

A D A M D U H A C H E K
C U R R I C U L U M V I T A E

P E R S O N A L D A T A

University of Illinois Chicago
Department of Marketing
601 S. Morgan St.
Chicago, IL 60607

Email: adamd@uic.edu

E M P L O Y M E N T H I S T O R Y

Bielinski Family Faculty Scholar (2024-present)
Professor of Marketing
University of Illinois-Chicago
June 2019—present

Professor of Marketing
Nestlé-Hustad Professor of Marketing
Indiana University May 2015—May 2019

Associate Professor
Nestlé-Hustad Professor of Marketing
Indiana University 2009-May 2015

Jack R. Wentworth
Associate Professor of Marketing (with tenure)
Indiana University
2008-2009

Assistant Professor
Indiana University 2004-2008

Lecturer
Kellogg School of Management, MBA program Northwestern University
2004

Honorary Professor University of Sydney Spring 2016-present

Visiting Professor University of Sydney Spring 2011-2015

E D U C A T I O N

Doctorate of Philosophy in Marketing, June 2004
J.L. Kellogg School of Management, Northwestern University, Evanston,
IL Minor emphasis: Psychology

Masters of Science in Marketing, June 2002

J.L. Kellogg School of Management, Northwestern University, Evanston, IL

Bachelor of Arts with Highest Distinction in Mathematics and Economics, May

1999 University of Nebraska-Lincoln, Lincoln, NE

Minors: Geography and Business

Oxford University, Oxford, England Summer

Economics Program, Summer 1998

The Pennsylvania State University, State College, PA

Mathematics Advanced Studies Program, Fall 1996

RESEARCH

1. Hamby, Anne, Rebecca Krause-Galoni, Adam Duhachek, and Derek Rucker. "How storytelling modality affects transportation and storyteller persuasion." *Journal of Consumer Psychology* (2026).
2. Usman, Umair, TaeWoo Kim, Aaron Garvey, and Adam Duhachek (2026, forthcoming), "The Transition to Generative AI in Consumer Research: Moving Beyond Algorithm Aversion and The Road Ahead," *Advancing Consumer Psychology* (Eds. Paul M. Herr, Alexander Fedorikhin, Dawn Iacobucci, Frank R. Kardes).
3. Sharifi, Shahin, Riza Casidy, Kiju Jung, and Adam Duhachek. "When recovery discounts backfire: The role of political ideology in shaping post-recovery satisfaction." *Journal of Retailing* (2026).
4. Kim, Tae Woo, Umair Usman, Aaron Garvey, and Adam Duhachek. "From algorithm aversion to AI dependence: Deskillling, upskilling, and emerging addictions in the GenAI age." *Consumer Psychology Review* 9, no. 1 (2026): 142-164.
5. Lu, Louise, Zakary L. Tormala, and Adam Duhachek. "How AI sources can increase openness to opposing views." *Scientific Reports* 15, no. 1 (2025): 17170.
6. McShane, Blakeley B., David Gal, and Adam Duhachek. "Artificial intelligence and dichotomania." *Judgment and Decision Making* 20 (2025): e23.
7. Viswanathan, Madhu, Saravana Jaikumar, Arun Sreekumar, Shantanu Dutta, and Adam Duhachek (2024) "Addressing difficulties with abstract thinking for low-literate, low-income consumers through marketplace literacy: A bottom-up approach to consumer and marketing education." *Journal of Consumer Affairs* 58, (3): 794-813.
8. Umair Usman, Tae Woo Kim, Aaron Garvey and Adam Duhachek (2024) "The Persuasive Power of AI Ingratiation: A Persuasion Knowledge Theory Perspective", *Journal of the Association for Consumer Research* 9 (3) 319-331.
9. Kim, TaeWoo, Umair Usman, Aaron Garvey, and Adam Duhachek (2023) "Artificial Intelligence in Marketing and Consumer Behavior Research." *Foundations and Trends® in Marketing* 18, no. 1 (2023): 1-93.

10. Kim, TaeWoo, Hyejin Lee, Michelle Yoosun Kim, SunAh Kim, and Adam Duhachek, (2023) "AI Increases Unethical Consumer Behavior Due to Reduced Anticipatory Guilt." *Journal of the Academy of Marketing Science* 51 (4), 785-801.
11. Garvey, Aaron, Tae Woo Kim and Adam Duhachek (2023), "Bad News? Send an AI. Good News? Send a Human. *Journal of Marketing*, 87 (1), 10-25.
 - Finalist for the H. Paul Root Award for best paper in the journal in the year of publication.
12. Kim, Tae Woo, Li Jiang, Adam Duhachek, Hyejin Lee, and Aaron Garvey (2022). "Do You Mind If I Ask You a Personal Question? How AI Service Agents Alter Consumer Self-Disclosure." *Journal of Service Research*, 25, 4, 649–666.
13. Kim, Tae Woo and Adam Duhachek (2022) AI and Consumer Behavior. *Cambridge Handbook of Consumer Psychology*.
14. Kim, TaeWoo, Adam Duhachek, Kelly Herd, and SunAh Kim. "Toward a Goal-Based Paradigm of Contagion." *European Journal of Marketing* 56, no. 8 (2022): 2105–2137.
15. Casidy, Riza, Adam Duhachek, Vishal Singh and Ali Tammadoni (2021), "Religious Belief, Religious Priming and Negative Word of Mouth, *Journal of Marketing Research*, 58 (4), 762-781.
16. Kim, Tae Woo, Adam Duhachek, Pablo Briñol and Richard E. Petty (2021), "How Posting Online Reviews Can Influence the Poster's Evaluations", *Personality and Social Psychology Bulletin*, 47 (9) 1401-1413.
17. Kim, Tae Woo and Adam Duhachek (2020), "Artificial Intelligence and Persuasion: A Construal Level Account", *Psychological Science*, 31 (4) 363-380.
18. Kim, Claire, Dahee Han, Adam Duhachek and Zakary Tormala (2018), "Political Identity, Preference, and Persuasion", *Social Influence*, 13 (4) 177-191.
19. Kelting, Katie, Adam Duhachek and Kimberly Whitler (2017), "Copycat Private Labels Improve the Consumer Shopping Experience: A Fluency Explanation", *Journal of Academy of Marketing Science*, 45 (4) 569-585.
20. Han, DaHee, Ashok K. Lalwani and Adam Duhachek (2017) "Power Distance Belief, Power and Charitable Giving", *Journal of Consumer Research*, 44 (1) 182-195.
21. Han, DaHee, Adam Duhachek and Nidhi Agrawal (2016), "Coping and Construal Level Matching Drives Health Message Effectiveness via Response Efficacy or Self Efficacy Enhancement", *Journal of Consumer Research*, 43 (October), 429-447.
22. Achar, Chethana, Jane So, Nidhi Agrawal and Adam Duhachek (2016), "What We Feel and Why We Buy: The Influence of Emotions on Consumer Decision Making," *Current Opinion in Psychology*, 10 166-170.
23. Han, DaHee, Adam Duhachek and Derek D. Rucker (2015), "Distinct Threats, Common Remedies: How Consumers Cope with Psychological Threat," *Journal of Consumer Psychology*, 25 (4) 531-545*.

* The first author received the Park Young Contributor Award for this article at 2016 *Society of Consumer Psychology* conference.

24. So, Jane, Chethana Achar, DaHee Han, Nidhi Agrawal, Adam Duhachek, Durairaj Maheswaran (2015), "The Psychology of Appraisal: Specific Emotions and Decision-Making," *Journal of Consumer Psychology* 25 (3) 359-371.
25. Han, DaHee, Adam Duhachek, and Nidhi Agrawal (2015), "Coping Research in the Broader Perspective: Emotions, Threats, Mindsets and More" in *Cambridge Handbook of Consumer Psychology*, Eds. Derek D. Rucker, Michael Norton and Cait Lamberton, 282-308.
26. Han, DaHee, Adam Duhachek and Nidhi Agrawal (2014), "When Emotions Shape Construal: The Case of Guilt and Shame," *Journal of Consumer Research*, 41 (4) 1047-1064.
27. Poor, Morgan, Adam Duhachek and H. Shanker Krishnan (2013), "How Images of Other Consumers Influence Subsequent Taste Perceptions," *Journal of Marketing*, 77 (6) 124-139.
28. Agrawal, Nidhi, DaHee Han, and Adam Duhachek (2013), "Emotional Agency Appraisals Influence Responses to Preference Inconsistent Information," *Organizational Behavior and Human Decision Processes*, 120 (1), 87-97.
29. Duhachek, Adam, Nidhi Agrawal, and DaHee Han (2012), "Guilt Versus Shame: Coping, Fluency, and Framing in the Effectiveness of Responsible Drinking Messages," *Journal of Marketing Research*, 49 (6), 928-941.
30. Poor, Morgan, Adam Duhachek and H. Shanker Krishnan (2012), "The Moderating Role of Emotional Differentiation on Satiation," *Journal of Consumer Psychology*, 22 (4) 507-519.
31. Agrawal, Nidhi and Adam Duhachek (2010), "Emotional Compatibility and the Effectiveness of Anti-Drinking Messages", *Journal of Marketing Research*, 47 (2), 263-273.
32. Duhachek, Adam and Katie Kelting (2009) "Coping Repertoire: Integrating a New Conceptualization of Coping with Transactional Theory," *Journal of Consumer Psychology*, 19 (3), 473-485.
33. Oakley, James, Adam Duhachek, Bala Balachander and S. Sriram (2008), "Order of Entry and the Moderating Role of Comparison Brands in Brand Extension Evaluation", *Journal of Consumer Research*, 34 (5), 706-712.
34. Duhachek, Adam (2008), "Summing up the State of Coping Research: Prescriptions and Prospects for Consumer Research," p.1057-1077 in *Consumer Behavioral Handbook*, Eds. Curt P. Haugtvedt, Paul M. Herr and Frank R. Kardes.
35. Duhachek, Adam, Shuoyang Zhang and H. Shanker Krishnan (2007), "Anticipated Group Interaction: Coping with Valence Asymmetries in Attitude Shift", *Journal of Consumer Research*, 34 (3) 395-405.

36. Duhachek, Adam and James L. Oakley (2007), "Mapping the Hierarchical Structure of Coping: Unifying Empirical and Theoretical Perspectives," *Journal of Consumer Psychology*, 17 (3), 218-233.
37. Oakley, James L., Dawn Iacobucci and Adam Duhachek (2006), "Multi-level Hierarchical Linear Models and Marketing: This is not Your Advisor's OLS Model," in *Review of Marketing Research*, New York: Wiley.
38. Duhachek, Adam, Anne T. Coughlan and Dawn Iacobucci (2005), "Results on the Standard Error of the Coefficient Alpha Index of Reliability," *Marketing Science* 24 (2)294-301.
 - Reprinted in *Recherche et Applications en Marketing*, Journal of the French Marketing Association (2006).
39. Duhachek, Adam (2005), "Coping: A Multidimensional, Hierarchical Framework of Responses to Stressful Consumption Episodes," *Journal of Consumer Research*, (32) 1, 41-53.
40. Duhachek, Adam and Dawn Iacobucci (2005), "Consumer Personality and Coping: Testing Rival Theories of Process," *Journal of Consumer Psychology*, 15 (1), 52-63.
41. Duhachek, Adam and Dawn Iacobucci (2004), "Alpha's Standard Error (ASE): An Accurate and Precise Confidence Interval Estimate," *Journal of Applied Psychology*, 89 (5), 792-808.
42. Kozinets, Robert, John F. Sherry Jr., Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit, and Benet DeBerry-Spence (2004), "Ludic Agency and Retail Spectacle," *Journal of Consumer Research*, 31 (3), 658-672.
43. Sherry, John F. Jr., Robert Kozinets, Adam Duhachek, Benet DeBerry-Spence, Krittinee Nuttavuthisit, and Diana Storm (2004), "Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago," *Journal of Consumer Psychology*, 14 (1-2), 151-158.
44. Iacobucci, Dawn, Doug Grisaffe, Adam Duhachek and Alberto Marcatti (2003), "FAC-SEM: A Methodology for Modeling Factorial Structural Equations Models, Applied to Cross-Cultural and Cross-Industry Drivers of Customer Evaluations," (lead article), *Journal of Service Research*, 6 (1), 3-23.
45. Iacobucci, Dawn and Adam Duhachek (2003), "Advancing Alpha: Measuring Reliability with Confidence," *Journal of Consumer Psychology*, 13 (4), 478-487.
46. Novak, Tom, Donna Hoffman and Adam Duhachek (2003), "The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences," (lead article), *Journal of Consumer Psychology* 13 (1 & 2), 3-16.
47. Hopkins, Nigel, Adam Duhachek and Dawn Iacobucci (2003). "Decision Guidance Systems" in *Kellogg on Interactive Marketing*, eds. Dawn Iacobucci and Bobby Calder, pp.208-225.
48. Iacobucci, Dawn, Bobby J. Calder, Edward Malthouse, and Adam Duhachek, "Psychological,

Marketing, Physical, and Sociological Factors Affecting Attitudes and Behavioral Intentions for Customers Resisting the Purchase of an Embarrassing Product,” in Punam Anand Keller and Dennis W. Rook (eds.) (2003) *Advances in Consumer Research*, 30, 236-240, Provo UT: Association for Consumer Research

49. Kozinets, Robert, John F. Sherry Jr., Benet DeBerry-Spence, Adam Duhachek, Krittinee Nuttavuthisit, and Diana Storm (2002), “Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects,” *Journal of Retailing* 78 (1), 17-29.
 - Awarded Honorable Mention for Davidson Award for best article in *Journal of Retailing* for 2002.
50. Iacobucci, Dawn, Bobby J. Calder, Edward Malthouse and Adam Duhachek (2002), “Did You Hear? Consumers Tune in to Multimedia Marketing,” *Marketing Health Services*, 22, 16-20.
51. Sherry Jr., John F., Robert Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benet DeBerry-Spence, (2001) “Being in the Zone: Staging Retail Theater at ESPN Zone Chicago,” *Journal of Contemporary Ethnography*, 30, 4, 465-510.

DOCTORAL COMMITTEES & ADVISING EXPERIENCE

Doctoral Committee Experience (First job in parentheses):

Committees Chaired or Co-chaired

Katie Kelting, Marketing Ph.D., 2011, Indiana University (University of Arkansas)
Morgan Poor, Ph.D., 2012, Indiana University (University of San Diego)
Da Hee Han, Ph.D., 2013, Indiana University (McGill University)
Heeryung Kim, Ph.D., 2017, Indiana University (McGill University)
Tae Woo Kim, Ph.D., 2019, Indiana University (University of Technology Sydney)
Serkan Saka, Ph.D., 2024, University of Illinois-Chicago (San Jose State University)

Committees Served:

Der-Wei Huang, Ph.D., 2023, Indiana University
Lagnajita Chatterjee, Ph.D., 2021 University of Illinois-Chicago
Jia Chen, Ph.D., 2021, University of Illinois-Chicago
Tianyi Li, Ph.D., 2021, University of Illinois-Chicago
John Bullock, Marketing, M.S. 2018, Indiana University
Hyejin Lee, Marketing, Indiana University 2019.
Fernanda Concatto, Marketing, M.S., FGV-EBAPE, Rio de Janeiro (2016)
Julia Schuckman, Marketing, M.S., FGV-EBAPE, Rio de Janeiro (2015)
Lura Forcum, Marketing Ph.D., Indiana University 2015 (University of Clemson)
Giuliana Isabella, Marketing Ph.D., University of São Paulo
Jiemaio Chen, Marketing Ph.D., Indiana University 2010 (Monash U.)
Mauricio de Palmeira, Marketing Ph.D., Indiana University 2009 (Monash U.)
Shuoyang Zhang, Marketing Ph.D., Indiana University 2009 (Colorado St.)

Josh Clarkson, Social psychology Ph.D., Indiana University, 2009 (Florida)
Charles Lindsey, Marketing Ph.D., Indiana University 2006 (SUNY-Buffalo)
Xiaojing Yang, Marketing Ph.D., Indiana University 2005 (Wis-Milwaukee)

Independent Study Advising Experience:

Michelle Xie, Indiana University,
2015 Jen Naye, Indiana University,
2009 Nick Thomas, Indiana
University, 2008

HONORS, GRANTS, ACTIVITIES, AND AWARDS _____

“AI Marketing Persuasion: Insights from Economically Vulnerable Consumers”, Becker Friedman Institute for Economics, \$10,000 funded from March 1, 2024 to June 30, 2025

Gallup World Poll Scholar 2008-present

AMA Doctoral Consortium Faculty Fellow 2008, 2011, 2013

Marketing Science Institute Research Award for MSI Research Priorities (target project applied: “Artificial Intelligence and Persuasion: A Construal-Level Account,” 2018, \$8,000)

Society for Consumer Psychology Sydney Boutique Conference Co-Chair: Vice and Virtue Consumption, January 4-6, 2018

Sauvain Teaching Award Nominee 2011

Society for Consumer Psychology 2010 Conference CoChair

Nestlé-Hustad Professorship 2009-2019

Jack-Wentworth Professorship 2008-

2009 Kelley Life Sciences Fellow 2007-2019

Trustees Teaching Award Noinee 2007, 2011, 2012, 2013, 2014,

2015 Outstanding Reviewer Award, *Journal of Consumer*

Research 3M Research Fellowship 2005-2007

CONFERENCES AND PRESENTATIONS

“Modality Matters: The Impact of Spoken Versus Written Stories on Self-Persuasion”, Anne Hamby, Rebecca-Krause Galoni, *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, March 3, 2023.

“Political Ideology and Consumer Activism”, Serkan Saka, *Association for Consumer Research Conference*, Denver, CO, October 2022.

“Political Ideology in Consumer Behavior” Panel Discussion at *Association for Consumer Research Conference*, October 1, 2020 (virtual).

“Do You Mind if I Ask You a Personal Question? How AI Agents Alter Consumer Self-Disclosure,” TaeWoo Kim, Li Jiang, Adam Duhachek, Hye Jin Lee, and Aaron Garvey, NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics

“Bad News? Send a Robot. Good News? Send a Human: AI Marketing Agents Improve Response to Worse than Expected Price Offers but Undermine Better than Expected Price Offers,” Garvey, Aaron, TaeWoo Kim, and Adam Duhachek NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics

“Telling Your Secrets to an AI: Consumers Prefer Disclosing Private Personal Information to an AI (vs. a Human)”, Tae Woo Kim, Aaron Garvey and Adam Duhachek, *Society for Consumer Psychology*, Huntington Beach, CA, March 2020

“Political Ideology and Differential Experience of Change”, Der-Wei Huang and Adam Duhachek, *Society for Consumer Psychology*, Symposium, Huntington Beach, CA, March 2020

“Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers,” Nari Yoon, Jenny G. Olson, and Adam Duhachek, *Association for Consumer Research Conference*, Atlanta, GA, October 2019.

“Consumers are More Likely to Accept Unfair Treatment from AI Marketing Agents,” Aaron Garvey, TaeWoo Kim, Adam Duhachek, *Association for Consumer Research Conference*, Atlanta, GA October 2019.

“Cheating on Machines: Consumers Cheat More on Machines (vs. Humans) Due to Reduced Guilt,” TaeWoo Kim, Hye Jin Lee, Michelle Lee, and Adam Duhachek, *2019 Service in Frontier Conference*, National University of Singapore, Singapore.

“Consumers are More Likely to Accept Unfair Treatment from AI Marketing Agents,” Aaron Garvey, TaeWoo Kim, Adam Duhachek, *2019 Marketing Science Conference*, Rome, Italy

“Cheating on Machines: Consumers Cheat More on Machines (vs. Humans) Due to Reduced Guilt,” TaeWoo Kim, Hye Jin Lee, and Adam Duhachek, *2019 Theory & Practice in Marketing Conference*, Columbia Business School, New York, NY

“Artificial Intelligence and Self-Disclosure: How Consumers are More—and sometimes Less—Willing to Divulge Personal Information,” TaeWoo Kim, Li Jiang, Hye Jin Lee, and Adam Duhachek, *2019 Theory & Practice in Marketing Conference*, Columbia Business School, New

York, NY

“AI & Consumer Decision Making: Overview of Multiple Projects,” TaeWoo Kim and Adam Duhachek, *2019 George Washington University Inaugural Conference on Internet of Things*, Washington, DC

“Artificial Intelligence and Persuasion: A Construal-Level Account,” TaeWoo Kim and Adam Duhachek, *2018 Association for Consumer Research Conference*, Special Session on Robots and Consumer Research, Dallas, Texas

“Washing Away Your Guilt or Washing to Hear the Guilt: The Role of Meaning of Action in Embodiment”, with Tae Woo Kim, Spike Lee, Adam Duhachek, Pablo Briñol, Richard Petty, *Society for Consumer Psychology Conference*, Dallas, Texas, February 2018.

“The Effects of Power on Emotions,” with Claire Heeryung Kim, DaHee Han, Derek Rucker, and Adam Duhachek, *Association for Consumer Research Conference*, San Diego, CA, October 27, 2017.

“Your Lay Beliefs about your Personality predict your Political Ideology” with JaeHwan Kwon, Dhananjay Nayakankuppam and Claire Heeryung Kim, *Association for Consumer Research Conference*, San Diego, CA, October 27, 2017.

“Artificial Intelligence and Consumer Decision Making”, with Tae Woo Kim, Adam Duhachek CLIK conference, Louisville, KY May 8, 2017.

“The Effect of Socioeconomic Status on Prosocial Behavior,” with John D. Bullock, Vishal Singh and Adam Duhachek, CLIK conference, Louisville KY May 8, 2017.

“The Effects of Political Ideology on Consumer Creativity,” with Claire Heeryung Kim, DaHee Han, Derek Rucker, and Adam Duhachek, *Society for Consumer Psychology Conference*, San Francisco, CA February 2017.

“Power on Emotions,” with Claire Heeryung Kim, DaHee Han, Derek Rucker, and Adam Duhachek, *Society for Consumer Psychology Conference*, San Francisco, CA February 2017.

“Political Ideology and Consumer Behavior” Keynote Speech at SEMEAD Conference, Sao Paulo, Brazil November 9, 2016.

“The Effects of Power on Anger,” with Claire Heeryung Kim, DaHee Han, Derek Rucker, and Adam Duhachek, *Association for Consumer Research Conference*, Berlin, Germany, Oct 26, 2016.

“Political Ideology and Fundamental Attribution Error,” with Claire Heeryung Kim, Claire Heeryung, DaHee Han, Adam Duhachek, and H. Shanker Krishnan, *Society for Consumer Psychology Conference*, St. Pete Beach, FL, February 26, 2016.

“Keep Your Thoughts Safe: Meaning of Action in Embodiment”, with Tae Woo Kim, Adam Duhachek, Pablo Briñol, Richard Petty, *2016 Society for Personality and Social Psychology Conference*, Embodied Cognition Preconference, San Diego, California, January 2016.

“Activation of an Ideal Self Makes Successful Performance Contagious” with Tae Woo Kim, Adam

Duhachek, and Kelly Herd, *Society for Consumer Psychology Conference*, St. Pete Beach, Florida, February 26, 2016.

“Keep Your Thoughts Safe: Meaning of Action in Embodiment” with Tae Woo Kim, Adam Duhachek, Pablo Briñol, Richard Petty, *Society for Personality and Social Psychology Conference*, Embodied Cognition Preconference, San Diego, California, January 27, 2016.

“Keep Your Thoughts Safe: Meaning of Action in Embodiment”, with Tae Woo Kim, Adam Duhachek, Pablo Briñol, Richard Petty, Invited Presentation at APL (*Attitude and Persuasion Lab*, Chaired by Richard Petty, Duane Wegener, Pablo Briñol), Department of Psychology, The Ohio State University, Columbus, Ohio, September 2015.

“Religious Priming and the Endowment Effect” with Heeryung Kim, DaHee Han and Nidhi Agrawal, presented at Social Psychology Seminar Series, September 11, 2015, Department of Psychological and Brain Sciences, Indiana University.

“The Influence of Waiting on Preference Polarization” with Josh Clarkson, Ashley Otto, and Zakary Tormala, *Society for Consumer Psychology Conference*, Phoenix, AZ, Feb 28, 2015.

“Religiosity and Message Framing,” with DaHee Han, Heeryung Kim, Nidhi Agrawal, and Adam Duhachek, *Society for Consumer Psychology Conference*, Phoenix, AZ, Feb 28, 2015.

“Materializing Thoughts” with Tae Woo Kim, Pablo Brinol and Richard E. Petty, presented at Association for Consumer Research conference, Baltimore, MD, October 24, 2014.

“Political Ideology and Consumer Preference” with DaHee Han, Heeryung Kim, Zakary Tormala, presented at Association for Consumer Research conference, Baltimore, MD, October 24, 2014.

“Guilt and Shame and Construal” with DaHee Han and Nidhi Agrawal, presented at Association for Consumer Research conference, Baltimore, MD, October 24, 2014.

“Forgive by Remembering or by Forgetting: The Temporal Match Between Victim Motivation and Apology Gift Preferences” with Christina Anthony and Elizabeth Cowley, presented at Association for Consumer Research conference, Chicago, IL, October 4, 2013.

“The Downstream Consequences of Incidental Emotions and Preference Inconsistent Information” with DaHee Han and Morgan Poor, presented at Association for Consumer Research conference, Chicago, IL, October 4, 2013.

“Construal and Coping: How I Cope Affects How I Think” with DaHee Han, presented at Society for Consumer Psychology conference, San Antonio, TX, February 28, 2013.

“Forgive or Forget: How Victim Motivation Following An Interpersonal Transgression Affects Apology Gift Preference” with Christina Anthony and Elizabeth Cowley, presented at Society for Consumer Psychology conference, San Antonio, TX, February 27, 2013.

“Power Distance Belief, Power, and Charitable Giving,” with DaHee Han and Ashok Lalwani, (2012), presented at the Association for Consumer Research Conference, Vancouver, Canada, October 6, 2012.

“Can Social Responsibility Backfire? The Role of Intentions in Times of Corporate Crisis” with

Katie Kelting and Durairaj Maheswaran, presented at Association for Consumer Research conference, Vancouver, Canada, October 5, 2012

“Saying Sorry: Exploring the temporal match between forgiveness motivation and apology gift types,” with Christina Anthony and Elizabeth Cowley, presented at European Marketing Academy Conference, Lisbon, Portugal, May 24, 2012.

“Can Social Responsibility Backfire? The Role of Intentions in Times of Corporate Crisis” with Katie Kelting and Durairaj Maheswaran, presented at Society for Consumer Psychology conference, Las Vegas, NV, February 17, 2012

“Power Distance Belief, Power, and Charitable Giving” with DaHee Han and Ashok Lalwani, presented at Social Psychology Seminar Series, December 9, 2011, Department of Psychological and Brain Sciences, Indiana University.

“Imitation by Private Label Brands: A Processing Fluency Perspective” with Katie Kelting, presented at the Association for Consumer Research conference, October 14, 2011, St. Louis, MO.

“Guilt-free by association: How images of other consumers influence subsequent taste perceptions” with Morgan Poor and Shanker Krishnan, presented at the Association for Consumer Research conference, October 14, 2011, St. Louis, MO.

“The Effect of Sensual vs. Disease Prevention Positioning and Contextual Setting on Condom Purchasing” with Gerald Gorn, Katie Kelting, Darren W. Dahl, Charles B. Weinberg, presented at AIDSImpact Conference, September 13, 2011, Santa Fe, NM.

“As clear as consumption: The moderating role of emotional clarity on satiation.” with Morgan Poor and Shanker Krishnan, presented at Society for Consumer Psychology conference, Atlanta, GA, February 19, 2011.

“Negative Emotions and Health Messaging: Coping Efficacy and Message Framing Effects,” with Da Hee Han and Nidhi Agrawal, paper presented at the Association for Consumer Research conference, October 9, 2010, Jacksonville, FL.

“Emotions and Motivated Reasoning: How Anger Increases and Shame Decreases Defensive Processing,” with Da Hee Han and Nidhi Agrawal, paper presented at the Association for Consumer Research conference, October 8, 2010, Jacksonville, FL.

“Seeking optimality in the consumer waiting experience: The good and bad of waiting time”, presented at the annual meeting of the Society of Consumer Psychology, February 25, 2010, St. Petersburg, Florida.

“Emotional Compatibility and the Effectiveness of Anti-drinking Messages”, presented at Society for Consumer Psychology Conference, February 14, 2009, San Diego, CA.

“Emotional Advertising and the Moderating Role of Expertise” paper presented at Society for Consumer Psychology Conference, February 14, 2009, San Diego, CA.

“Coping and Negative Emotional Appeals”, presented at the AMA Doctoral Consortium, June 6, 2008, Columbia, MO.

“The Effectiveness of Anti-Drinking Messaging”, presented at Society for Consumer Psychology Conference, February 16, 2007, Las Vegas, NV.

“To Change or Not to Change: Coping with Attitude Shift” presented at Society for Consumer Psychology Conference, February 12, 2006

“Toward a Theory of the Relationship between Consumer Personality and Coping: The Trait of Coping Flexibility” presented at the Consumer Personality and Research Methods Conference, September 20, 2005, Dubrovnik, Croatia.

“Identifying New Trends in the Use of Technology in Market Research” presented at the Summer Educator’s Conference of the American Marketing Association, August 1, 2005, San Francisco, CA (session discussant).

“Investigating Links between Consumption Emotions and Behavior” presented at the Association for Consumer Research conference, October 12, 2003, Toronto, ON.

“A Meditation on Mediation” a roundtable discussion presented at the Association for Consumer Research conference, October 11, 2003, Toronto, ON (with Dawn Iacobucci).

“Improving the Reporting of Coefficient Alpha” presented at the European Association for Consumer Research conference, Dublin, Ireland June 5, 2003.

“Confidence Intervals and Coefficient Alpha” presented at the Society of Consumer Psychology Winter Conference, February 23, 2003.

“High Intensity Consumption and Advertising Effectiveness: Evidence Collected from a Sports Broadcast,” presented at the Midwest Marketing Camp, June 8, 2002, Champaign, Illinois

“Consumers and Stress: Evidence from a Stressful Episode,” presented at the Nebraska Doctoral Symposium, March 29, 2002, Lincoln, Nebraska

“Taking the Bad with the Good: Examining Negative Consumer Experience in Brand Relationships,” presented at the Society of Consumer Psychology Winter Conference, February 23, 2002, Austin, Texas.

P R O F E S S I O N A L S E R V I C E .

Editorial Review Board Membership

Journal of Consumer Psychology (2010-present)

Journal of Consumer Research (2004 – 2005; 2014-2017) Ad hoc Associate Editor Experience:

Journal of Consumer Psychology

Ad hoc reviewer for:

Journal of the Academy of Marketing

Science Journal of Business to Business

Marketing

Journal of Consumer

Psychology Journal of

*Consumer Research Journal of
Personality and Social
Psychology Journal of Service
Research Manufacturing & Service
Operations Management
Marketing Letters
Marketing Science
Psychological Methods
Psychological Reports and Perceptual Motor Skills*

Reviewing for Conference Proceedings:

Association for Consumer Research
conference Society of Consumer Psychology
conference Academy of Marketing Science
conference
European Association for Consumer Research conference
Asia-Pacific Association for Consumer Research
conference 2004 EMAC conference.

Conference Service:

Associate Editor, Society for Consumer Psychology 2021 virtual conference.
Conference Co-Chair, Society for Consumer Psychology Conference, February
2010. 2009 Association for Consumer Research Program Committee
2022, 2009 Society for Consumer Psychology Program Committee
Marketing Research Track Co-Chair for 2005 AMA Summer Educator's Conference

TEACHING INTERESTS

Marketing Analytics, Marketing Research, Marketing Management, Advertising,
Consumer Behavior, Marketing Strategy

TEACHING

M468, Marketing Analytics, University of Illinois-Chicago, 2021-2023
M461, Consumer Behavior, University of Illinois-Chicago, 2020-2024
M594, Consumer Behavior PhD Seminar, Spring 2020, 2022, 2023
M304, Marketing Principles Honors Core, Indiana University, Fall 2013-2018 M544, Advertising
Strategy, Indiana University, Fall 2012
M405, Consumer Behavior, Indiana University, Fall 2012 M544, Advertising Strategy, Indiana
University, Fall 2011 M405, Consumer Behavior, Indiana University, Fall 2011 M405, Consumer
Behavior, Indiana University, Fall 2010 M405, Consumer Behavior, Indiana University, Fall 2009
M405, Consumer Behavior, Indiana University, Fall 2008 M303, Market Research Methods, Indiana
University, Fall 2008
M303, Market Research Methods, Indiana University, Spring 2008 M303, Market Research
Methods, Indiana University, Spring 2007 M303, Marketing Research Methods, Indiana University,
Spring 2006. M303, Marketing Research Methods, Indiana University, Spring 2005. MBA
Marketing Research, Kellogg School of Management, Spring 2004.

INTERNATIONAL TEACHING

PhD Seminar, FGV-EBAPE, Rio de Janeiro, Brazil, December 2014

Masters Advertising, University of Sydney, Sydney Australia, March 2013-2019
Masters Business Marketing, University of Sydney, Sydney Australia, March 2012
Masters Strategy, University of Sydney, Sydney Australia, March-April 2011
BA Consumer Behavior, Sungkyunkwan University, Seoul, South Korea, March 2009
MBA Marketing Research, Luiss Guido Carli University, Rome, Italy, March 2004

CASES WRITTEN

“Exploring Ethnography at ESPNZone *Chicago*” Kellogg Marketing Case, (2003).
“Examining Indicators of Health in the U.S.” Kellogg Marketing Case (2003).

UNIVERSITY/DEPARTMENTAL SERVICE

Kelley School Academic Council, 2016-2017
Chair, Undergraduate Policy Committee, 2008-2009
Doctoral Exams Coordinator, Doctoral Policy Committee, 2008-2009
Member, Kelley School Undergraduate Policy Committee, 2008-2009
Faculty Advisor, Kelley Marketing X, 2007-2008
Departmental Overview Presentation for Undergraduate Marketing Majors, Fall 2006; 2007
Guest Speaker, Kelley Undergraduate Marketing Club, April 25, 2005; November 16, 2006
Speaker, Kelley Direct Admission Student Reception, Fall 2006.
Coordinator, Marketing Seminar Series, Indiana University, 2005-2006
Faculty Recruiting Committee, Indiana University, 2004-2006
Doctoral Policy Committee, Indiana University, 2004-2009
Coordinator, MediaLab Tutorial Seminar, Spring 2005
Faculty sponsor for Indiana University Athletics, 2005-2006
Dissertation Proposal Examination Committee Member:
 Jordan Barlow, MIS, Indiana University
 Steve Whiting, Management, Indiana University
 Valya Kuskova, Management, Indiana University
 Devon Erickson, Accounting, Indiana University
 Ryan Gottfredson, Management, Indiana University