

# STACY WOOD

Department of Business Management  
Poole College of Management  
North Carolina State University

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## EDUCATION

Ph.D., Marketing, University of Florida, May 1998, (Co-chairs: John Lynch; Joe Alba)  
B.S.B.A., Finance (major), Russian (minor), University of Florida, May 1994

## POSITIONS

Langdon Distinguished University Chair in Marketing, *North Carolina State University*, 2010 -  
Executive Director, NCSU Consumer Innovation Collaborative, 2012 –  
Senior Affiliated Scholar, *Duke University*, 2008 –  
Executive Director, Center for Neuroeconomic Research, *University of South Carolina*, 2006 – 2010  
Full Professor of Marketing, *University of South Carolina*, 2010  
Associate Professor of Marketing, *University of South Carolina*, 2004 – 2010  
Faculty Fellow, Convergence Culture Consortium, *Massachusetts Institute of Technology*, 2004 - 2014  
Visiting Assistant Professor of Marketing, *Massachusetts Institute of Technology*, 2004  
Assistant Professor of Marketing, *University of South Carolina*, 1998 – 2004

## RESEARCH FOCUS

**Consumer Innovation Behavior:** (1) Cognitive & affective reactions to innovations, (2) Inertia & motivating change, (3) Social origins & consequences of innovativeness, (4) Design thinking and consumer-centric innovation, (5) Decision neuroscience and biometrics, (6) Patient-centric innovation in healthcare.

## TEACHING FOCUS

Consumer Behavior; New Product/Service Development; Consumer-Centric Innovation; Marketing Strategy & Branding; Marketing Analytics and Clinical Informatics; Marketing in Healthcare

## COVID SERVICE (2020-2021)

Working with the World Bank to develop global communication strategies for vaccine promotion  
Presentations on vaccination communication strategies (for healthcare organizations and professional associations)  
Marketing counsel to North Carolina Department of Health and Human Services (NCDHHS)  
Q&A: How to Market Vaccination, *Science*, Vol. 371, Issue 6526, pp. 223, DOI: 10.1126/science.371.6526.223  
Consumer response to COVID, NPR “The State of Things with Frank Stasio”  
Professor for NCSU’s innovative multidisciplinary-MOOC, “COVID: Wicked Problems, Wolfpack Solutions”  
Medium article, “Why a Crisis Frees us from Old Mental Models” with Cait Lambertson (Wharton)

## HONORS AND AWARDS

Editor, *Journal of Consumer Research*, January 2021-January 2024  
Faculty Fellow, MSI Annual Summit on the State of Marketing Science, San Francisco, 2020  
Co-Editor, Special Issue, “Consumer Response to Big Innovations,” *Journal of the Association for Consumer Research*  
Faculty Fellow, AMA Doctoral Consortium, Columbia University, NYC, 2019  
President, Association for Consumer Research, 2017-2020 (3-year appointment, Elect/President/Past)  
Voted “Best Faculty Presentation of 2018,” Marketing Science Institute (MSI)  
Faculty Fellow, AMA Doctoral Consortium, University of Leeds, UK, 2018  
Excellence in Teaching Award 2015-16, Duke University School of Medicine, Master of Mgmt Clinical Informatics  
Conference Chair, Association for Consumer Research (ACR) North American conference, Baltimore, 2014  
Best Core Professor, Duke University CCMB Program, 2014-2015  
NCSU Outstanding Teacher Award, North Carolina State University, 2014  
Poole College of Management Research Leadership Award, NCSU, 2013  
Associate Editor, *Journal of Consumer Research*, 2012 - 2016  
Editorial Review Board, *Journal of Marketing Research*, 2012 – 2016  
Board of Directors, Association for Consumer Research (ACR), 3-year appointment 2011-2013  
*Journal of Consumer Research* Outstanding Reviewer Award, 2010-2011  
Faculty Fellow, AMA Doctoral Consortium, Stillwater, Oklahoma, 2011  
Faculty Fellow, Product Development & Management Association Doctoral Symposium, 2011  
Best Elective Professor, Duke University WEMBA Program, 2010  
Best Elective Professor, USC MBA Program, 2009-2010  
Runner-up, Park Prize for Best Paper, *Journal of Consumer Psychology*, 2010  
Best Elective Professor (shared), Duke University WEMBA Program, 2009

Best Elective Professor, USC MBA Program, 2007-2008  
 Faculty Fellow, AMA Doctoral Consortium, Columbia, Missouri, 2008  
 Honorable Mention, AMA Best Paper in Technology and Innovation, 2008  
 Mungo Undergraduate Teaching award, (top USC award for undergrad teaching), 2007  
 Faculty Fellow, AMA Doctoral Consortium, Phoenix, Arizona 2007  
 Moore Research Fellow, University of South Carolina, 2006 - 2010  
 Excellence in Teaching Award (Mortar Board Society, USC), 2006  
 Editorial Review Board, *Journal of Consumer Research*, 2005 – 2012; 2016 - 2020  
 Louis W. Stern Award for best paper in marketing and channels, AMA, 2005  
 Marketing Science Institute Young Scholar, 2005  
 Faculty Fellow, ACR Doctoral Symposium, Toronto, Canada 2003, Portland, Oregon 2004  
 Excellence in Teaching Award (Mortar Board Society, USC), 2003  
 Alfred G. Smith Award (top Moore School award for teaching), 2001  
 Excellence in Teaching Award (Mortar Board Society, USC), 2001  
 Excellence in Teaching Award (Mortar Board Society, USC), 1999 - 2000  
 MSI – H. Paul Root Award for best paper, *Journal of Marketing*, 1997

## PUBLICATIONS

ORCID#: <https://orcid.org/0000-0001-5256-1772>

### Impact Metrics:

**Citation Count: 7,575+** (h-index = 21; i10-index = 23)

**Number of Papers with 100+ citations: 10**

(Source: Google Scholar; 2/2021)

Alba, Joseph, John Lynch, Barton Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer, and Stacy Wood (1997), “Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces,” *Journal of Marketing*, 61 (July), 38-53.

- Winner of the Paul Root/MSI Award for greatest contribution to the practice of marketing in 1997 *Journal of Marketing*.
- Winner of the 2005 Louis W. Stern Award for most significant contribution to the literature on marketing and communications in an *AMA* journal between 1997 - 2002
- Reprinted in *Marketing Communications Classics*, (ed. M. Fitzgerald and D. Arnott), London: Thompson Learning 2000
- Reprinted in “*Internet Marketing: Readings and Online Resources*, (ed. Paul Richardson), New York: McGraw-Hill Irwin, 2001
- Reprinted as “Achat interactif a domicile: quels avantages pour les consommateurs, les distributeurs et les producteurs presents sur le marche electronique?” in *Recherche et Applications en Marketing*, Vol. 13, N°3, 38-53.
- Partially reproduced as Marketing Science Institute Report #97-105, “Interactive Home Shopping and the Retail Industry.”
- Summarized in Thomas Kiely, “Interactive Home Shopping: The Pleasures and Perils of Selling in Cyberspace,” *Harvard Business Review*, September-October 1996, p. 12.

Wood, Stacy L. (2001), “Remote Purchase Environments: The Influence of Return Policy Leniency on Two-Stage Decision Processes,” *Journal of Marketing Research*, 38 (May), 157-169.

- Featured in *Marketplace* interview, Dec. 2016, NPR:  
<https://www.marketplace.org/2016/12/21/world/liberal-return-policy-might-lead-fewer-returns>

Wood, Stacy L. and John G. Lynch, Jr., (2002) “Prior Knowledge and Complacency in New Product Learning,” *Journal of Consumer Research*, 29 (December), 416-426.

Wood, Stacy L. and Joffre Swait (2002), “Psychological Indicators of Innovation Adoption: Cross-

Classification Based on Need for Cognition and Need for Change,” *Journal of Consumer Psychology*, 12(1), 1-13.

Wood, Stacy L. (2002), “Future Fantasies: A Social Change Perspective of Retailing in the 21<sup>st</sup> Century,” special issue on ‘Retailing in the 21<sup>st</sup> Century’ of the *Journal of Retailing*, 78 (1), 77-83.

Wooten, David and Stacy L. Wood (2004), “In the Spotlight: The Drama of Gift Reception,” in *Contemporary Consumption Rituals: A Research Anthology*, Eds. Cele C. Otnes and Tina Lowrey, Lawrence Erlbaum Associates, Inc., NJ, 213-236.

Cotte, June and Stacy L. Wood (2004), “Families and Innovative Consumer Behavior: A Triadic Analysis of Sibling and Parental Influence,” *Journal of Consumer Research*, 31 (June), 78-86.

Rose, Randall and Stacy L. Wood (2005), “Paradox and the Consumption of Authenticity Through Reality Television,” *Journal of Consumer Research*, 32 (September), 284-296.

- Cited in 100+ global news sources including *The Washington Times*, *The Hindustani Times*, CBS News, Fox News, and *Health Magazine*

Wood, Stacy L. and C. Page Moreau (2006), “From Fear to Loathing? How Emotion Influences the Evaluation and Early Use of Innovations,” *Journal of Marketing*, 70 (July), 44-57.

- 2008 AMA Tech SIG Best Paper in Technology and Innovation Honorable Mention

Wood, Stacy L. and James R. Bettman (2007), “Predicting Happiness: How Normative Feeling Rules Influence (and Even Reverse) Durability Bias,” *Journal of Consumer Psychology*, 17 (July), 188-201.

- 2010 Runner-up, Park Prize for Outstanding Contribution, *Journal of Consumer Psychology*

Weathers, Daniel, Subhash Sharma, and Stacy L. Wood (2007), “Effects of Online Communication Practices on Consumer Perceptions of Performance Uncertainty for Search and Experience Goods,” *Journal of Retailing*, 83 (December), 393-401.

Shimp, Terence A., Stacy L. Wood, and Laura Smarandescu (2007), “Consumer Testimonials as Self-generated Advertisements: Evaluative Reconstruction Following Product Usage,” *MSI Working Paper Series*, 05 (2), pp. 93-113, Marketing Science Institute: Cambridge, MA.

Shimp, Terence A., Stacy L. Wood, and Laura Smarandescu (2007), “Self-Generated Advertisements: Testimonials and the Perils of Consumer Exaggeration,” *Journal of Advertising Research*, 47 (December), 453-461.

Wood, Stacy L., Judith A. Shinogle, and Melayne M. McInnes (2011), “New Choices, New Information: Do Choice Abundance and Information Complexity Hurt Aging Consumers’ Medical Decision Making?” in *Perspectives on Consumer Aging*, (ed. Aimee Drolet, Norbert Schwarz, and Carolyn Yoon) Routledge; 1st edition (January 11, 2011).

Wood, Stacy (2010), “The Comfort Food Fallacy: Avoiding Old Favorites in Times of Change,” *Journal of Consumer Research*, 36 (April)

- Featured in 100+ news sources including *Time Magazine* and *The Daily Telegraph* (UK)

Poynor Lamberton, Cait and Stacy Wood (2010), “Smart Subcategories: How Assortment Formats Influence Consumer Learning and Satisfaction,” *Journal of Consumer Research*, 37 (June)

Wood, Stacy, Melayne Morgan McInnes, and David A. Norton (2011), “The Bad Thing about Good Games: The Relationship between Close Sporting Events and Game-Day Automobile Fatalities,” *Journal of Consumer Research* (December)

- Featured in 100+ news sources including *WSJ*, NPR, ESPN, MSNBC, and global news

- Lead story on front page, *USA Today*
- Craig, Adam W., Yuliya Komorova, Stacy Wood, and Jennifer M. C. Vendemia (2012), “Suspicious Minds: Exploring Neural Processes During Exposure to Deceptive Advertising,” *Journal of Marketing Research*, Vol. 49, No. 3 (June), pp. 361-372.
- Featured in 100+ news sources including NPR, Yahoo! News, and CNN Health
- Wood, Stacy (2012), “Prone to Progress: Using Personality to Identify Supporters of Sustainable Social Enterprise,” *Journal of Public Policy and Marketing*, special issue on Social Enterprise, Vol. 31, No. 1 (Spring), pp. 129-141
- Wood, Stacy and Steve Hoeffler (2013), “Looking Innovative: The Role of Impression Management in Use of High-Tech New Products” *Journal of Product Innovation Management*, Vol. 30, No. 6 (November), pp. 1254–1270.
- Featured on CBS radio (Osgood File), Fox Business News, etc.
- Wood, Stacy (2013), “The Value of Customer Recommendations,” in *Spreadable Media: Creating Value and Meaning in a Networked Community*, Henry Jenkins, Sam Ford, and Joshua Green, New York University Press: New York.
- Wood, Stacy (2016), “The Psychology of Innovation,” *Journal of Consumer Research* (invited), Summer. Currently available at: <http://jcr.oxfordjournals.org/content/psychology-innovation-summer-2016>
- Press release: <https://news.ncsu.edu/2016/07/psychology-of-innovation-2016/>
- Wood, Stacy (2018), “Motivating Change & Innovation: Getting people to try new things requires new tactics”, chapter in *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, edited by Ronald Hill, Cait Lamberton, & Jennifer Schwartz, Routledge, Oxford UK, 141-143.
- Wood, Stacy, Stefanie Robinson, and Morgan Poor (2018), “Green Goes Mainstream: Competitive Challenges when Mainstream Brands Introduce Environmentally Friendly Product Lines”, *Journal of Advertising Research*, 58 (2), 165-176.
- Robinson, Stefanie and Stacy Wood (2018), "A “Good” New Brand — What Happens When New Brands Try to Stand Out Through Corporate Social Responsibility," *Journal of Business Research*, vol. 92(C), pages 231-241.
- Press release: <https://news.ncsu.edu/2018/09/csr-and-new-brands/>
- Wood, Stacy (2018), “A Case for Marketing in Medicine: Using Consumer Theory to Understand Patient Choice and Improve Patient Care,” *Health Management Policy and Innovation*, Volume 3, Issue 1.
- Wood, Stacy and Kevin A. Schulman (2019), “The Doctor-of-the-Future is In: Patient Response to Healthcare Innovations,” *Journal of the Association for Consumer Research*, 4, no. 3 (July 2019): 231-243. <https://doi.org/10.1086/704106>.
- Schulman, Kevin and Stacy Wood (2019), “Amazon Alexa and Patient Engagement,” Stanford Business Case No. SM-328, Harvard Business Publishing, Cambridge, MA.
- Wood, Stacy and Bryan Bollinger, (2020) “Predicting Changes in Patient Choice of Preventative Healthcare after Celebrity Diagnoses,” *Journal of the Association for Consumer Research*, 5 (3).
- Hewett, Kelly, Stacy Wood, Chris Moorman and Lopo Rego, (forthcoming) “Let the Good Times Roll: Increasing Customer Satisfaction and the Failure to Invest in Innovation,” *MSI Working Paper Series*, Marketing Science Institute: Cambridge, MA.

Schmitt, Bernd H., June Cotte, Markus Giesler, Andrew T Stephen, and Stacy Wood, (2021), “Our Journal, Our Intellectual Home,” *Journal of Consumer Research*, Volume 47, Issue 5, February 2021, Pages 633–635, <https://doi.org/10.1093/jcr/ucaa065>

Wood, Stacy and Kevin A. Schulman (2021), “Beyond Politics: Promoting Covid-19 Vaccination in the United States,” *New England Journal of Medicine*, Jan 6, DOI: 10.1056/NEJMms2033790

- Reported in Science online, “Compelled by Stories: A marketing expert’s tips for promoting COVID-19 vaccination, doi:10.1126/science.abg5813
- Reported by major news outlets such as ABC, CNN, MarketWatch, Medium, Futurity
- Altmetric Score: 572

Wood, Stacy and Kevin A. Schulman (2021), “When Vaccine Apathy, Not Hesitancy, Drives Vaccine Disinterest,” *JAMA, Journal of the American Medical Association*, June 2, 325(24):2435–2436. doi:10.1001/jama.2021.7707

- Reported by major news outlets such as NYT, Bloomberg, ABC
- Altmetric Score: 116

### **WORKING PAPERS (Completed or currently under review)**

Wood, Stacy, “The Power of Piecemeal Risk in New Pharma Testing: How Individuals Respond to Changing Risk Information over Time”

Wood, Stacy and Kevin Schulman, “Using Consumer Psychology to Understand (and Change) Patient Non-adherence”

Dretsch, Heather, Adam Craig and Stacy Wood, “An Easily Quenchable Fire: Schema Invariance Increases Brand Instrumentality and Valuation Fluctuation”

Wood, Stacy, Kelly Hewett, and Chris Moorman, “The Innovation Blind-spot: How Corporations Fail to Leverage Consumer Goodwill in New Product Development Investment”

Robinson, Stefanie, Katie Kelting, and Stacy Wood “The Morality of Delivery: How Market- versus Social-Mindsets Impact Voluntary Delivery Delay”

### **WORK IN PROGRESS**

Managing Resources during Medical Crises: The Critical Role of Patient Code Choices (with Rob Handfield and Eda Kemahlioglu-Ziya [NCSU] and Cristen Page, MD, Lydia Chang, MD, [UNC])

Heroic versus Stoic: How the Language used in Tweets about Cancer versus Heart Disease may Impact Patient Choices about “Last-Ditch” Treatments (with Kevin Schulman [Stanford])

Patient-centric design of the DNR choice architecture (with Julian Yang, MD [Duke])

The Morality of Packaging: How trends in online ordering are impacted by consumer perceptions about packages (with Stefanie Robinson [NCSU] and Morgan Poor [San Diego State Univ])

Understanding the impact of new technology on physician burn-out (with Kathryn Pollak [Duke])

Improving Physician Persuasion Techniques Against Viral Misinformation

Markers of High-Engagement Healthcare Interactions [with Paul Tang [Stanford]]

## **AWARDED GRANTS**

Marketing Science Institute, 2016-2017, *Corporate Investment in Innovation and Customer Experience*  
PCOM Sustainability Grant, *Doing Good from the Start? Corporate Social Responsibility May Hurt New Brands*,  
NCSU, 2016-2017

PCOM Sustainability Grant, *Sustainable Consumer Behavior Influences on Socially Responsible Consumption*,  
NCSU, 2013-2014

Magellan Research Grant, USC, 2008 – 2009

Center for International Business Education and Research (CIBER), 2004-2005

Center for International Business Education and Research (CIBER), 2000 – 2001

DMSB Research Grant, Moore School of Business, 1998

DMSB Research Grant, Moore School of Business, 1998

Research and Productive Scholarship Grant, University of South Carolina, 1998

## **CONFERENCE PRESENTATIONS AND INVITED TALKS**

### *Invited Talks*

University of North Carolina – Chapel Hill, 2002

ACR Doctoral Consortium, 2003

London Business School, 2003

Massachusetts Institute of Technology, 2004

Yale University, 2004

ACR Doctoral Consortium, 2004

Marketing Science Institute Board of Trustees Meeting, 2005

York College, 2005

Wharton, University of Pennsylvania, 2006

Duke University, 2007

Boston College (Ray Keyes Distinguished Lecture in Marketing), 2007

Georgetown Marketing Camp, 2008

Duke Center for Neuroeconomic Studies, 2008

Duke Footprints Conference, 2009

Michigan Decision Neuroscience Camp, 2009

Temple University, 2010

Interdisciplinary Symposium on Decision Neuroscience, 2010

USC Marketing Camp, 2010

Duke University, MBA Marketing Conference, 2011

University of Illinois, Chicago, PDMA Doctoral Symposium, 2011

Temple/Michigan/MIT, Interdisciplinary Symposium on Decision Neuroscience, 2011

Duke Univ., Center for Advancement of Social Entrepreneurship (CASE) Conference, 2011

Oklahoma State University, AMA Doctoral Consortium, 2011

NC State TEDx presentation, 2011

DC Marketing Colloquium, George Mason University, 2012

U.S. Department of Defense, 2014

Blue Cross Blue Shield Innovation Initiative, 2014

ACR Luncheon Address & ACR Doctoral Symposium, 2014

Innovative Women's Conference, 2015

Innovative Women's Conference, 2016

Women in Higher Education, Fuqua School of Business, 2016  
University of North Carolina School of Medicine, Grand Rounds, 2017  
American Society of Echocardiography Annual Board Meeting, 2017  
AMA Doctoral Consortium, *How to Have Impact in Research*, 2018  
Duke University School of Medicine, Neurology Grand Rounds, 2018  
Duke University Department of Surgery, Surgical Research, 2018  
“State of the Field” Presidential Address, Association for Consumer Research, 2018  
MSI conference on Behavioral Science, Duke University, 2018  
MSI webinar for “Best of MSI 2018,” Cambridge, MA, 2019  
MSI, The Psychology of Innovation, San Francisco, CA 2020  
University of Illinois Urbana-Champaign, 2020  
Washington University, 2020  
University of South Carolina, School of Pharmacy, 2020  
Amazon, Digital Healthcare, 2020  
NASCAR, Sponsorship and Fan Engagement Analytics, 2020  
Product Development Management Association, November 2020  
Stanford School of Medicine, Grand Rounds, January 2021  
Stanford Health Board of Advisors, January 2021  
Enterprise Risk Management (ERM), NC State, January 2021  
Sirius XM, Marketing Matters, January 11, 2021  
SCRC Webinar on Covid-19, NC State, February 2021  
The Ohio State University School of Nursing, BHAC Seminar, March 2021  
Harvard University, HBS, April 2021

## **TEACHING ACTIVITIES (courses and institutions)**

### *Consumer Behavior, (undergraduate, masters, and doctoral levels)*

Poole College of Management, North Carolina State University  
Fuqua School of Business, Duke University  
Sloan School of Management, Massachusetts Institute of Technology  
Moore School of Business, University of South Carolina  
Warrington College of Business, University of Florida

### *Consumer Centric Innovation (masters), Marketing of Innovation*

Poole College of Management, North Carolina State University (1-hour course)  
Fuqua School of Business, Duke University (full term)

### *Consumer Innovation Research Practicum (masters honors)*

Poole College of Management, North Carolina State University  
(Lead 4 -6 interdisciplinary graduate research teams for corporate partners each semester)

### *Marketing of High Technology (masters)*

Fuqua School of Business, Duke University

### *Personal Selling and Sales Management (undergraduate)*

Moore School of Business, University of South Carolina

### *Advertising and Branding (masters)*

Sloan School of Management, Massachusetts Institute of Technology

### *Marketing Scholars capstone experience (undergraduate honors)*

Moore School of Business, University of South Carolina

*Marketing Analytics for Clinical Informatics (masters)*

Duke School of Medicine, Duke University

## SERVICE ACTIVITIES

### *Professional*

- Chair, Committee on safety & inclusiveness, ACR, 2019 - present
- Policy Board, *Journal of the Association for Consumer Research*, 2018 - 2020
- President, 2017-2020, Association for Consumer Research (Elect/President/Past)
  - Presidential address: <https://vimeo.com/301283758>
- Associate Editor, *Journal of Consumer Research*, 2012-2016; ad-hoc 2017
- Guest Editor, special issue of JACR on Consumer Response to Innovation, 2018
- Editorial Review Board, *Journal of Consumer Research*, 2005-2012, 2017 - present
- Editorial Review Board, *Journal of Marketing Research*, 2011-present
- Conference Co-Chair for ACR North American conference 2014, Baltimore, MD
  - ~1,300 attendees
  - \$588,000 Total revenue; \$112,000 real profit
- Board of Directors, Association for Consumer Research, 2010-2014
- Reviewer: *Journal of Marketing*, *Journal of Retailing*, *Journal of Experimental Psychology: Applied*, *Journal of Product Innovation Management*, *Journal of Public Policy and Marketing*, *Association for Consumer Research conferences*, *Society for Consumer Psychology conferences*, *Sheth Dissertation Award*, 1999-2001
- Board of Directors, At-Large Director, ACR, 2011-2013
- Conference Co-Chair for the ACR Doctoral Symposium, October 2009, Pittsburgh, PA
- Track Chair, *Emerging Business and Technology Track*, 2003 American Marketing Association Winter Educator's Conference

### *University*

#### Dissertation and thesis direction:

Dissertation chair for Mr. Adam Craig, 2008 – 2011 (Placement: Kentucky)  
Dissertation co-chair for Ms. Cait Poyner Lamberton, 2006 – 2008 (Placement: Pitt; Ferber Honorable Mention)  
Dissertation committee for Ms. Kelly Haws, 2005 (Placement: Texas A&M)  
Dissertation chair for Ms. Georgiana Craciun, 2004 – 2006 (Placement: Loyola)  
Dissertation chair for Mr. J. Daniel Wadden, 2003 – 2004 (Placement: St. Mary's University)  
Dissertation co-chair for Mr. Scott Swain, 2000 – 2002 (Placement: Boston University)  
Dissertation co-chair for Mr. P. Daniel Weathers, 2001 – 2002 (Placement: LSU)  
Dissertation committee for Mr. Greg George, Economics, 2001  
Honors thesis director for Ms. Ashley R. Heaton, 2000-2001  
Honors thesis director for Mr. R. Brook Ravan, 1999-2000  
Honors thesis director for Ms. Mary Virginia Campbell, 2004  
Honors thesis director for Ms. Ashley Corbin, 2006 – 2007  
Magellan thesis director for Ms. Tammy Hsu, 2007 –

#### University committees and programs (post-tenure only):

##### *University of South Carolina*

University Branding Committee, 2003 - 2005

Director of Marketing Scholars Program & Branding Initiative for USC, 2005 – 2010



USC Faculty Advisory Committee, 2005 – 2008  
Moore School Strategic Planning Committee, 2006 – 2007  
Chair, Moore School Work Environment Task Force, 2007  
Executive Director, Center for Neuroeconomic Research, 2006 – 2010  
Wood Behavioral Lab, undergraduate research initiative, 2007 – 2010  
USC Faculty Senate, 2006 – 2009

*North Carolina State University*

PCOM Reappointment, Promotion, and Tenure committee (RPT), 2019 – 2022  
Member, Dickinson Professorship Search Committee, 2019  
Member, Distinguished Professors Advisory Committee, 2016-present  
Member, PCOM Summer Research Initiative Committee, 2016-present  
Member, PCOM Dean Search Committee, 2015  
Member, Business Management Dept. Research Award committee, 2015  
Chair, Marketing Area faculty search committee, 2015  
Member, Owens Distinguished University Professor of Supply Chain Management, 2015  
Chair, Shelton Leadership Chair Search Committee, 2014  
Governor's State Branding Board of Advisors, 2014  
Park Scholar Mentor, 2013-2017  
Executive Director, Consumer Innovation Consortium, 2013 - present  
Faculty Advisor, MBA Marketing Club, 2013 – 2018  
Poole College of Management Research Committee, 2012 - present  
PCOM Reappointment, Promotion, and Tenure committee (RPT), 2010 – 2014  
Development of Behavioral Lab (funding, construction, and management), 2010 – 2013  
Development of corporate center for consumer research & innovation (CIC), 2010 – 2013  
Chair, Post-Tenure Review committee, Business Management, 2011 – present  
Committee member, Innovation/Design Hiring Committee with COD, 2012 – 2013  
Faculty Presentation to PCOM Alumni, Washington DC, April 2012  
Faculty Presentation, SKEMA celebration, Spring 2012  
Chair, PCOM Marketing Speaker Series, 2010 – 2012  
Faculty Advisory Committee, Business Management, 2010 - 2016  
Faculty Presentation to NCSU Board of Governors, 2011  
Faculty Presentation for University Global Partnership Network conference, 2011  
White paper for NCSU Institute for Emerging Issues, 2011  
Chair, Marketing Area search committee, 2011  
Faculty Presentations to other NCSU boards, stakeholders, and alumni 2010-present