**VITA**

Joseph R. Priester

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*Office*

Marketing Dept., HOH 605

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***Education***

M.A. 1990 Ph.D. 1994 The Ohio State University, Social Psychology

B.A. 1985 University of Iowa, Psychology (Phi Beta Kappa)

##### Research Interests

I study Consumer Behavior and Social Psychology. My interests are the nature of evaluative processes and their influences on thoughts, feelings, and behavior, especially as related to attitudinal ambivalence, attitude strength, and relationship closeness. I also conduct research on the psychological processes underlying creativity.

##### Teaching Interests

I teach an MBA course on creativity. This award-winning course is experiential in nature. Its goal is to help individuals overcome their own barriers to creativity.

I also have taught the MBA core Marketing class, as well as the MBA elective Marketing Strategy.

##### Academic Experience

Joint Appointment in Psychology, USC Psychology Department, 2010 to present

Associate Professor of Marketing, USC Marshall School of Business, July, 2007 to present.

Assistant Professor of Marketing, USC Marshall School of Business, June 2005 to July 2007.

Visiting Assistant Professor of Marketing, Andersen School of Management, July, 2004 to June 2005.

Assistant Professor of Marketing, University of Michigan, July, 1996 to July, 2004.

Assistant Professor of Marketing, Fordham University, August, 1994 to May, 1996.

***Publications***

**Books**

Priester, Joseph R. (2018). The Antecedents and Consequences of Consumer Involvement**:** Theory, Information Processing, Persuasion, and Behavior.” Editor Volume 1 in the Legends in Consumer Behavior: C. Whan Park, Jadish Sheth (series editor), Sage.

MacInnis, Deborah, Park, C Whan, and Priester, Joseph R. (Eds.). (2009). Handbook of Brand Relationships. Armonk, NY: ME Sharpe.

Bagozzi, Richard, Gurhan-Canli, Zeynep, and Priester, Joseph (2002). Social Psychology of Consumer Behavior. London: Open University Press (International Series in Social Psychology).

#### Refereed Journal Articles

Priester, Joseph R. and Fleming, Monique A. (in press). The conceptualization and measure of creativity: Implications for research in marketing and consumer behavior. Review of Marketing Research.

Nayakankuppam, Dhananjay, Priester, Joseph, Kwon, Jae Hwan, Donovan, Leigh Anne Novak, and Petty, Richard (2018). Construction and retrieval of evaluative judgments: The attitude strength moderation model.  Journal of Experimental Social Psychology, *76*, 54-66.

Donovan, Leigh Anne Novak Donovan and Joseph R. Priester (2017). Exploring the psychological processes underlying interpersonal forgiveness: The superiority of motivated reasoning over empathy. Journal of Experimental Social Psychology, *71*, 16-30.

Sudhir, K., Joseph Priester, Matt Shum, David Atkin, Andrew Foster, Ganesh Iyer, Ginger Jin, Daniel Deniston, Shinobu Kitayama, Mushfiq Mobarak, Yi Qian, Ishani Tewari, and Wendy Wood (2015). Research Opportunities in Emerging Markets: An Inter-disciplinary Perspective from Marketing, Economics, and Psychology. Customer Needs and Solutions*.*

Park, C Whan, MacInnis, Deborah J., Priester, Joseph R., Eisingerich, Andreas, B., and Iacobbucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers, Journal of Marketing, 74(6), 1-17.

Park, C. W., MacInnis, Deborah J., and Priester, Joseph R (2007). Brand attachment: Construct, consequences, and causes. Foundations and Trends in Marketing, 1(3), 190-230.

Priester, Joseph R., Petty, Richard E., and Park, Kiwan (2007). Whence Univalent Ambivalence? From the Anticipation of Conflicting Reactions. Journal of Consumer Research, 34(1), 11-21.

Park, C. Whan, Deborah J. MacInnis and Joseph Priester (2006) Beyond Attitudes: Attachment and Consumer Behavior. Seoul National Journal, 12 (2), 3-36.

Priester, Joseph R., Godek, John, Nayakankuppum, DJ, and Park, Kiwan (2004). Brand Congruity and Comparative Advertising: When and Why Comparative Advertisements Lead to Greater Elaboration. Journal of Consumer Psychology, 14, 115-123.

Priester, Joseph R., Nayakankuppam, Dhananjay, Fleming, Monique A., and Godek, John (2004). The A2SC2 Model: The Influence of Attitudes and Attitude Strength on Consideration and Choice. Journal of Consumer Research, 30, 574-587.

Priester, Joseph R., Utpal M. Dholakia, and Monique A. Fleming (2004). When and Why the Background Contrast Effect Emerges: Thought Engenders Meaning by Influencing the Perception of Applicability. Journal of Consumer Research, 31 (3), 491-501. *Lead Article*

Priester, Joseph R. and Petty, Richard E. (2003). The Influence of Spokesperson Trustworthiness on Message Elaboration, Attitude Strength, and Advertising Effectiveness. Journal of Consumer Psychology, 13, 408-421.

Priester, Joseph R. and Petty, Richard E. (2001). Extending the Bases of Subjective Attitudinal Ambivalence: Interpersonal and Intrapersonal Antecedents of Evaluative Tension. Journal of Personality and Social Psychology, 80, 19-34.

Petty, Richard E., Fleming, Monique A., Harasty, Amy S., and Priester, Joseph R. (2001). Individual- Versus Group-Interest Violation: Surprise as a Determinant of Argument Scrutiny and Persuasion. Social Cognition, 19, 418-442.

Priester, Joseph R., Wegener, Duane T., Petty, Richard E., Fabrigar, Leandre F. (1999). Examining the psychological processes underlying the sleeper effect: The Elaboration Likelihood Model explanation. Media Psychology, 1, 27-48.

Fabrigar, Leandre R., Priester, Joseph R., Petty, Richard E., and Wegener, Duane T. (1998). The impact of attitude accessibility on elaboration of persuasive messages. Personality and Social Psychology Bulletin, 24, 339-352.

Priester, Joseph R. and Fleming, Monique A. (1997). Artifact or meaningful theoretical constructs? Examining evidence for nonbelief- and belief-based attitude change processes. Journal of Consumer Psychology, 6, 67-76.

Priester, Joseph R., Cacioppo, John T., and Petty, Richard E. (1996). The influence of motor processes on attitudes toward novel versus familiar semantic stimuli. Personality and Social Psychology Bulletin, 22, 442-447.

Petty, Richard E., Fabrigar, Leandre R., Wegener, Duane T., and Priester, Joseph R (1996). Understanding one's data when interactions are present or hypothesized. Psychological Science, 7, 247-252.

Priester, Joseph R. and Petty, Richard E. (1996). The gradual threshold model of ambivalence: Relating the positive and negative bases of attitudes to subjective ambivalence. Journal of Personality and Social Psychology, 71, 431-449.

Priester, Joseph R. and Petty, Richard E. (1995). Source attribution and persuasion: Perceived honesty as a determinant of message scrutiny. Personality and Social Psychology Bulletin, 21, 639-656.

Cacioppo, John T., Priester, Joseph R., and Berntson, Gary (1993). Rudimentary determinants of Attitudes II: Arm flexion and extension have differential effects on attitudes. Journal of Personality and Social Psychology, 65, 5-17.

Petty, Richard E., Wegener, Duane T., Fabrigar, Leandre R., Priester, Joseph R., and Cacioppo, John T. (1993). Conceptual and methodological issues in the Elaboration Likelihood Model of persuasion: A reply to the Michigan State critics. Communication Theory, 3, 336-363.

#### Other Journal Articles

Priester, Joseph R. and Petty, Richard E. (2011). The Pot-Holed Path to Happiness, Possibly Paved with Money: A Research Dialogue. Journal of Consumer Psychology, 21(2), 113-114.

Priester, Joseph R (2010).The use of structural equation models in consumer psychology: A methodological dialogue on its contributions, cautions, and concerns. Journal of Consumer Psychology, 20(2), 205-207.

Priester, Paul E. and Priester, Joseph R. (2008). Exorcizing the hungry ghosts: Following the middle path in a 21st-century western culture. PsychCritiques. (book review)

***Manuscripts under Review***

Donovan, Leigh Anne and Priester, Joseph R. Exploring the Psychological Processes that Underlie Interpersonal Forgiveness: Replication and Extension of the Model of Motivated Interpersonal Forgiveness. Frontiers in Psychology

***Working Papers***

Donovan, L. and Priester, J. The Role of Desire and Motivated Reasoning in Consumer Brand Forgiveness. Target journal: *Journal of Marketing*

Lee, Jacob, Wendy Wood, Joseph Priester, Deborah Hall, and Maxine Zhang. Experiences versus Material Possessions: Social Class Determines which Purchases Bring Happiness.

***Manuscripts in Preparation***

Priester, J. R., Donovan, L.A., & Dutton, C. Brand attitudes and relationshps: A theoretical framework.

Heunvick, N. and Priester, J. R. Coping with Ambivalence through Negative Word of Mouth. Target journal: *Journal of Consumer Research*

Priester, J. R., Cacioppo, J. T., and Novak, L. A. Motor Processes Revisited: Approach – Further Evidence for Attitude Formation. Target journal: *Psychological Science*

Priester, Joseph R. and Fleming, M. A. When and Why Conflicting Thoughts and Feelings Disturb: The Associaive and Dissociative Roles of Subjective and Objective Ambivalence. Target Journal: *Psychological Review*

Priester, Joseph R. and Leigh Anne Novak Donovan. The Role of Ambivalence in Interpersonal Forgiveness. Target Journal: *Journal of Personality and Social Psychology*

Priester, J. R., Park, K., and Petty, R. E. Cross-cultural abivalence: Antecedents and Consequences of Ambivalence are Culturally Specific***.*** Target journal: *Journal of Consumer Research*

Priester, J.R., Weiss, A., Wood, W., Novak, L.A., and Zhang, M. The Influence of Mere Awareness on Experiential Satisfaction. Target Journal: *Journal of Consumer Research*

Priester, J.R., Weiss, A.,Wood, W., Novak, L.A., and Zhang, M. The Influence of Mere Awareness on Ego-Depletion and Renewal. Target Journal: *Psychological Science*

**Book Chapters**

Donovan, Leigh Anne Novak, Priester, Joseph R., MacInnis Deborah J. and Park, C. Whan (2012). Brand Forgiveness: How Close Brand Relationships Influence Forgiveness. In Fetscherin, M., Fournier, S., Melewar, T.C. and Breazeale, M. (Eds.), Consumer-Brand Relationships: Theory and Practice, NY, NY: Routledge.

Park, C. W., MacInnis, Deborah J., Priester, Joseph R (2009). The Connection-Prominence Attachment Model (CPAM): A Conceptual and Methodological Exploration of Brand Attachment. In MacInnis, Park, and Priester (eds)., Handbook of Brand Relationships,

Park, C. W., MacInnis, Deborah J., Priester, Joseph R (2009). Research Directions on Strong Brand Relationship. In MacInnis, Park, and Priester (eds)., Handbook of Brand Relationships.

Park, C. W., MacInnis, Deborah J., Priester, Joseph R (2008). Brand attachment as a strategic brand exemplar. In B. Schmitt (Ed.), Handbook of Brand and Experience Management. Elgar Publishing.

Petty, Richard E., Brinol, Pablo, and Priester, Joseph R (2008). Mass media attitude change: Implications of the elaboration likelihood model of persuasion. In J. Bryant and D. Zillmann (Eds.), Media effects: Advances in theory and research (3rd ed.). Hillsdale, NJ: Erlbaum.

Park, C. Whan, Deborah J. MacInnis and Joseph Priester (2007). Brand Attachment as a Strategic Brand Exemplar. In Bernd H. Schmitt and David Rogers (eds), Handbook of Brand and Experience Management. Cheltenham, UK: Elgar Publishing, 1-17.

Rucker, Derek D., Petty, Richard E., and Priester, Joseph R (2007). Understanding advertising effectiveness from psychological perspectives: The importance of attitudes and attitude strength. In G. Tellis and T. Ambler (Eds.), The Sage Handbook of Advertising. Thousand Oaks: Sage.

Petty, Richard E., Cacioppo, John T., Strathman, Allen J., and Priester, Joseph R. (2003). To think or not to think: Exploring two routes to persuasion (2nd edition, pp. 81-116). In T. Brock and M. Green (Eds.), Persuasion: Psychological Insights and Perspectives. Thousand Oaks, CA: Sage.

Petty, Richard E., Priester, Joseph R, and Brinol, Pablo (2002). Mass media attitude change: Implications of the elaboration likelihood model of persuasion. In J. Bryant and D. Zillmann (Eds.), Media effects: Advances in theory and research (2nd ed., pp. 155-198). Hillsdale, NJ: Erlbaum.

Priester, Joseph R. (2002). Sex, drugs, and attitudinal ambivalence: How feelings of evaluative tension influence alcohol use and safe sex behaviors. In W. Crano and M. Burgoon (Eds.), Mass Media and Drug Prevention (pp. 145-162). Hillsdale, NJ: Erlbaum.

Haugtvedt, Curtis P. and Priester, Joseph R. (1997). Conceptual and methodological issues in advertising effectiveness: An attitude strength perspective (pages 79-93). In T. Jonas, and W. Wells (Eds.), Measuring Advertising Effectiveness. Hillsdale, NJ: Erlbaum.

Petty, Richard E., Cacioppo, John T., Strathman, Allen J., and Priester, Joseph R. (1994). To think or not to think: Exploring two routes to persuasion (pp. 113-147). In T. Brock and S. Shavitt (Eds.), Psychology of Persuasion. Needham Heights, MA: Allyn Bacon.

Petty, Richard E., and Priester, Joseph R. (1994). Mass media attitude change: Implications of the elaboration likelihood model of persuasion (pp. 91-147). In J. Bryant and D. Zillmann (Eds.), Media effects: Advances in theory and research. Hillsdale, N. J.: Erlbaum.

Petty, Richard E., Priester, Joseph R., and Wegener, Duane T. (1994). Cognitive processes in persuasion (pp. 63-149). In T. Wyer, and T. Srull (Eds.), The handbook of social cognition. (2nd edition). Hillsdale, NJ: Erlbaum.

**Editorial Service**

Associate Editor: *Journal of Consumer Research* (July, 2002 to June, 2005)

*Journal of Consumer Psychology* (July 2008-2015)

*Journal of Personality and Social Psychology,* Guest Editor (2016)

Editorial Board Member: *Journal of the Academy of Marketing Science* (2006-2008)

*Journal of Advertising Research* (1997-2004)

*Journal of Consumer Psychology* (1998-2008, 2015-2018)

*Journal of Consumer Research* (2005 – 2009)

*Personality and Social Psychology Bulletin* (2000-2002)

Ad Hoc reviewer:

*Australian Journal of Psychology*

*Developmental Psychology*

*Emotion*

*European Journal of Social Psychology*

*International Journal of Research in Marketing*

*Israeli Science Foundation*

*Journal of Applied Social Psychology*

*Journal of Experimental Social Psychology*

*Journal of Marketing*

*Journal of Marketing Research*

*Journal of Personality and Social Psychology*

*Journal of the International Society of Political Psychology*

*Media Psychology*

*National Science Foundation*

*Organization Science*

*Personality and Social Psychological Bulletin*

*Political Psychology*

*Psychological Review*

*Social Cognition*

##### Service

Co-Chair for the 1995 summer convention of the Society for Consumer Psychology

Dupont Speaker Series Organizer. University of Michigan. 1996-1998.

Marketing Curriculum Committee, University of Michigan, 1997-1998.

Teaching Committee, University of Michigan Business School, 1998-2001.

Co-Chair, Marketing Recruitment Committee, 2001-2002

M.B.A. Marketing Core Course Coordinator, Fall 2002.

Co-Editor, Journal of Consumer Psychology, Research Dialogues, 2007-2014

Co-Chair, Advertising and Consumer Psychology Conference, June, 2007

USC MBA Core Curriculum Redesign Task Force, 2009-2011

Graduate Instruction Committee, 2009-2010

Faculty Mentoring Committee, 2009-2010

Faculty Mentoring Committee, 2010-2011

Marshall Strategic Planning Committee, 2010-2011

USC IRB, 2010-2013

Program Co-Chair, Yale China India Consumer Insights Conference, 2012

Program Co-Chair, Invitational Choice Symposium, 2012

Master’s in Human Behavior (USC Psychology Department), Director Search, 2012-2013

USC Marshall Graduate Instruction Committee, 2013-2016

USC Marshall MBA Design Committee, 2014

USC MBA Core Curriculum Redesign Task Force, 2014-2105

USC Marshall MOR PEG committee member, 2015

USC Psychology PEG committee member, 2015

Conference Co-Chair, Service Operations and Consumer Behavior Workshop, 2016

USC Full-Time MBA Curriculum Task Force, 2017

##### Honors, Prizes, and Awards

Certificate of Academic Excellence, Reed College, 1979.

Phi Beta Kappa, University of Iowa, 1984.

Elected to Sigma Xi, The Scientific Research Society, 1990.

Society of Personality and Social Psychology 1992 and 993 Student Travel Award.

American Psychological Association Science Directorate 1992 and 1993 Student Travel Award.

Herbert Toops 1993 Dissertation Research Award.

Outstanding Paper, Graduate Research Forum, Ohio State University, 1993.

Graduate Student Alumni Research Award, Ohio State University, 1993.

National Institute of Mental Health Traineeship, 1993-1994.

Co-chair, Social Psychology Colloquium Series, 1993-1994.

Outstanding Professor Award Nominee, Ph.D. Program, University of Michigan, 1998

Outstanding Professor Award Nominee, Ph.D. Program, University of Michigan, 1999

Outstanding Professor Award Nominee, Ph.D. Program, University of Michigan, 2001

Outstanding MBA Professor Award Nominee, University of Michigan, 2002

USC Teaching and Learning Innovation Award, 2008

Co-Chair of Program Accepted for the 2013 Invitational Choice Symposium

**Graduate Student Committees**

1999, Utpal Dholakia, University of Michigan Business School (Marketing). Professor at Rice University.

2001, DJ Nayakankuppam (chair), University of Michigan Business School (Marketing). Winner of the SCP dissertation award. Associate Professor at University of Iowa.

2001, Stephane Cote, University of Michigan Psychology Department (Organizational). Associate Professor at McGill University.

2003, Emily Chan, University of Michigan Psychology Department (Social). Associate Professor at Colorado College.

2004, Kiwan Park (chair), University of Michigan Business School (Marketing). Associate Professor at Seoul National University, Korea.

2012, Nico Heunvick, University of Ghent, Belgium

USC Dissertation and Qualifying Committees:

Hae Eun Chun (Marketing)

Aditi Grover (Marketing)

Brian Monroe (Psychology)

Leigh Anne Novak (chair, Marketing)

Jacob Lee (co-chair, Marketing)

Ari Uhalde (Marketing)