

## RESEARCH

**Interests:** *Cross-Cultural Consumer Behavior*  
*Judgment and Decision Making*  
*International Marketing Strategy*

### Refereed Journal Publications

1. Valenzuela, Ana, Strebels, Judy and Mellers, Barbara (2009) "Pleasurable Surprises: A Cross-Cultural Study of Consumer Responses to Unexpected Incentives," **Journal of Consumer Research** (electronically published, forthcoming in 2010)
2. Valenzuela, Ana, Dhar, Ravi and Zettlemeyer, Florian (2009) "Contingent Response to Self-Customization Procedures: Implications for Decision Satisfaction and Choice," **Journal of Marketing Research**, forthcoming in December's issue.
3. Valenzuela, Ana and Raghurir Priya (2009) "Position-based Beliefs: The Center-Stage Effect," **Journal of Consumer Psychology**, 19(2), 185-196.
4. Valenzuela Ana and Priya Raghurir (2007), "The Role of Strategy in Mixed-Gender Group Interactions: A Study of the Television Show 'The Weakest Link'" **Sex Roles: A Journal of Research**, 57 (3-4), 293-303
5. Priya Raghurir and Valenzuela, Ana (2006), "Center of Inattention: Position Biases in Decision-Making," **Organizational Behavior and Human Decision Processes**, 99(1), 66-80.
6. Erdem, Tulin, Swait, Joffre and Valenzuela, Ana (2006), "The Cross-Cultural Aspects of Brands as Signals," **Journal of Marketing**, 41 (1), 86-100.
7. Gomez, Monica and Valenzuela, Ana [Authorship in alphabetical order denotes equal contribution] (2005), "Export Marketing Strategies for High Performance: Evidence from Spanish Exporting Companies," **Journal of Euro-Marketing**, 15(1), 5-28.
8. Valenzuela, Ana, Srivastava, Joydeep and Lee, Seonsu (2005), "The Role of Cultural Orientation in Bargaining under Incomplete Information: Differences in Causal Attributions," **Organizational Behavior and Human Decision Processes**, 96 (1), 72-88.
9. Lado, Nora, Martínez-Ros, Ester and Valenzuela, Ana [Authorship in alphabetical order denotes equal contribution] (2004), "Marketing Strategy as an Explanatory Variable of Market Selection: A Simultaneous Modeling Approach" (2004), **International Marketing Review**, 21(6), 573 – 597.

10. Erdem, Tulin, Zhao, Ying and Valenzuela, Ana (2004), "Performance of Store Brands: A Cross-Country Analysis of Consumer Store Brand Preferences, Perceptions and Risk," **Journal of Marketing Research**, 41(1), 86-115.

#### **Refereed Book Chapters and Others**

11. Mitchell, Andy and Valenzuela, Ana [Authorship in alphabetical order denotes equal contribution] (2005), "The Effect of Banner Advertisements on Judgment and Choice" (forthcoming) In K. Machleit and R. Yalch (eds.), **Online Consumer Psychology: Understanding and Influencing Behavior in the Virtual World**, Hillsdale, N.J.: Lawrence Erlbaum Associates (with Andy Mitchell).
12. Valenzuela, Ana and Gomez, Monica (2000), "Organizational Capabilities in International Markets: A Cross-functional Study," **Encuentros Multidisciplinares** (Journal of Multidisciplinary Studies), 2(3), 49-59.
13. Valenzuela, Ana (2000), "Defining a Capability Based Model of Company Internationalization," **Cuadernos de Economía y Dirección de la Empresa** (Journal of Economics and Business Management), 5(1), 91-109
14. Gomez Monica and Valenzuela, Ana (1997), "Marketing-Mix Strategic Components of Successful Service Companies" (1997), **ESIC-MARKET**, 97(3), 173-195.

#### **Other completed papers.**

15. Raghurir, Priya and Valenzuela, Ana "Gender Dynamics in Groups: A Field Study of the Television Show 'The Weakest Link'," under 3<sup>rd</sup> round of review at **Small Group Research**.
17. Valenzuela, Ana and Raghurir, Priya "Are Top-Bottom Inferences Conscious and Left-Right Inferences Automatic? Implications for Shelf Space Positions," under review at **Journal of Marketing Research**.
18. Erdem, Tulin, Swait, Joffre and Valenzuela, Ana "Cross-cultural Study of the Antecedents of Brand Credibility," targeted towards International Journal of Research in Marketing.
18. Valenzuela, Ana and Srivastava, Joydeep "Role of Social Identity and Information Asymmetry in Bargaining: Exploring Boundaries of Out-group Derogation," targeted towards Journal of Experimental Psychology.
19. Valenzuela, Ana, Mitakakis, Chrissy and Raghurir, Priya and "Retail Shelf Space Layouts: Retail Practice versus Consumer Beliefs," targeted towards Journal of Retailing.

20. Valenzuela, Ana, Darke, Peter and Briley, Donnel A. “Cultural Identity and the Antecedents of Risky Decision-Making: Am I Good or Lucky?” targeted towards Journal of Personality and Social Psychology.

**Research in Progress**

21. Carmon, Ziv, Valenzuela, Ana and Caglar Irmak “Beliefs in Luck and the Placebo Effect”
22. Valenzuela, Ana, Gould, Stephen and Kachersky, Luke “A Behavioral Finance Study of Real-time Simulated Stock Market Trading”
23. Valenzuela, Ana “Buying the Right Thing: Self-regulatory Focus as a Determinant of Brand Choice”