcelona (November 2025)
- “Pricing in Resale Markets,” presented at Imperial College Business School, London (November 2025)
- “What Makes a Favorite? Authorship and Authenticity in Music,” presented at Saïd Business School - University of Oxford (October 2023)
- “What Makes a Favorite? Authorship and Authenticity in Music,” presented at Bayes Business School, City St George’s, University of London (October 2023)
- “What Makes a Favorite? Authorship and Authenticity in Music,” presented at London Business School (September 2023)
- “Outsourcing Songwriting in Music, presented at New York University (April 2022)
- “Authenticity: What it Means to Consumers,” presented at the University of Miami – virtual (April 2020)
- “Authenticity: What it Means to Consumers,” presented at the Marketing Science Institute’s State of Marketing Science Summit in San Francisco (February, 2020)
- “Signaling Status: A New Direction,” presented at the USC Faculty Symposium as part of the Inauguration of Dr. Carol L. Folt. (September, 2019)
- “Selling Status,” presented at the Marshall School of Business Research Fair, Los Angeles, CA (March, 2019)
- “Status in Society and How Marketers Sell It,” presented at the inaugural Tom Kigin Memorial Lecture for National Public Radio, Marketplace and American Public Media, Pasadena, CA and simulcast to Minneapolis MN (Dec. 2018)
- “Status Hierarchy in Luxury Marketing,” presented as recipient of the Dyess Lectureship at Texas Christian University, Fort Worth, Texas (Nov. 2018)
- “Authenticity: A Reconceptualization,” Vanderbilt University, Nashville, TN (May 2018)
- “The Positive Effect of Not Following Others: How Influencers on Social Media Convey Autonomy and Signal Influence,” presented at Georgia Institute of Technology’s Scheller College of Business, Atlanta, Georgia (2017)
- “Authenticity in Consumption: A Review and Re-Conceptualization,” presented at Yale University’s workshop on Authenticity (May 2017)

- “Believe Me, I Am Knowledgeable: The Influence of Self-Presentation Goals on Online Consumer Ratings,” presented at the University of Wisconsin School of Business, Madison, WI (2016)
- “Creative Control and Authenticity,” presented at the University of South Carolina’s Moore School of Business, Columbia, SC (April 2015)
- “The End of Designer as Dictator: How Fashion Critics Affect Aesthetic Innovation,” presented at HEC, Paris, France (November 2012)
- “The End of Designer as Dictator: How Fashion Critics Affect Aesthetic Innovation,” presented at the Institute of Marketing Management, Department of Marketing, WU Vienna (June 2012)
- “Luxury Brands and Signaling” presented at the KUMPEM Forum at Koc University’s Migros Retailing Research Center, Istanbul, Turkey (2012)
- “The End of Designer as Dictator: How Fashion Critics Affect Aesthetic Innovation,” presented at INSEAD Singapore (2012)
- “The Impact of Critical Feedback on Trends in Fashion,” presented at Owen Graduate School of Management, Vanderbilt University, Nashville, TN (2012)
- “Status Has Its Privileges: How Exercising One’s Status Elevates Feelings of Prestige,” presented at the Università Commerciale Luigi Bocconi, Milan, Italy (2011)
- “The Essence of a Brand: The Impact of Intentionality on Customization,” presented at the University of California, Los Angeles, CA (2011)
- “Brand Prominence, The Recession of 2008 and Brand Essence,” presented at the Università Commerciale Luigi Bocconi, Milan, Italy (2010)
- “The Essence of a Brand,” presented at the Rady School of Management, University of California, San Diego, San Diego, CA (2010)
- “The Essence of a Brand,” presented at the Haas School of Business, University of California, Berkeley, Berkeley, CA (2010)
- “Signaling Status with Luxury Goods: The Role of Brand Prominence,” presented at the Carlson School of Management, University of Minnesota, Minneapolis, MN (2010)
- “Signaling Status with Luxury Goods: The Role of Brand Prominence,” presented at the Goizueta Business School, Emory University, Atlanta, GA (2010)

- “Brand Prominence and Luxury Goods: The Subtle Signals of Status,” presented at the Anderson School of Business, UCLA, Los Angeles Ca (2009)
- “Feeling Superior: The Impact of Loyalty Program Structure on Consumers’ Perceptions of Status,” presented at the Research Summit of the Direct Marketing Educational Foundation in San Diego, CA (2009)
- “Feeling Superior: The Impact of Loyalty Program Structure on Consumers’ Perception of Status,” presented at Korea University Business School, Seoul, South Korea (2008)
- “Marketing Status: What Makes Me Superior? Why Do I Care? And am I Worse Off?” presented at INSEAD, Fontainebleau, France (2007)
- “Marketing Status: What Makes Me Superior? Why Do I Care? And am I Worse Off?” presented at the University of Alberta School of Business, Edmonton, Alberta Canada (2007)
- “Marketing Status: What Makes Me Superior? Why Do I Care? And am I Worse Off?” presented at the Erasmus Research Institute of Management, Erasmus University, Rotterdam, Netherlands (2007)
- “Loyalty Programs are Not about Loyalty,” presented at the 3rd Korea University Business School International Symposium of Marketing, Seoul, South Korea (2007)
- “Recurring Goals: The Effect of Divisibility and Goal Attainment on Effort,” presented at the Graduate School of Business, The University of Chicago, Chicago, IL (2007)
- “A Look at How Consumers Respond to Loyalty Programs,” presented at the Wharton School of the University of Pennsylvania, Philadelphia, PA (2006)
- “The Endowed Progress Effect: How Artificial Advancement Increases Effort,” presented at the School of Business, the University of Miami, Miami, FL (2006)
- “Loyalty Programs: Not Another Price War,” presented at the Neeley School of Business, Texas Christian University, Fort Worth, TX (2006)
- “The Endowed Progress Effect: How Gratuitous Advancement Increases Future Effort,” presented at the Sauder School of Business, University of British Columbia, (2005)
- “The Endowed Progress Effect: How Gratuitous Advancement Increases Future Effort,” presented at the Olin School of Business, Washington University, St. Louis, MO (2005)

“The Endowed Progress Effect: How Gratuitous Advancement Increases Future Effort,” presented at Harvard Business School, Cambridge, MA (2005)

“Dealing in Alternative Currencies: Implications for Managing Loyalty Programs,” presented at the University of Michigan, Ann Arbor, MI (2003)

“\$209 or \$49 and 17,000 Frequent Flier Miles: Pricing in Combinations of Currencies to Lower Consumers’ Perceived Costs,” presented at the University of Illinois Pricing Camp, Champaign-Urbana, IL (2003)

“Combining Currencies: Implications for Pricing and Promotions,” presented at Carnegie Mellon University, Pittsburgh, PA (2003)

“Combining Currencies: Implications for Pricing and Promotions,” presented at New York University, New York, NY (2003)

“The Effect of Cost Inferences on Consumer Payment and Purchase Intentions,” presented at the UCLA-UCI-USC Colloquium, Los Angeles, CA (2002)

“Incommensurate Resources and Mixed Currencies: Implications for Promotions and Pricing,” presented at the University of Florida, Gainesville, FL (2002)

“Incommensurate Resources: Not Just More of the Same,” presented at the University of Hong Kong Science & Technology, Hong Kong (2001)

“Incommensurate Resources: Not Just More of the Same,” presented at the University of California Berkeley, Berkeley, CA (2001)

“Do We Predict What We Will Do?” presented at the University of Chicago, Chicago, IL (2000)

“Incommensurate Benefits: Not Just More of the Same,” presented at California State University, Northridge, CA (2000)

“Assortment: An Attribute-based Approach,” presented at the UCLA-UCI-USC Colloquium, Los Angeles, CA (1999)

“Predicting Product Usage: The Bias for Unlimited Access,” presented at Marketing Science Conference, Berkeley, CA (March 1997)

Reviewing and Scholarly Evaluation Activities

Member. Editorial Review Board, *Journal of Consumer Research* (2008-2026)

Member. Editorial Review Board, *Journal of Marketing* (2005-2009, 2018-present)

Member. Editorial Review Board, *Journal of Consumer Psychology* (2008-present)

Member. Editorial Review Board, *Journal of Marketing Research* (2008-14, 2022 - present)

Associate Editor, Journal of Marketing (2011- 2014)
Member, Editorial Review Board, Guest Area Editor, Marketing Science (2005-2009)
Ad Hoc Reviewer: Management Science, JAMS, IJRM, IJM, OBHDP, Journal of Services Marketing, Marketing Letters, etc.

Honors & Awards

Winner of the *Shelby D. Hunt/Harold H. Maynard Award* (2021) recognizing articles published in the *Journal of Marketing* that make the most significant contributions to marketing theory in a given calendar year
 Evan C. Thompson Faculty Mentoring and Leadership Award, Marshall School of Business, 2018
 Dean's Award for Excellence in Research, Marshall School of Business, 2011, 2006
 Faculty Fellow, 45th Annual AMA-Sheth Doctoral Consortium, Texas Christian University, Fort Worth, Texas, 2010 (Invited in 2012)
 U.S. Department of Education (DOE) CIBER Grant for Global Social Entrepreneurship: Towards the Cessation of Human Trafficking – providing funding for MBAs to work with NGOs in Cambodia – 2010-14
 Marketing Science Institute Research Award (#4-1801) with Andrea Ordanini
 Marketing Science Institute Research Award (#4-1523) with Young Jee Han and Xavier Drèze
 Marketing Science Institute Research Award (#4-1390) with Xavier Drèze
 Marketing Science Institute's Young Scholars Program, honoring "the most promising pre-tenure young faculty members" and expected "future leaders of the next generation of marketing academics." 2001
 Faculty Fellow, 34th Annual AMA-Sheth Foundation Doctoral Consortium, 1999
 The Advertising Education Foundation's Visiting Professor Program, 1999
 Oscar G. and Elsa S. Mayer Family Foundation Fellowship, 1996-98
 Fellow, Albert Haring Symposium, Indiana University, Spring 1997
 Fellow, Doctoral Internationalization Consortium, Center for International Business Education and Research, Austin, TX 1995
 The University of Chicago Fellowship, 1994-1997
 Evans Scholarship (full tuition for four years to Northwestern University), 1983-87

Professional Service

Organizer, Online Luxury Retailing conference, Jay H. Baker Retailing Center at Wharton (2016)
SCP Park Award Judge, SCP (2013)
ACR Early Career Award Judge, ACR (2013)
Program Committee Member, ACR Conference (2002, 2004, 2008, 2011)
Associate Editor, Association of Consumer Research Conference (2009)
Program Track Chair, AMA Summer Conference, Chicago (2009)
Faculty Presenter, ACR Doctoral Symposium (2003-4, 2006, 2008-9, 2011-12, 2017)
Reviewer, Society of Consumer Psychology, Summer Conference (2005-9, 2020-2023)

Reviewer, ACR Competitive paper submission (2005-7, 2010-11, 2020-23)
Reviewer, Marketing Science Institute's Dissertation Proposal Competition (2004, 2010)
Reviewer, Society of Consumer Psychology, Winter Conference (2000-2007)
Co-Chair, 2nd Marketing Science and the Internet Conference (2000)
Co-Chair, Events, AMA Doctoral Consortium (1999)
Reviewer, MSI, AMA, and Academy of Marketing Science Doctoral Dissertation Competitions

School and University Service

Member, Marketing APR Committee (2026)
Member, (President-Elect) Marshall Faculty Council (2023 – present)
Member, Named Chair Committee (2024 – present)
Chair, PEG Committee (Assistant Professor Eva Buechel)
Member, Marshall Faculty Research with Rigor and Relevance Committee (2015 – 2017)
Member, Marshall Faculty Research & Recognition Committee (2008-10, 2012, 2014-16)
Member, Annual Performance Review Committee (2009, 2012, 2015, 2019)
Member, Ph.D. Selection Committee (2001, 2003, 2008, 2011, 2013, 2014, 2015, 2017)
Member, IBEAR Curriculum Committee (2011, 2012)
Member, EMBA Advisory Committee (2010-14)
Chairperson, Departmental Recruiting Committee (2008-2013)
Member, IRB committee (2006 – 2009)
Advisor, Student Team, L'Oreal e-Strat Challenge (2004, 2005)
Speaker, Graduate Marketing Association Kick-off Event (2004)
Speaker, Diversity Weekend (2004)
Member, Distinguished Scholar Symposium Committee (2002 – 2011)
USC Coordinator, USC/UCI/UCLA Spring Colloquium (2003)
Member, Marketing Department, Staff Review Committee (2001, 2003)
Member, Curriculum Development Committee, American College of Physician Executives, Masters in Medical Management (2001)
Advisor, Student Team, Hispanic MBA Marketing Case Competition (2001)
Member, MBA curriculum committee (2000-2001)
Chair, Recruiting Task Force (1999)

Thesis Supervision

Chair, Ph.D. Dissertation Committee, Minjeong Ko, USC (4th-year student)
Member, Ph.D. Dissertation Committee, Maansi Dalmia, USC
Chair, Ph.D. Dissertation Committee, Elisa Solinas (IE University, Madrid)
Member, Ph.D. Dissertation Committee, Gizem Ceylan-Hopper (OSU)
Member, Ph.D. Dissertation Committee, Lei (Amy) Pei, USC, 2020 (Northeastern Univ.)
Member, Ph.D. Dissertation Committee, Jennifer D'Angelo, USC, 2020 (TCU)
Member, Ph.D. Dissertation Committee, Gaia Giambastiani, Bocconi, 2020 (VU Amsterdam)
Co-Chair, Ph.D. Dissertation Committee, Francesca Valsesia, USC, 2018 (Univ. of Washington)
 * 2018 John A. Howard/ AMA Doctoral Dissertation Award, Honorable Mention
 * Society for Consumer Psychology Best Dissertation Proposal Award

Member, Ph.D. Dissertation Committee, Rafael Becerril, UCLA, 2012 (U. of South Carolina)
 Chair, Ph.D. Dissertation Committee, Young Jee Han, USC, 2011 (University of Alberta)
 Member, Ph.D. Dissertation Committee, Tanuka Ghoshal, CMU, 2010 (ISB)
 Chair, Ph.D. Dissertation Committee, Aarti S. Ivanic, USC, 2010 (University of San Diego)
 Member, Ph.D. Committee, Nailya Ordabayeva, INSEAD, 2010 (Erasmus University)
 Member, Ph.D. Committee, Jeanie Han, USC, 2006 (Sr. VP Paramount Pictures)
 Member, Ph.D. Committee, Yun-oh Wang, USC, 2005 (University of Kansas)

Professional Affiliations

The American Marketing Association
 Society for Consumer Psychology
 Association for Consumer Research
 Society for Judgment and Decision Making

Professional Experience

Research Analyst, Peapod Online Grocer, 1998
 Research Analyst, Abbott Laboratories Diagnostics Division, new product development process, Spring/Summer 1995, Spring 1996
 Research Analyst, BBDO Chicago, Advertising Agency, Spring 1996
 Syndicated Columnist, Tribune/Knight-Ridder Syndication, 1994-95
 Researcher, The University of Chicago, analyzed scanner data on cost shocks and pass-through, 1993
 Public Relations Specialist & Freelance Writer/Editor, 1990-93
 Senior Staff Writer, Ft. Lauderdale News/Sun-Sentinel, 1988-90
 Management Analyst/Special Assistant to the Deputy Secretary of Commerce U.S. Department of Commerce, 1987-88

Executive Education, Foreign Teaching and Invited Presentations to Business

Emilux (Executive Masters in Luxury), Bocconi SDA (Summer 2025, 2026)
 Università Commerciale Luigi Bocconi (Spring 2012 – 2017, 2019)
 Carlson School of Management, University of Minnesota (2000 – 2014)
 Seoul National University, GMBA and SNU MBA Consumer Behavior (2007 – 2009)
 Korea University Business School, EMBA (2007 – 2009)
 Ottogi Corporation, Market Driven Organization, USC (2003 – 2008)
 KAIST Branding Program, USC (2003 – 2013)
 KAIST Entertainment and Media Management Program, USC (2003 – 2013)
 Nestlé University, Nestlé USA, Glendale, CA (2000 – 2003)
 Custom Marketing Strategy Course, Thai Department of Export Promotion (2005)
 Masters in Medical Management Program, USC (2001)
 Sung Kyun Kwan University, Pricing course (2000)
 Diamond Advertising, Seoul, Korea (2000)

University Access Marketing Course (1999)

Academic Courses Taught

MBA – Extraordinary Experiences: Technology, Immersion and Consumption
 Undergrad – Fashion, Luxury and Lifestyle Marketing: A Global Perspective
 MBA – Strategic Marketing in the Creative Industries
 MBA – Fashion, Luxury and Lifestyle Marketing
 Full-time MBA and Professional and Managers MBA - Marketing Strategy
 MBA Core Marketing Class
 Undergrad Core Marketing Class
 MBA Consumer Behavior
 Masters of Business – The Film Business
 EMBA - Marketing Strategy
 EMBA - Marketing Principles
 EMBA - Global Marketing
 GEMBA- Marketing Principles, Marketing Strategy, International Immersion Course
 Full-time MBA and PM.MBA Strategic Marketing in the Creative Industries
 Ph.D. Seminar – Behavioral Issues in Marketing, Consumer Behavior & Decision Making
 Ph.D. Seminar – Consumer Behavior
 PM.GLOBE – Professionals and Managers MBA
 International Immersion Course (Singapore & Thailand)
 PRIME – full-time MBA International Immersion Course (Vietnam & Thailand, Peru)
 Ex-PORT – Executive MBA International Immersion Course (Singapore & Vietnam)
 LINC – Learning about International Commerce (Ecuador)
 ExCEL – International Experiential Corporate Learning Program (Italy)

Executive Education and Visiting Students Teaching

Luxury Marketing
 Branding
 Consumer Loyalty
 Marketing in Entertainment
 Psychology of Pricing
 Marketing Strategy
 Principles of Marketing

Research Interests

Consumer behavior with a special emphasis on models of consumer decision processes, cultural goods especially music, fashion and luxury goods, status and signaling, consumer retention and loyalty programs, branding, strategic issues in pricing, product assortment and cross-cultural marketing.