

DAVID LUNA

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New York, NY 10010

ACADEMIC EXPERIENCE

- 2010-Present **Professor of Marketing**, Baruch College, CUNY, New York
Director, MarkLab (September 2008-present)
- 2003-2009 **Associate Professor of Marketing**, Baruch College, CUNY, New York
- 2001-2003 **Assistant Professor of Marketing**, University of Wisconsin-Whitewater
- 1999-2001 **Assistant Professor of Marketing**, Chapman University, Orange, CA

EDUCATION

- Ph.D.* Marketing; University of Wisconsin-Milwaukee, 1999
M.B.A. Marquette University, 1995
B.A. Philosophy and Business Administration; Lakeland College, 1992

JOURNAL PUBLICATIONS

- Luna, David, Marina Carnevale, and Dawn Lerman (2013), "Does Brand Spelling Influence Memory? The Case of Auditorily Presented Brand Names," *Journal of Consumer Psychology*, 23 (1), 36-48.
- Shrum, L.J., Tina Lowrey, David Luna, Dawn Lerman, and Min Liu (2012), "Sound Symbolism Effects Across Languages: Implications for Global Brand Names," *International Journal of Research in Marketing*, 29, 275-279.
- Carroll, William, and David Luna (2011), "The Influence of Language Accessibility on Bilingual Advertising," *Journal of Advertising*, 40 (3), 73-84.
- Czellar, Sandor, and David Luna (2010), "The Effect of Expertise on the Relation between Implicit and Explicit Attitude Measures: An Information Availability/Accessibility Perspective," *Journal of Consumer Psychology*, 20 (3), 259-273.

- Ringberg, Torsten, David Luna, Markus Reihlen, and Laura A. Peracchio (2010), "Bicultural-Bilinguals: The Effect of Cultural Frame Switching on Translation Equivalence," *International Journal Of Cross-Cultural Management*, 10 (1), 77-92 (Special issue on Bicultural Individuals in Organizations: Implications and Opportunities).
- Luna, David, and Hyeong Min Kim (2009), "How much was your shopping basket? Working memory processes in total basket price estimation," *Journal of Consumer Psychology*, 19, 346-355.
- Lerman, Dawn, Rachel Maldonado, and David Luna (2009), "A Theory-Based Measure of Acculturation: The Shortened Cultural Life-Style Inventory," *Journal of Business Research*, 62, 399-406.
- Luna, David, Torsten Ringberg, and Laura A. Peracchio (2008), "One Individual, Two Identities: Frame-Switching Among Biculturals," *Journal of Consumer Research*, 35 (August), 279-293.
- Galguera, Laura, David Luna, and M. Paz Méndez (2006), "Predictive Segmentation Across Cultures: Using CHAID to Segment Loyalty Card Holders," *International Journal of Market Research*, 48 (4), 459-479.
- Peracchio, Laura A., and David Luna (2006), "The Role of Thin Slice Judgments in Consumer Psychology," *Journal of Consumer Psychology*, 16 (1), 25-32.
- Luna, David, Dawn Lerman, and Laura A. Peracchio (2005), "Structural Constraints in Codeswitched Advertising," *Journal of Consumer Research*, 32 (3), 416-423.
- Luna, David, and Laura A. Peracchio (2005), "Sociolinguistic Effects on Code-Switched Ads Targeting Bilingual Consumers," *Journal of Advertising*, 34 (2), 43-56. Finalist, 2005 Best Article Award for the *Journal of Advertising*.
- Luna, David and Laura A. Peracchio (2005), "Advertising to Bilingual Consumers: The Impact of Code-Switching and Language Schemas on Persuasion," *Journal of Consumer Research*, 31 (4), 760-765.
- Luna, David (2005), "Integrating Ad Information: A Text Processing Perspective," *Journal of Consumer Psychology*, 15 (1), 38-51.
- Larsen, Val, David Luna, and Laura A. Peracchio (2004), "Points of View and Pieces of Time: A Taxonomy of Image Attributes," *Journal of Consumer Research*, 31 (1), 102-112.
- Luna, David, Laura A. Peracchio and María D. de Juan (2003), "The Impact of Language and Congruity on Persuasion in Multicultural E-Marketing," *Journal of Consumer Psychology*, 13 (1&2), 41-50.

- Luna, David, Laura A. Peracchio and María D. de Juan (2002), “Cross-Cultural and Cognitive Aspects of Web Site Navigation,” *Journal of the Academy of Marketing Science*, 30 (4), 397-410.
- Luna, David and Laura A. Peracchio (2002), “Uncovering the Cognitive Duality of Bilinguals Through Word Association,” *Psychology and Marketing*, 19 (6), 457-476.
- Luna, David and Laura Peracchio (2002), “Where There Is A Will...”: Motivation As A Moderator Of Language Processing By Bilingual Consumers,” *Psychology and Marketing*, 19 (7-8), 573-594.
- Luna, David and Laura A. Peracchio (2001), “Moderators of Language Effects in Advertising to Bilinguals: A Psycholinguistic Approach,” *Journal of Consumer Research*, 28 (September) 284-295.
- Luna, David and Susan Forquer Gupta (2001), “An Integrative Framework for Cross-Cultural Consumer Behavior,” *International Marketing Review*, 18 (1), 45-69. Journal’s most downloaded article as of October 2008 (17,509 downloads).
- Peracchio, Laura A. and David Luna (1998), “The Development of an Advertising Campaign to Discourage Smoking Initiation Among Children and Youth,” *Journal of Advertising*, 27 (3), 49-56.

EDITED VOLUMES

- Lerman, Dawn, and David Luna (2007), Proceedings of the 2007 Society for Consumer Psychology Winter Conference.
- Gonzalez, Silvia, and David Luna (2006), *Latin American Advances in Consumer Research*, Vol. 1, Duluth, MN: Association for Consumer Research.

OTHER PUBLICATIONS

- Luna, David (2010), “Advertising to the Buy-Lingual Consumer,” in *Language and Bilingual Cognition*, Benedetta Bassetti and Vivian Cook, eds, Oxford, UK: Taylor and Francis.
- Luna, David, Torsten Ringberg, and Laura A. Peracchio (2010), “Are You The Same Person When You Speak A Different Language? Implications of Frame-Switching for Advertising Interpretation,” *Business Journal of Hispanic Research*, 4 (1), 68-75.
- Luna, David, Marina Carnevale, and Dawn Lerman (2009), “Hear is the thing: The role of sound-to-spelling correspondence on brand attitudes,” in *Sensory Marketing*, Aradhna Krishna, ed., New York: Routledge.
- Wang, Kai-Yu, Laura A. Peracchio, and David Luna (2008), “The Role of Thin Slice Judgments in Retail Environments,” in *Brick and Mortar Shopping in the 21st Century*, Tina Lowrey, ed., Mahwah, NJ: Lawrence Erlbaum (17-32).

- Carroll, William, David Luna, and Laura A. Peracchio (2007), "Dual Language Processing of Marketing Communications," in *Psycholinguistic Phenomena in Marketing Communications*, Tina Lowrey, ed., Mahwah, NJ: Lawrence Erlbaum (221-246).
- Luna, David, Laura A. Peracchio, and María D. de Juan (2005), "Smoother Surfing Across Cultures: Bilinguals on the Web," in *Online Consumer Psychology: Understanding and Influencing Behavior in the Virtual World*, Curtis Haugtvedt, Karen Machleit and Richard Yalch, Eds., Lawrence Erlbaum, 245-264.
- Luna, David and Laura A. Peracchio (2004), "Language In Multicultural Advertising: Words And Cognitive Structure," in *Diversity in Advertising*, Jerome D. Williams, Wei-Na Lee, and Curtis Haugtvedt, eds., Mahwah, NJ: Lawrence Erlbaum (153-176).
- Luna, David and Laura A. Peracchio (2003), "Visual and Linguistic Processing of Ads By Bilingual Consumers," in *Persuasive Imagery: A Consumer Response Perspective*, Linda Scott and Rajeev Batra, eds, Mahwah, NJ: Lawrence Erlbaum (153-174).
- Luna, David, Laura A. Peracchio, and María D. de Juan (2002), "The Impact of Language and Congruity on Persuasion in Multicultural E-Marketing," *Marketing Science Institute Working Paper*, 1-31.
- Peracchio, Laura A. and David Luna (1999), "How Do We Persuade Children not to Smoke?," in *Children and Advertising*, Les Carlson and M. Carole Macklin, eds., Thousand Oaks, CA: Sage Publications (211-228).
- Luna, David and Laura A. Peracchio (1999), "What's in a Bilingual's Mind?: How Bilingual Consumers Process Information," in *Advances in Consumer Research*, Eric Arnould and Linda Scott, eds. Provo, UT: Association for Consumer Research.

PAPERS UNDER REVIEW / WORK IN PROGRESS

- Ostinelli, Massimiliano, Torsten Ringberg, and David Luna, "Metaphorical Imagery: Vertical Movement as Driver of Status Consumption," preparing for resubmission to the *Journal of Consumer Research*.
- Carvalho, Sergio, and David Luna, "Effects of National Identity Salience on Responses to Ads," manuscript under review.
- Sen, Sankar, David Luna, and Luke Kachersky, "Attention to the Self and Consumption: Do We Consume to Forget?," manuscript in preparation.
- Czellar, Sandor Czellar, Benjamin Voyer, and Alexandre Schwob, David Luna, and Russell Fazio, "Whence Brand Evaluations? Investigating the Role of Personal and Extrapersonal Associations in Brand Attitudes," manuscript in preparation.

Krishna, Aradhna, David Luna, and Beatriz Pereira, “Am I more likely to have AIDS in English or in Spanish? The Effects of Language on Risk Perception,” manuscript in preparation.

Kocher, Bruno, and David Luna, “Do I Really Have to Prove Who I Am? An Investigation of Identity Denial and Ethnically Cued Ads,” project in data collection phase.

Gaston-Breton, Charlotte, and David Luna, “Currency Conversion Strategies,” project in data collection phase.

Luna, David, “Cognitive Consequences of Social Media Use,” project in data collection phase.

Luna, David, and Lauren Block, “Compressing Time and Space in Ad Images: A Narrative Processing Approach,” project in data collection phase.

Escalas, Jennifer Edson, and David Luna, “Building a Whole from Multiple Ads: A Situation Model Approach to Narrative Processing,” project in data collection phase.

GRANTS AND AWARDS

- Aaronson Outreach Fellowship, Zicklin School of Business (2011; 2012).
- Stellner Distinguished Scholar, University of Illinois at Urbana-Champaign (January 2007).
- Nicosia Award to the Best Competitive Paper, Association for Consumer Research annual conference (October 2005).
- Finalist, 2005 Best Article Award in the *Journal of Advertising*, for the article “Sociolinguistic Effects on Code-Switched Ads Targeting Bilingual Consumers.”
- Award for Teaching Excellence, Zicklin School of Business (Spring 2005).
- Faculty Fellowship, CUNY Faculty Publications Program (Spring 2005).
- Faculty Scholarship and Creative Achievement Award, Baruch College (2004; 2005).
- Research Award, Marketing Department, UW-Whitewater (February 2002).
- *American Marketing Association, Best Paper Award.* Best paper in the Advertising - Netvertising and Communication Track (February 2001).
- *Marketing Science Institute, Grant Award.* Grant award for the project “Flow Experience in International Web Shopping” (September 1999).
- *Society for Consumer Psychology, Best Paper Award.* Best paper authored by a doctoral student at the 1999 conference (February 1999).
- *Honorable Mention, Marketing Science Institute.* Honorable mention in the dissertation proposal competition (October 1998).
- *Grant Recipient, Association for Consumer Research.* Winner of the Sheth Foundation competition for cross-cultural consumer research dissertation proposals (August 1998).
- Fellow, AMA Doctoral Consortium, Athens, GA (August 1998).

- Competitive Internal Grants:
 - PSC-CUNY Research Award (2004; 2005; 2006; 2007; 2008).
 - University of Wisconsin-Whitewater (2002).
 - College of Business and Economics, UW-Whitewater (2001, 2002).
 - Chapman University (2000).
 - University of Wisconsin-Milwaukee, Preparing Future Faculty Program (1998).

CONFERENCES AND PROCEEDINGS

Krishna, Aradhna, David Luna, and Beatriz Pereira, “Am I more likely to have AIDS in English or in Spanish?: The Effects of Language on Risk Perception,” presentation at the European Society for Consumer Psychology, June 2012.

Shrum, L.J., Tina M. Lowrey, David Luna, Dawn Lerman, Min Liu, “Processes and Generalizations for Phonetic Symbolism Effects,” presentation at the Society for Consumer Psychology, February 2011.

Luna, David, Marina Carnevale, and Dawn Lerman, “How Spelling a Brand Name Correctly Can Lead to Better Memory,” presentation at the Society for Consumer Psychology, February 2011.

Shrum, L.J., Tina M. Lowrey, David Luna, Dawn Lerman, Min Liu, "Testing Phonetic Symbolism Effects On Brand Name Preference For Bilinguals Across Multiple Languages", presentation at the Association for Consumer Research, October 2010.

Kocher, Bruno and David Luna, "Do I Really Have To Prove Who I Am? The Impact Of Identity Denial And Targeted Ads", presentation at the Association for Consumer Research, October 2010.

Luna, David, Marina Carnevale, and Dawn Lerman (2010), "Google Or Googol? How Meanings Of Sound And Spelling Processes Influence Evaluations For Brand Names", presentation at the Association for Consumer Research, October 2009.

Carnevale, Marina, David Luna, and Dawn Lerman, “*Hear* is the thing: The role of sound-to-spelling correspondence on brand attitudes,” presentation at the Association for Consumer Research, San Francisco, CA, October 2008.

Czellar, Sandor, Benjamin Voyer, Alexandre Schwob, and David Luna, “Whence Brand Evaluations? Investigating The Relevance of Personal and Extrapersonal Associations in Brand Attitudes,” presentation at the Association for Consumer Research, San Francisco, CA, October 2008.

Luna, David, Marina Carnevale, and Dawn Lerman, “...And how do you spell that? Consumer Responses to Brand Names Presented Auditorily” invited presentation at the Sensory Marketing Conference, Ann Arbor, MI, June 2008.

Carroll, Ryall, David Luna, and Laura Peracchio, “Language Domain Effects on Bilingual Advertising,” presentation at the Association for Consumer Research, Memphis, TN, October 2007.

Czellar, Sandor Czellar, David Luna, Benjamin Voyer, and Alexandre Schwob, “How Personal Are Consumer Brand Evaluations? Disentangling the Role of Personal and Extrapersonal Associations in Consumer Judgments,” presentation at the Association for Consumer Research, Memphis, TN, October 2007.

Lowrey, Tina, Dawn Lerman, and David Luna, “Phonetic Symbolism and Brand Name Preferences in French and English,” presentation at the European Association for Consumer Research conference, Milan, Italy, July 2007.

- Galguera, Laura, David Luna, and M. Paz Méndez, "Loyalty Cards and Their Holders: A Multi-Country Investigation," presentation at the European Marketing Academy (EMAC), Athens, Greece, May 2006.
- Wang, Kai-Yu, Laura Peracchio, and David Luna, "The Role of Thin Slice Judgments in Retail Environments," presentation at the Association for Consumer Psychology annual conference, Houston, TX, May 2006.
- Carroll, Ryall, David Luna, and Laura Peracchio, "Language Matters or a Matter of Languages? Marketing in a Multilingual Environment," presentation at the Society for Consumer Psychology, Miami, FL, February 2006.
- Luna, David, and Hyeong Min Kim, "Remembering Prices: Numeric Cognition, Language, and Price Recall," presentation at the Association for Consumer Research annual conference, San Antonio, TX, October 2005.
- Bauman, Christine, David Luna, and Laura Peracchio, "Improving Tax Compliance of Bilingual Taxpayers with Effective Consumer Communication," *The IRS Research Bulletin*, Proceedings of the 2005 IRS Research Conference, IRS Publication 1500.
- Carvalho, Sergio, and David Luna, "The Effect of National Identity Salience on Consumers' Evaluation of Advertisements and Associated Products," presentation at the Academy of International Business annual conference, Quebec City, CA, July 2005.
- Callow, Michael, Charles McMellon, Dawn Lerman, and David Luna, "Depicting Romantic Couples in Advertising: The Roles of Gender and Race on Audience Perceptions," presentation at the European Association for Consumer Research, Goteborg, Sweden, June 2005.
- Czellar, Sandor, and David Luna, "The Impact of Automatic Attitudes on Product and Brand Evaluations: The Moderating Effect of Consumer Expertise," presentation at the Society for Consumer Psychology annual conference, St. Petersburg, FL, February 2005.
- Luna, David, Torsten Ringberg, and Laura A. Peracchio, "Advertising to Bicultural Consumers: Frame-switching and Language," presentation at the Society for Consumer Psychology annual conference, St. Petersburg, FL, February 2005.
- David Luna, Laura Peracchio, and Dawn Lerman, "Structural Constraints in Mixed Language Ads: A Psycholinguistic Analysis of the Persuasiveness of Codeswitching," presentation at the Association for Consumer Research annual conference, Portland, OR, October 2004.
- Carvalho, Sergio, and David Luna, "Is there any marketing value in national identity?," working paper presented at the Association for Consumer Research annual conference, Portland, OR, October 2004.
- David Luna, Laura Peracchio, and Dawn Lerman: "A Theory-Based Examination of Language Switching in Advertising to Bilingual Consumers," presentation at the Association for Consumer Research annual conference, Toronto, CA, October 2003.
- Luna, David, Dawn Lerman, and Laura A. Peracchio, "Language Switching in Advertising to Bilingual Consumers: Structural and Social Constraints," presentation at the Society for Consumer Psychology annual conference, New Orleans, LA, February 2003.
- Luna, David, María D. de Juan, and Laura A. Peracchio, "Flow in Individual Web Sites: Model Estimation and Cross-Cultural Validation," presentation at the Association for Consumer Research annual conference, Atlanta, GA, October 2002.
- Luna, David and Laura A. Peracchio, "Motivation and Language Processing in Advertising to Bilingual Consumers," presentation at the Association for Consumer Research annual conference, Atlanta, GA, October 2002.

- Luna, David and Laura A. Peracchio, "The Representation Of Words In The Bilingual Mind: Bilingual Consumers And The Case For Cognitive Duality," presentation at the Society for Consumer Psychology annual conference, Austin, February 2002.
- Luna, David and Laura A. Peracchio, "Beer Or Cerveza?: Language Switching And Advertising To Bilingual Consumers," presentation at the Society for Consumer Psychology, Austin, February 2002.
- Luna, David, Laura A. Peracchio, and María D. de Juan, "Cross-cultural Website Effectiveness: Antecedents and Consequences of Flow," presentation at the Marketing Science Conference on Marketing to and Serving Customers Through the Internet, Boca Raton, December 2001.
- Luna, David and Laura A. Peracchio, "One Word, Two Schemas: Empirical Explorations of Bilinguals' Cognitive Duality," presentation at the Association for Consumer Research annual conference, Austin, October 2001.
- Luna, David and Laura A. Peracchio, "Bilinguals, Graphics and the Web: A Language Processing Approach," presentation at the Association for Consumer Research annual conference, Austin, October 2001.
- Luna, David, Laura A. Peracchio and María D. de Juan, "Smoother Surfing across Cultures: The Impact of Web Site Congruity, Attitudes and Flow on Bilingual Processing," presentation at the Advertising and Consumer Psychology conference, Seattle, May 2001.
- Luna, David, Laura A. Peracchio and María D. de Juan, "The Web as a Transnational Communications Tool: Flow, Language and Web Site Effectiveness," presentation at the American Marketing Association Winter Educators' Conference, Scottsdale, February 2001.
- Luna, David, Laura Peracchio and María D. de Juan, "Global Clicking: Language and Pictures in International Web Sites," presentation at the Society for Consumer Psychology annual conference, Scottsdale, February 2001.
- Luna, David and María D. de Juan, "Internet Shopping and Quality Of Life: Does the Internet Benefit Consumers?," presentation at the III Conference of the International Society for Quality of Life Studies, Barcelona, Spain, July 2000.
- Luna, David and María D. de Juan, "Shopping Style Segments And The E-Commerce Experience," presentation at the EAERCD Conference on Retail Innovation, Barcelona, Spain, July 2000.
- Luna, David and Laura A. Peracchio, "Visual and Linguistic Processing of Ads By Bilingual Consumers," presentation at the Association for Consumer Psychology annual conference, Ann Arbor, MI, May 2000.
- Luna, David and Laura A. Peracchio, "International Web Shopping: Internet Sites, Culture, and Flow," presentation at the Journal of International Business Studies conference on E-Commerce and Global Business, Santa Cruz, CA, May 2000.
- Luna, David and Laura A. Peracchio, "What's in a Bilingual Mind? Examining Bilingual Conceptual Representation," presentation at the Association for Consumer Research 1999 Conference, Columbus, OH.
- Prasad, V. Kanti, G.M. Naidu, Purushottam Papatla, and David Luna, "State Characteristics and Economic Internationalization," presented at World Marketing Congress, Malta, June 1999.
- Luna, David and Laura A. Peracchio, "Advertising to Bilingual Consumers: A Psycholinguistic Approach," presentation at the Advertising and Consumer Psychology Conference, San Antonio, May 1999.
- Luna, David and Laura A. Peracchio, "Picture Effects on Advertising to Bilingual Consumers," presentation at the Society for Consumer Psychology Conference, St. Petersburg Beach, FL.

Luna, David and Laura A. Peracchio, "What's in a Bilingual's Mind?: How Bilingual Consumers Process Information," competitive paper presentation at the Association for Consumer Research Annual Conference, Montreal, October 1998.

Luna, David, and Laura A. Peracchio, "Faculty and Graduate Students in Partnership," presentation at the Conference on Issues in Undergraduate Education, University of Wisconsin System, Milwaukee, April 1998.

Peracchio, Laura A. and David Luna, "Smoking Initiation Among Children," presentation at the Social Marketing Conference, Boston, May 1997.

Luna, David, "The Effect of Spanish-English Bilingualism on Young Children's Understanding of Consumer-Related Messages," presentation at the Multicultural Marketing Conference, Virginia Beach, October 1996.

SERVICE AND OTHER ACTIVITIES

- Editorial Boards:

 - Journal of Consumer Psychology* (2012-present)

 - Journal of Advertising* (2007-present)

 - TESOL Quarterly* (2005-2007)

- Competitive Paper Review Board, Association for Consumer Research, 2013
- Program Committee, Society for Consumer Psychology Europe, 2012
- Program Committee, Association for Consumer Research conference, 2011, 2010.
- Scientific Committee, Revista Española de Investigación de Marketing ESIC, 2010-present.
- Roundtable session co-chair, Association for Consumer Research conference, 2009.
- Association for Consumer Research International Advisory Board (2007-present).
- Co-chair of the *Society for Consumer Psychology* conference, Las Vegas (February 2007).
- Co-chair of first *Association for Consumer Research-Latin America* conference, Monterrey, Mexico (January 2006).
- Ad-Hoc Reviewer for:

 - Journal of Consumer Research, Journal of Consumer Psychology, Journal of Advertising, Journal of Marketing, Association for Consumer Research, Society for Consumer Psychology, International Marketing Review, American Marketing Association, International Management Development Association.

- Service to the Department:

 - Director, Marketing Resource Lab (MarkLab) (2008-present)

 - Deputy Chair, Department of Marketing (January 2008-May 2013)

 - Aaronson Outreach Fellow (September 2011-May 2013)

 - Curriculum Review Committee—Advertising major (2009)

 - Chair of Search Committee (2007)

 - Elected Member of Executive Committee (Summer 2006-present).

 - Scholarship and award coordinator (Spring 2004-present).

 - Member of Search Committee (2006-2007).

 - Dissertations chaired: Ryall Carroll (2008); Sergio Carvalho (2006).

 - Member of PhD dissertation committee (Maneesh Thakkar).

 - Member of PhD position paper committee (Suri Spolter).

- Service to the School:
 - Member of Ph.D. program Executive Committee (2006-present).
 - Taught EMS courses in Singapore (2004) and Taipei (2005; 2006).
 - MBA Learning Assurance Coordinating Committee (Fall 2004).
- Service to the College:
 - Committee of Undergraduate Honors (2004-present).
- Service to the University:
 - Reviewer, PSC-CUNY grants program (2006).
- Consumer Behavior PhD seminar, Universidad Carlos III, Madrid (2012, 2013)
- Panelist at the University of Washington Multicultural Research Conference, Seattle, WA, June 2008.
- Research Seminar at the University of Illinois (January 2007)
- Seminar on U.S. Hispanic market, ITESM-Monterrey, Mexico (February 2004).
- Researcher participant in the Marketing Research Group, Miguel Hernandez University, Spain (2003-present).
- Seminar on Cross-Cultural E-Commerce, UW-Whitewater (March 2003).
- Consumer Behavior seminar at IESE Business School, Barcelona, June 2001.
- Seminar session on language processing at UW-Madison (2001) and UW-Milwaukee (2002) marketing Ph.D. seminars.

EMPLOYMENT AND CONSULTING

- Consulting: Honda, the American Cancer Society, La Scuola d'Italia, Word World, Inc., Canadian government's Office of the Commissioner of Official Languages, Phoenix Products.
- Full-time employment: Insurance Underwriter, Heritage Insurance (1992-1995).

RESEARCH INTERESTS

- Language Processing and Advertising
- Consumer Information Processing
- International Marketing
- Image processing
- Cross-Cultural Consumer Behavior
- Automatic Processes in Advertising

TEACHING EXPERIENCE

- Advertising (Undergraduate; MBA; Executive Master of Science)
- Marketing Research (Undergraduate; MBA; Executive Master of Science)
- Consumer Behavior (MBA; on-line MBA; Undergraduate; PhD)
- Marketing Strategy (MBA; Executive MBA)

TEACHING INTERESTS

- Advertising
- Consumer Behavior
- International Marketing
- Marketing Management