

SANKAR SEN
Baruch College/CUNY
One Bernard Baruch Way, B12-240
New York, NY 10010
646.312.3302
sankar.sen@baruch.cuny.edu

EDUCATION

The Wharton School
University of Pennsylvania
Doctor of Philosophy, May 1993
Major Area of Study: Marketing

University of Minnesota
Master of Science, May 1988
Major Area of Study: Chemical Engineering

Brandeis University
Bachelor of Arts, *summa cum laude*, May 1985
Major Area of Study: Biochemistry

AWARDS AND HONORS

2013 – 2014	Outstanding Reviewer Award, <i>Journal of Consumer Research</i>
2014	Outstanding Reviewer Award, <i>Journal of Public Policy and Marketing</i>
2013, 2006	Award for Teaching Excellence, Zicklin School of Business, Baruch College/CUNY
2012	The Sidney Lirtzman Award (for outstanding achievement in research, teaching and service), Zicklin School of Business, Baruch College/CUNY
2011	Outstanding Reviewer Award, <i>Journal of Marketing</i>
2002 - 2012	Honoree, Annual Celebration of Faculty Scholarship and Creative Achievement, Baruch College/CUNY
2000	Washburn Research Fellow, Fox School of Business Management, Temple University
1997	Dean's Citation for Undergraduate Teaching, Stern School of Business, New York University
1996	Andrisani-Frank Undergraduate Teaching Award, School of Business Management, Temple University
1994	Outstanding Teaching Award, Department of Marketing, Temple University
1994	Lynne A. Cronfeld Award for Research, Department of Marketing, Temple University
1992	Honorable Mention, Alden E. Clayton Doctoral Dissertation Proposal Competition

1991	American Marketing Association Doctoral Consortium Fellow
1990 – 1991	The Wharton School Dean's Fellowship
1981 – 1985	Lawrence A. Wien International Scholarship, Brandeis University
1985	Rishon M. Bialer Award for Achievement in Science
1984	Phi Beta Kappa
1984	Elihu A. Silver Prize for Excellence in Biochemistry
1983 – 1985	Louis D. Brandeis Scholar, 1983-1985
1981	C.R.C Award for Excellence in Chemistry, 1981

EMPLOYMENT

September 2016 -	Carol and Lawrence Zicklin Chair in Corporate Integrity and Governance, Baruch College/CUNY
August 2010 - August 2011	Visiting Professor, Sasin Graduate Institute of Business Administration, Chulalongkorn University
January 2006 –	Professor, Baruch College/CUNY
September 2002 – January 2006	Associate Professor, Baruch College/CUNY
September 2001 – August 2002	Associate Professor, Boston University
September 2000 – August 2001	Associate Professor, Baruch College/CUNY
July 1999 – July 2000	Associate Professor, Temple University
July 1996 – June 1997	Visiting Assistant Professor, New York University
July 1992 – June 1999	Assistant Professor, Temple University

RESEARCH

Fellowships and Grants

2001, 2003 – 2009, 2013	PSC-CUNY Research Award Grant, Baruch College/CUNY
1993	Temple University Grant-In-Aid of Research

Publications

Books

Lindgreen, Adam, Maon, Francois, Vanhamme, Joelle, and Sen, Sankar (Eds.) (2012), *Sustainable Value Chain Management: Analyzing, Designing, Implementing, and Monitoring for Social and Environmental Responsibility*, Gower Publishing: Aldershot

Bhattacharya, C.B., Sankar Sen and Daniel Korschun (2011), *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value*, Cambridge University Press

Articles

Marketing

January 2018

Schons, Laura, Jenni Sipilä, Sankar Sen, Gina Mende, and Jan Wieseke (2018), "Are Two Reasons Better Than One? The Role of Appeal Type in Consumer Responses to Sustainable Products," *Journal of Consumer Psychology*, forthcoming

Hildebrand, Diogo, Yoshiko DeMotta, Sankar Sen and Ana Valenzuela (2017), "Consumer Responses to Corporate Social Responsibility (CSR) Contribution Type," *Journal of Consumer Research*, 44 (4), 738 - 758

Du, Shuili, Kun Yu, C.B. Bhattacharya and Sankar Sen (2017), "The Business Case for Sustainability Reporting: Evidence from Stock Market Reactions," *Journal of Public Policy and Marketing*, forthcoming

Irmak, Caglar, Thomas Kramer, and Sankar Sen (2017), "Choice under Incomplete Information on Incumbents: Why Consumers with Stronger Preferences Are More Likely to Abandon Their Prior Choices," *Journal of Consumer Psychology*, 27 (2), 264 - 269

DeMotta, Yoshiko and Sankar Sen (2017), "How Psychological Contracts Motivate Employer-Brand Patronage," *Marketing Letters*, 28 (3), 385 – 395

Du, Shuili, Jos Bartels, Machiel Reinders, and Sankar Sen (2017), "Organic Consumption Behavior: A Social Identification Perspective," *Food Quality and Preference*, 62C, 190-198

Sen, Sankar, Shuili Du and C.B. Bhattacharya (2016), "'Corporate Social Responsibility: A Consumer Psychology Perspective,'" *Current Opinion in Psychology*, 10, 70–75

Sen, Sankar, Allison R. Johnson, C.B. Bhattacharya and Juan Wang (2015), "Identification and Attachment in Consumer-Brand Relationships," *Review of Marketing Research*, 12, 151 - 175

Du, Shuili, C.B. Bhattacharya, and Sankar Sen (2015), "'Corporate Social Responsibility, Multi-faceted Job-Products, and Employee Outcomes,'" *Journal of Business Ethics*, 131 (2), 319 - 335

Janssen, Catherine, Sankar Sen, and C.B. Bhattacharya (2015), "Corporate Crises in the Age of Corporate Social Responsibility," *Business Horizons*, 58 (2), 183–192

Irmak, Caglar, Sankar Sen and CB Bhattacharya (2015), "Consumer Reactions to Business-Nonprofit Alliances: Who Benefits and When?" *Marketing Letters*, 26 (1) 29-42

Kachersky, Luke, Sankar Sen, Hyeong-Min Kim, and Marina Carnevale (2014), "Buyer Beware of Your Shadow: How Price Moderates the Effect of Incidental Similarity on Buyer Behavior," *Journal of Applied Social Psychology*, 44, 643 - 649

Gupta, Reetika and Sankar Sen (2013), "The Effect of Changing Resource Synergy Beliefs on the Intentions-Behavior Discrepancy in Ethical Consumption," *Journal of Consumer Psychology*, 23(1), 114-121

Hildebrand, Diogo, Yoshiko DeMotta, Kritika Kongsompong and Sankar Sen (2013), "Ingroup and Outgroup Influences on the Consumption Behavior of Minority Groups: The Case of Gay Men," *Journal of Public Policy and Marketing*, 32 (May), 70 - 78

Du, Shuili, Valerie Swaen, Adam Lindgreen and Sankar Sen (2013), "The Roles of Leadership Styles in Corporate Social Responsibility," *Journal of Business Ethics*, 114.1 (April), 155-169

DeMotta, Yoshiko, Kritika Kongsompong and Sankar Sen (2013), "Mai Dongxi: Materialism, Social Influence, and China's One-Child Policy", *Social Influence*, 8(1), 27 - 45

Stokburger-Sauer, Nicola, S. Ratneshwar and Sankar Sen (2012), "The Drivers of Consumer-Brand Identification," *International Journal of Research in Marketing*, 29(4), 406 - 418

Du, Shuili, C.B. Bhattacharya, and Sankar Sen (2011), "Corporate Social Responsibility and Competitive Advantage: Overcoming the Trust Barrier" *Management Science*, 57 (9), 1528–1545

Hildebrand, Diogo, Sankar Sen and C.B. Bhattacharya (2011), "Corporate Social Responsibility: A Corporate Marketing Perspective," *European Journal of Marketing*, 45 (9/10), 1353 - 1364

Wilcox, Keith, Thomas Kramer and Sankar Sen (2011), "Indulgence or Self-Control: A Dual Process Model of the Effect of Incidental Pride on Indulgent Choice," *Journal of Consumer Research*, 38 (1), 151 - 163

Carvalho, Sergio W., Sankar Sen, Márcio de Oliveira Mota and Renata Carneiro Lima (2010) "Consumer Reactions to Corporate Social Responsibility: A Brazilian Perspective," *Journal of Business Ethics*, 91, 291 - 310

Irmak, Caglar, Beth Antonuk and Sankar Sen (2010), "You Like What I Like but I Don't Like What You Like: The Role of Uniqueness Motivations in Product Preferences," *Journal of Consumer Research*, 37 (October), 443 - 455

Du, Shuili, C.B. Bhattacharya, and Sankar Sen (2009), "Maximizing Business Returns to Corporate Social Responsibility: The Role of CSR Communication," *International Journal of Management Reviews*, 12(1), 8 - 16

Sen, Sankar and Lauren Block (2009), "'Why My Mother Never Threw Anything Out': The Effect of Product Freshness on Consumption," *Journal of Consumer Research*, 36 (1), 47 - 55

Wilcox, Keith, Hyeong Min Kim and Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brands?" *Journal of Marketing Research*, 46(2), 247 - 259

Bhattacharya, C.B. Daniel Korschun and Sankar Sen (2009), "Strengthening Stakeholder-Company Relationships through Mutually Beneficial Corporate Social Responsibility Initiatives," *Journal of Business Ethics*, 85, 257 - 272

Du, Shuili, Sankar Sen and C.B. Bhattacharya, (2008), "Exploring the Social and Business Returns of a Corporate Oral Health Initiative Aimed at Disadvantaged Hispanic Families," *Journal of Consumer Research*, 35(3), 483-494

Bhattacharya, C.B., Sankar Sen and Daniel Korschun (2008), "Using Corporate Social Responsibility to Win the War for Talent," *MIT Sloan Management Review*, winter, 49(2), 37 – 44 [Emerald Literati Network 2012 Citations for Excellence Award]

Du, Shuili, C.B. Bhattacharya, and Sankar Sen (2007), "Reaping Relational Rewards from Corporate Social Responsibility: The Role of Competitive Positioning," *International Journal of Research in Marketing*, 24 (3), 224 - 241

Sen, Sankar, C.B. Bhattacharya and Daniel Korschun (2006), "The Role of Corporate Social Responsibility in Strengthening Multiple Stakeholder Relationships," *Journal of the Academy of Marketing Science*, 34 (2), 158 - 167

Bhattacharya, C.B. and Sankar Sen (2004), "Doing Better at Doing Good: When, Why, and How Consumers Respond to Corporate Social Initiatives," *California Management Review*, 47(1), Fall, 9-24

Sen, Sankar (2004), "The Behavioral Consequences of HIV Testing: An Experimental Investigation," *Journal of Public Policy and Marketing*, 23 (1), 28-43

Bhattacharya, C.B. and Sankar Sen (2003), "Consumer-Company Identification: A Framework for Understanding Consumers' Relationships with Companies," *Journal of Marketing*, 67 (April), 76-88

Johnson, Eric. J., Colin Camerer, Sankar Sen and Talia Rymon (2002), "Detecting Failures of Backward Induction: Monitoring Information Search in Sequential Bargaining," *Journal of Economic Theory*, 104 (1), 16-47

Sen, Sankar, Lauren G. Block and Sucharita Chandran (2002), "Window-Displays and Consumer Shopping Decisions," *Journal of Retailing and Consumer Services*, 9, 277-290

Sen, Sankar, Zeynep Gurhan-Canli and Vicki G. Morwitz (2001), "Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts," *Journal of Consumer Research*, 28 (December), 399-417

Sen, Sankar and C. B. Bhattacharya (2001), "Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility," *Journal of Marketing Research*, 38(2), 225-244

Sen, Sankar (1999) "The Effects of Brand Name Suggestiveness and Decision Goal on the Development of Brand Knowledge," *Journal of Consumer Psychology*, 8(4), 431-455

Sen, Sankar (1998), "Knowledge, Information Mode and the Attraction Effect," *Journal of Consumer Research*, 25 (March), 64-77

Sen, Sankar and Johnson, Eric J. (1997), "Mere-Possession Effects without Possession in Consumer Choice," *Journal of Consumer Research*, 24 (March), 105-117

Sen, Sankar (1996), "Marketing and Minority Civil Rights: The Case of Amendment 2 and the Colorado Boycott," *Journal of Public Policy and Marketing*, 15(2), 311-318

Sen, Sankar, and Vicki Morwitz (1996), "Consumer Reactions to a Provider's Position on Social Issues: The Effect of Varying Frames of Reference," *Journal of Consumer Psychology*, 5(1), 27-48

Sen, Sankar, and Vicki Morwitz (1996), "Is It Better to Have Loved and Lost Than Never To Have Loved At All? Consumer Reactions to Product Changes Over Time," *Marketing Letters*, 7(3), 225-235

Business Press

Bhattacharya, CB, Daniel Korschun, and Sankar Sen (2012). "What really drives value in corporate responsibility?" *McKinsey Quarterly* 1: 14-16.

Du, Shuili, CB Bhattacharya, and Sankar Sen (2012), "Using corporate social responsibility to motivate and retain female employees," *Center for Gender in Organizations Insights* 31: 1–3.

Bhattacharya CB, Sankar Sen and Daniel Korschun (2011), "Maximizing ROI from corporate responsibility," *The European Financial Review* 11/12: 48-50.

Bhattacharya, CB, Sankar Sen, and Daniel Korschun (2011), "How to co-create responsibility strategy," *Ethical Corporation* 11: 35-38.

Bhattacharya, CB, Sankar Sen and Daniel Korschun (2011), "The next challenge for corporate responsibility," *EFMD Global Focus* 5(3): 45-47.

Bhattacharya, CB, Shuili Du and Sankar Sen (2011), "What board members should know about communicating CSR," *Director Notes by The Conference Board* 3(6) [This article is also published on the Harvard Law School Forum on Corporate Governance and Financial Regulation]

Biotechnology

Sen, Sankar, Wei-Shou Hu and Friedrich Srenc (1990), "Flow Cytometric Study of Hybridoma Cell Culture: Correlation between Cell Surface Fluorescence and IgG Production Rate," *Enzyme and Microbial Technology*, 12, 571-576

Sen, Sankar, Friedrich Srenc and Wei-Shou Hu (1989), "Distinct Volume Distribution of Viable and Non-viable Hybridoma Cells: A Flow Cytometric Study", *Cytotechnology*, 2, 85-94

Book Chapters

Du, Shuili, Daniel Korschun, C. B. Bhattacharya, and Sankar Sen (2014), "Leveraging Corporate Social Responsibility to Maximize Social Value," in David W. Stewart (Ed.), *Handbook of Persuasion and Social Marketing*

Korschun, Daniel, C.B. Bhattacharya and Sankar Sen (2013), "Stakeholder-Centricity – Managing Sustainability Successfully," in F. Keuper and Fritz Neumann (Eds.), *Sustainability Management*, Berlin: Logos Verlag

Bhattacharya, C.B. and Sankar Sen (2010), "Corporate Responsibility and Marketing," in C. Smith and G. Lenssen (Eds.), *Mainstreaming Corporate Responsibility*, Wiley-VCH

Sankar Sen, Shuili Du and C.B. Bhattacharya, (2008), "Building Brand Relationships Through Corporate Social Responsibility," in D. MacInnis, C.W. Park and J. Priester (Eds.), *Handbook of Brand Relationships*, Irvine, CA: ME Sharpe

Camerer, Colin, Eric J. Johnson, Talia Ryman and Sankar Sen (1993), "Sequential Bargaining in Gains and Losses," in K. Binmore, A. Kirman, & P. Tani (Eds.), *Frontiers in Game Theory*, Cambridge: MIT Press

Invited Presentations

"The Rhetoric of Marketplace Morality: A Consumer Perspective," Keynote Address, *International CSR Communication Conference*, Vienna, Austria, September 2017

"Corporate Social Responsibility: Do Stakeholders Really Care?" Victoria Business School, Victoria University of Wellington, Wellington, NZ, March 2015

"Keepin' it Gangsta: Authenticity, Identity and the Consumer," Keynote Address, 9th *International CIARG (Corporate Identity/Associations Research Group) Conference*, VU, Amsterdam, NL, September 2014

"Consumer Reactions to Corporate Social Responsibility: The Case of Disaster Relief," Voya Financial Colloquium, University of Connecticut, Storrs, CT, April 2016 Victoria Business School, Victoria University of Wellington, Wellington, NZ, March 2015; *Distinguished Lecture Series*, Trulaske College of Business, University of Missouri, Columbia, MO, USA, April 2014; Brunel University, London, UK, March 2014; ESSEC Asia-Pacific, Singapore, January 2014; *Distinguished Scholar Lecture*, Ruhr-Universität Bochum; Bochum, Germany, December 2013; *International Conference on Management Science and Engineering*, Harbin Institute of Technology, PRC, July 2013; School of Management, Asian Institute of Technology, Bangkok, Thailand, January 2013; Cass School of Business, City University London, London, UK, February 2013

"Consumer Reactions to Corporate Disaster Relief Efforts: The Role of Contribution- Controllability Fit," Queen's School of Business, Queen's University, Kingston, Ontario, Canada, November 2012; Sasin Graduate Institute of Business Management, Chulalongkorn University. Bangkok, Thailand, January 2013

"Creating CSR Value: Stakeholder Reactions to Corporate Social Responsibility," Keynote Address, *LIG International CSR Forum*, Seoul, Korea, February 2009

"Creating CSR Value," *Meteor Colloquium*, University of Maastricht Business School, Maastricht, The Netherlands, November 2008; Nanyang Business School, Singapore, January 2009; Singapore Management University, January 2009; Ivey School of Business, University of Western Ontario, March 2009; Lehigh University, April 2009; Louvain School of Management, Université Catholique de Louvain, Belgium, April 2009; IESEG School of Management, Lille, France, April 2009; NetImpact Seminar Series, Sasin Graduate Institute of Business Administration, Chulalongkorn University, November 2009

"Measuring CSR Returns to an Oft-Neglected Stakeholder Group: The Cause Beneficiaries" *Stakeholder Marketing: Beyond the 4P's and the Customer*, Boston University School of Management, Boston, MA, October 2008

"CSR Today: Doing Well By Doing Good," *Reputation Institute Study Tour*, New York, NY, September 2008; Sasin Graduate Institute of Business Administration, Chulalongkorn University, Bangkok, Thailand, July 2008; the *Reputation Forum Netherlands (RfN) Executive Workshop*, Noordwijk, The Netherlands, July 2008

January 2018

"A Multinational Examination of Customer-Company Identification" Discussant, *AMA Winter Educator Conference*, Austin, TX, February 2008

"Does Doing Well Lead to Doing Better? Insights and Challenges," Rotterdam School of Management, Erasmus University, Rotterdam, the Netherlands, October 2007

"Hidden Challenges in the New World Order", Panel Participant, *Stakeholder Marketing Consortium*, Aspen CO, September 2007

"Building Relationships through Corporate Social Responsibility (CSR): The Role of Communication" (with C.B. Bhattacharya and Shuili Du) *Advertising & Consumer Psychology Conference*, Santa Monica, CA, June 2007

"Developing a Dissertation: Reference Dependence and Loss Aversion in Consumer Choice" December 2004, Doctoral Seminar in Behavioral Decision Theory, Graduate School of Business, Columbia University, New York, NY

"Assessing the Returns to Corporate Social Marketing Initiatives: The Crest Healthy Smiles Program" (with C.B. Bhattacharya), *MSI Conference on Collaborative Research*, Yale University, New Haven, CT, December 2004

"Does It Pay to be a Good Corporate Citizen: Consumer Reactions to Corporate Social Responsibility," CREGA, *Baruch College/CUNY*, New York, NY, March 2004

"Consumer Reactions to Corporate Sponsorship Programs," *IEG's 21st Annual Sponsorship Conference*, Chicago, IL, March 2004

"Corporate Social Responsibility and Corporate Reputation: Does It Pay to Be a Good Citizen?" Lunch and Learn Seminar, Zicklin School of Business, *Baruch College/CUNY*, New York, NY, April 2003

"Cross-Sector Partnerships: The Effects Of Corporate Reputation, Involvement And Fit" (with C.B. Bhattacharya), Research Seminar Series, Department of Marketing, Fox School of Business and Management, *Temple University*, Philadelphia, PA, February 2003

"Consumer-Company Identification: A Framework for Understanding Consumers' Relationships with Companies" (with C.B. Bhattacharya), Conference on "Exploring Corporate Associations: Developing A Research Agenda," Stillwater, OK, April 2002

"Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts" (with Vicki Morwitz and Zeynep Gurhan-Canli), presented to the Marketing Department, The School of Management, *Boston University*, Boston, MA, November, 2000

"Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility" (with C.B. Bhattacharya), Research Seminar Series, Marketing Group, The Graduate School of Business, *University of Chicago*, Chicago, IL, March 1999 and Research Seminar Series, Marketing Department, The School of Management, *Boston University*, Boston, MA, April 1999

January 2018

“Understanding Consumer Decision Making,” Doctoral Seminar on Behavioral Research Methods, Fox School of Business and Management, *Temple University*, Philadelphia, PA, March 1999

“Mere-Ownership Effects in Consumer Choice,” Doctoral Seminar on Behavioral Decision Theory, Stern School of Business, *New York University*, New York, NY, December 2004, April 2003, March 2001 and October 1998

TEACHING

Courses Taught (*Evaluations available upon request*)

Undergraduate

Principles of Marketing
Consumer Behavior
Marketing Research
Sales Management

MBA

Marketing Management
Consumer Behavior
Marketing Research
Sales Management
Advertising and Integrated Marketing Communications

Executive MBA/MS

Consumer Behavior
Communicating with Consumers

PhD

Proseminar in Marketing
Seminar in Consumer Behavior
Seminar in Decision Making
Seminar in Morality, Ethics and Consumption Behavior

Dissertation Supervision

2010 – 2013	Dissertation Chair, Diogo Hildebrand (Placement: Grenoble Ecole de Management)
2010 – 2012	Dissertation Chair, Apiradee Wongkitrungrueng (Placement: Mahidol University)
2009 – 2012	Dissertation Chair, Yoshiko DeMotta (Placement: Fairleigh Dickinson College)
2007 – 2009	Dissertation Chair, Keith Wilcox (Placement: Babson University; Current: Columbia University)
2006 – 2008	Dissertation Chair, Luke Kachersky (Placement & Current: Fordham University)
2005 – 2007	Dissertation Chair, Caglar Irmak (Placement & Current: University of South Carolina; University of Miami)

January 2018

2012 – 2014 Dissertation Committee, Veronika Ilyuk
 2010 – 2013 Dissertation Committee, Adriana Madharzov
 2006 – 2008 Dissertation Committee, Daniel Korschun
 2005 – 2007 Dissertation Committee, Shuili Du
 2005 – 2007 Dissertation Committee, Beth Antonuk
 2002 – 2004 Dissertation Committee, Sergio Carvalho
 2001 Dissertation Committee, Suresh Ramanathan
 1994 – 1996 Dissertation Committee, Soumya Roy
 1993 – 1995 Dissertation Committee, Sri Bhoovaraghavan

SERVICE

Baruch College/CUNY

2016 - Ethics Curriculum Task Force, Zicklin School of Business, Baruch College
 2012 - 2016 Member, College Personnel and Budget Committee, Baruch College
 2012 - 2014 Coordinator, MKT3000 Research Requirement, Department of Marketing and International Business, Zicklin School of Business
 2011 – 2012 Member, Graduate Assurance of Learning Committee, Zicklin School of Business
 2010 Chair, Recruiting Committee, Department of Marketing and International Business, Zicklin School of Business
 2008 – 2009 Co-Chair, Strategic Planning Committee, Zicklin School of Business
 2007 – 2009 Chair, Executive Committee, Zicklin School of Business
 2007 – 2008 Faculty Mentor, CUNY Baccalaureate for Unique and Interdisciplinary Studies
 2006 – 2007 Member, Executive Committee, Zicklin School of Business
 2003 – 2009 Coordinator, Doctoral Program in Marketing
 2003 – 2004 Member, Departmental Task Force on the Doctoral Program
 2003 – 2005 Member, General Education Project, CUNY
 2003 – 2009 Member, Executive Committee, Marketing Department
 2002 – 2003 Member, Dean’s Task Force on the Doctoral Program
 2002 – 2003 Member, Recruiting Committee, Marketing Department

Boston University

2001 – 2002 Member, Faculty Policy Committee, School of Management

Temple University

1999 – 2000 Faculty advisor, AMA Student Organization (Temple Chapter). Chapter won *Outstanding Regional Chapter Award* for the first time
 1999 – 2000 Presidential Appointee to the Advisory Committee on Intercollegiate Athletics
 1998 – 2000 Member, Ad Hoc Committee for planning of the Behavioral and Media Lab
 1995 – 2000 Member, Faculty Senate Lectures and Forums Committee
 1994 – 1995 Member, Ad Hoc Committee for evaluation and planning of the Marketing Ph.D. Program
 1994 – 1996 Marketing Department Research Seminar Series Coordinator

Professional

January 2018

2018 - Associate Editor, *Journal of Consumer Research*
2017, 2015
2012, 2010,
2008, 2006,
2004, 1999
2016 Program Committee, *Association of Consumer Research* Conference
2014 - Doctoral Consortium, *Society for Consumer Psychology* conference
2014 - Editorial Review Board, *Luxury Research Journal*
2014 - Editorial Review Board, *Academy of Marketing Science Review*
2013 Program Committee, *Association of Consumer Research – Europe Conference*
2012 - Editorial Review Board, *Sasin Management Journal*
2012 - Editorial Review Board, *Journal of Consumer Research*
2010 - Editorial Review Board, *Journal of Marketing*
2010 - Editorial Review Board, *Journal of Consumer Psychology*
2009 - Editorial Review Board, *Journal of Public Policy and Marketing*
2006 - Editorial Review Board, *Corporate Reputation Review*
2009 Reviewer, Sheth Dissertation Award
2008, 2004 Program Committee, *Association of Consumer Research – Latin America Conference*
2008 Track Chair, Consumer Behavior and Psychology, *AMA Winter Educator Conference*
2007 Reviewer, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
1999 Reviewer, *Hong Kong Research Grants Council*
1998 – Reviewer, *Academy of Management Review, California Management Review, European Journal of Marketing, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Behavioral Decision Making, Journal of Business Ethics, Journal of Business Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, Journal of Public Policy and Marketing, Journal of Retailing, Management Science, Marketing Letters, Marketing Science, Organizational Behavior and Human Decision Processes, Sasin Management Journal*
1998 - Reviewer, *Society for Consumer Psychology Conference*
1994 – Reviewer, *Association of Consumer Research Conference*
1994 – Reviewer, *AMA Marketing Educators’ Conference*