

**ANA VALENZUELA**  
**Professor of Marketing**  
Zicklin School of Business  
Baruch College, CUNY  
One Bernard Baruch Way, New York, NY 10010  
ana.valenzuela@baruch.cuny.edu

## **ACADEMIC POSITIONS**

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### **FULL-TIME**

<b><u>Institution</u></b>	<b><u>Rank</u></b>	<b><u>Field</u></b>	<b><u>Dates</u></b>
Baruch College	Full Professor	Marketing	2016-Today
	Associate Professor	Marketing	2009-2016
	Assistant Professor	Marketing	2005-2009
San Francisco State Univ.	Assistant Professor	Marketing	2001-2005

### **PART-TIME**

<b><u>Institution</u></b>	<b><u>Rank</u></b>	<b><u>Field</u></b>	<b><u>Dates</u></b>
ESADE Business School	Professor Titular (PT)	Marketing	2016-Today
Universitat Pompeu Fabra	Professor Titular (PT)	Marketing	2011-2015
Instituto de Empresa (IE)	Visiting Scholar	Marketing	Summer 10
INSEAD	Visiting Scholar	Marketing	Summer 09
SIM Singapore	Visiting Scholar	Marketing	11/07 & 6/08
CEIBS Shanghai	Visiting Scholar	Marketing	Summer 05
HKUST Hong Kong	Visiting Scholar	Marketing	Spring 04
UC Berkeley	Research Fellow	Marketing	2000-02

## **EDUCATION**

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<b><u>Degree</u></b>	<b><u>Institution</u></b>	<b><u>Field</u></b>	<b><u>Dates</u></b>
Postdoctoral Fellow	Univ. of California, Berkeley	Marketing	1999-2001
Ph.D. Marketing	Univ. of Madrid, Autonoma	Marketing	1998
MBA	Georgetown University	Int. Business	1995
BA	Univ. of Madrid, Autonoma	Economics	1992

## **REFEREED PUBLICATIONS**

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

Valenzuela Ana and Hadi, Rhonda (2017) "Implications of Product Anthropomorphism through Design," in Michael R. Solomon and Tina M. Lowrey, eds. *The Routledge Companion to Consumer Behavior*, London: Routledge, 93-107.

Valenzuela, Ana and Raghurir, Priya (2015) "Are Top-Bottom Inferences Conscious and Left-Right Inferences Automatic? Implications for Shelf Space Positions," *Journal of Experimental Psychology: Applied*, 21(3), 224-241.

Rhonda, Hadi and Valenzuela, Ana (2014) "A meaningful embrace: Contingent effects of embodied cues of affection," *Journal of Consumer Psychology*, 24(4), 520-532.

- Valenzuela, Ana, Briley, Donnel and Darke, Peter (2014) "Cultural Identity and the Antecedents of Risk Taking: Am I Good or am I Lucky?" in B. Schmitt and L. Lee (eds.), *The Psychology of the Asian Consumer*, Routledge, New York, United States, 47-50.
- Valenzuela, Ana, Raghurir, Priya and Mitakakis, Chrissy (2013) "Shelf space schemas: Myth or reality?" *Journal of Business Research*, 66(7), 881-888.
- Valenzuela, Ana and Srivastava, Joydeep (2012) "Role of Information Asymmetry and Situational Salience in Reducing Intergroup Bias: The Case of Ultimatum Games," *Journal of Personality and Social Psychology Bulletin*, 38(12), 1671-1683.
- Valenzuela, Ana, Mellers, Barbara and Strebels, Judy (2010) "Pleasurable Surprises: A Cross-Cultural Study of Consumer Responses to Unexpected Incentives," *Journal of Consumer Research*, 36(5), 792-805.
- Raghurir, Priya and Valenzuela, Ana (2010) "Male-Female Dynamics in Groups: A Field Study of "The Weakest Link"," *Small Group Research*, 41(1), 41-70.
- Valenzuela, Ana, Dhar, Ravi and Zettlemeyer, Florian (2009) "Contingent Response to Self-Customization Procedures: Implications for Decision Satisfaction and Choice," *Journal of Marketing Research*, 46(6), 754-763.
- Valenzuela, Ana and Raghurir Priya (2009) "Position-based Beliefs: The Center-Stage Effect," *Journal of Consumer Psychology*, 19(2), 185-196.
- 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.
- Priya Raghurir and Valenzuela, Ana (2006) "Center of Inattention: Position Biases in Decision-Making," *Organizational Behavior and Human Decision Processes*, 99(1), 66-80.
- Erdem, Tulin, Swait, Joffre and Valenzuela, Ana (2006) "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 41(1), 86-100.
- Gomez, Monica and Valenzuela, Ana (2005) "Export Marketing Strategies for High Performance: Evidence from Spanish Exporting Companies," *Journal of Euro-Marketing*, 15(1), 5-28.
- 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.
- Lado, Nora, Martínez-Ros, Ester and Valenzuela, Ana (2004) "Marketing Strategy as an explanatory variable of market selection: A simultaneous modeling approach," *International Marketing Review*, 21(6), 573 – 597.
- 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.

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## **OTHER PUBLICATIONS**

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.

Valenzuela, Ana (2000) "Defining a Capability Based Model of Company Internationalization," *Cuadernos de Economia y Direccion de la Empresa* (Journal of Economics and Business Management), 5(1), 91-109.

Gomez Monica and Valenzuela, Ana (1997) "Marketing-Mix Strategic Components of Successful Service Companies" (1997), *ESIC-MARKET*, 97(3), 173-195.

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#### **MANUSCRIPTS UNDER REVIEW OR REVISION**

Wongkitrungrueng, Apiradee, Valenzuela, Ana and Sen, Sankar "The Ice Cream Looks Yummy on the Shelf up There: The Interactive Effect of Retail Shelf Position and Consumers' Personal Sense of Power on Indulgent Choice." 2<sup>nd</sup> Round Revise and Resubmit at *Journal of Retailing*.

Hadi Rhonda and Valenzuela, Ana "Good Vibrations: The Impact of Vibrotactile Stimulation on Consumer Judgements." Revise and Resubmit at *Journal of Consumer Research*.

Valenzuela, Ana, Bonezzi, Andrea and De Angelis, Matteo "He Who Brags Will Not Endure: Cultural Differences in Social Transmission of Information." Revise and Resubmit at *Journal of the Association of Consumer Research*.

Palmeira, Mauricio, Lei, Jill and Valenzuela, Ana "The impact of Vertical Line Extensions on Brand Attitudes: The Role of Quality and Variety Accessibility." 2<sup>nd</sup> Round Revise and Resubmit at *European Journal of Marketing*.

Meng, Yan and Valenzuela, Ana "Luck and the Endowment Effect: A context for application of the "possession-self link." Under review at *Journal of Consumer Psychology*.

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#### **MANUSCRIPTS IN PREPARATION AND WORKING PAPERS**

Erdem, Tulin, Swait, Joffre and Valenzuela, Ana "Cross-cultural Study of the Antecedents of Brand Credibility."

Valenzuela, Ana, Bertini, Marco and Pirc, Mitja "Boosting Promotional Effectiveness with Thoughtful Product Displays."

Gould, Stephen, Valenzuela, Ana, Holowczak, Richard and Kachersky, Luke "A Behavioral Finance Study of Real-time Simulated Stock Market Trading."

Valenzuela, Ana, Gomez Monica and Coelho, Rita "Buying the Right Thing: Smart Shopper Identity as a Determinant of Brand Choice."

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#### **DOCTORAL SUPERVISION AND COMMITTEES**

2012 -2017, Yan Meng (Thesis Advisor), Baruch College

2015, Irene Consiglio (Doctoral Defense Committee Member), Erasmus University

2015, Rahil Hosseini (Faculty Sponsor), Universitat Pompeu Fabra

2014, Rhonda Hadi (Doctoral Committee Member), Baruch College

2013, Diogo Hildebrand (Doctoral Committee Member), Baruch College

2011, En Li (Doctoral Defense Committee Member), University of Sydney

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#### **INVITED TALKS AND SEMINARS**

Great Lakes Institute of Management, Chennai, India, NASMEI Doctoral Workshop, December 2017: "Cultural Identity and Consumer Behavior."

Hong Kong Science and Technology University, November 2017, Chinese University (Hong Kong), November 2017, Polytechnic University (Hong Kong), November 2017, Georgetown University, April 2017, Frankfurt School of Finance and Management, November 2016: "Good Vibrations: The Impact of Vibrotactile Stimulation on Consumer Judgements." (Paper co-authored with Rhonda Hadi).

Bocconi, June 2015, ESADE, January 2015, HEC/ Erasmus University, May/June 2014: "Come Closer: Anthropomorphized Products as Intimate Companions." (Paper co-authored with Rhonda Hadi).

ESMT, May 2012, Tilburg University, September 2012, Catolica-Lisbon, September 2012, INSEAD Fontainebleau, April 2008: "The Pleasure of the Unexpected: Cross-cultural differences in Consumer responses to Surprising Incentives." (Paper co-authored with Barbara Mellers and Judy Strebels).

Catolica-Lisbon, May 2011, HEC Paris and INSEAD Fontainebleau, June 2009: "Are Top-Bottom Inferences Conscious and Left-Right Inferences Automatic? Implications for Shelf Space Positions." (Paper co-authored with Priya Raghubir).

University of Madrid, Autonoma, April 2009: "Brands as Signals: A Cross-Country Validation Study." (Paper co-authored with Tülin Erdem and Joffre Swait).

Hong Kong Science and Technology University, June 2007: "Center of Orientation: Effects of Vertical and Horizontal Shelf Space Product Position." (Paper co-authored with Priya Raghubir).

Chinese University of Hong Kong, January 2007: "The Cross-cultural Differences in Delight." (Paper co-authored with Barbara Mellers and Judy Strebels).

London Business School, July 2006: "Spatial Positioning: The Value of Being Center-Stage." (Paper co-authored with Priya Raghubir).

Euro RSCG Advertising Agency, July 2006: "Superstition and Marketing: Some Cross-Cultural Insights."

Colgate Palmolive, March 2006: "Brands as Signals: A Cross-Country Validation Study." (Paper co-authored with Tülin Erdem and Joffre Swait).

Singapore Management University, October 2004: "The Role of Cultural Orientation in Bargaining under Incomplete Information: Differences in Causal Attributions." (Paper co-authored with Joydeep Srivastava and Seonsu Lee).

Hong Kong Science and Technology University, February 2004: "Is Better than Expected Good for Everyone? The Effect of Mode of Reasoning in Consumer Delight." (Paper co-authored with Judi Strebels and Barbara Mellers).

Haas School of Business, UC Berkeley, March 2002: "The Effect of Banner Advertisements on Judgment and Choice." (Paper co-authored with Andy Mitchell).

Other presentations include those made at: Santa Clara University, Institute for Trade and Commerce, University Charles III, Research Center Charles V, DIEC, AECOC, Spanish Institute for Exporting, Instituto de Empresa, Spanish Ministry of Economy and CESMA.

### **CHAired SYMPOSIA**

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Rhonda Hadi and Ana Valenzuela (2018), "When Touch Meets Technology: Documenting Unintended Consumer Responses to Technology-Mediated Haptics" in NA – Society for Consumer Psychology Conference, Dallas, Texas.

Rhonda Hadi and Ana Valenzuela (2016), "Never Out of Touch: New Insights from the World of Haptic Engagement," in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 225-230.

Ana Valenzuela and Jesse Chandler (2011), "Don't Throw Out the (Process) Baby With the (Representational) Bathwater: Boundary Conditions on Embodiment", in NA - Advances in Consumer Research Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, Pages: 225-228.

Stephen Gould and Ana Valenzuela (2010) ,"Dynamic Influences on Investors' Decisions", in NA - Advances in Consumer Research Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN : Association for Consumer Research, Pages: 236-239.

Ana Valenzuela and Pierre Chandon (2009), "Attentional and Inferential Effects of Point-of-Purchase Marketing", in NA - Advances in Consumer Research Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 100-104.

Cristel Antonia Russell and Ana Valenzuela (2007), "Cultural Identity and Judgment–To Bias or not to Bias", in NA - Advances in Consumer Research Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, Pages: 148-154.

Cristel Antonia Russell and Ana Valenzuela (2005) ,"Global Consumption: (How) Does Culture Matter?", in NA - Advances in Consumer Research Volume 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN : Association for Consumer Research, Pages: 86-89.

Ana Valenzuela and Ravi Dhar (2004), "Effects of Preference Elicitation Task on Consumer Reactions to Product Customization", in NA - Advances in Consumer Research Volume 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, Pages: 685-688.

Joydeep Srivastava and Ana Valenzuela (2003), "Fairness Considerations in Business Interactions", in NA - Advances in Consumer Research Volume 30, eds. Punam Anand Keller and Dennis W. Rook, Valdosta, GA : Association for Consumer Research, Pages: 188-191.

### **CONFERENCE PRESENTATIONS**

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Society of Consumer Psychology, Boutique Conference, Sydney, Australia, January 2017 & LaLonde Consumer Behavior Conference, May 2016: "Good Vibrations: The Impact of Vibrotactile Stimulation on Consumer Judgements," co-authored with Rhonda Hadi.

AMA Retail Conference, Miami, March 2015 & Association of Consumer Research, Baltimore, MD, October 2014: "Looking Up or Looking Down Makes You Indulge More: The Fit between Store Shelf Cues and Consumer Dispositional Power," co-authored with Apiradee Wongkitrungrueng and Sankar Sen.

AMS World Marketing Congress, Bari, Italy, July 2015 & Society of Consumer Psychology, Miami, FL, March 2014: "Boosting Promotional Effectiveness with Thoughtful Product Displays," co-authored with Marco Bertini and Mitja Pirc.

European Association of Consumer Research, Barcelona, Spain, July 2013: "Role of Information Asymmetry and Situational Salience in Reducing Intergroup Bias: the Case of Ultimatum Games," co-authored with Joydeep Srivastava.

European Association of Consumer Research, Barcelona, Spain, July 2013: "The Battle of Extrinsic Cues: Just What Does It Take to Convey Quality? a Cross-Country 'Wine Store' Experiment," co-authored with Michael Proksch, Pascale Quester, and Roberta Veale.

Association of Consumer Research, Chicago, IL, October 2013: "Luck and the Endowment Effect: a Context of Application of the "Possession-Self Link," co-authored with Yan Meng.

Association of Consumer Research, Vancouver, CA, October 2012: "Boosting Promotional Effectiveness with Thoughtful Product Displays," co-authored with Marco Bertini and Mitja Pirc.

Society of Consumer Psychology, Florence, Italy, July 2012 & Association of Consumer Research, Saint Louis, MI, October 2011: "Come Closer: Anthropomorphized Products as Intimate Companions," co-authored with Rhonda Hadi.

Association of Consumer Research, Fort Lauderdale, FL, October 2010: "Disaster Zone! Maximizing the Impact of Corporate Contributions to Disasters or a Different Way of Thinking of Fit," co-authored with Yoshiko DeMotta, Diogo Hildebrand and Sankar Sen.

Association of Consumer Research, Portland, PA, October 2009: "The Behavioral Dimensions of Trading: Proximal and Distal Influences on Performance," co-authored with Stephen Gould, Luke Kachersky and Richard Holowczak.

Association of Consumer Research, Portland, PA, October 2009: "Contingent Consumer Response to Self-Customization Procedures: Implications for Decision Satisfaction and Choice," co-authored with Ravi Dhar and Florian Zettelmeyer.

Association of Consumer Research, Hyderabad, India, January 2009: "Are Top-Bottom Inferences Conscious and Left-Right Inferences Automatic? Implications for Shelf Space Positions," co-authored with Priya Raghurir.

Association of Consumer Research, Hyderabad, India, January 2009: "Role of Social Identity and Information Asymmetry in Bargaining: Exploring Boundaries of Out-group Derogation," co-authored with Joydeep Srivastava.

Association of Consumer Research, San Francisco, CA, October 2008: "Center of Orientation: Effect of Vertical and Horizontal Shelf Space Product Position," co-authored with Priya Raghurir.

Association of Consumer Research, San Francisco, CA, October 2008: "Cross-cultural Study of the Antecedents of Brand Credibility," co-authored with Tulin Erdem and Joffre Swait.

Society of Consumer Psychology, New Orleans, Louisiana, February 2008: "Role of Social Identity and Information Asymmetry in Bargaining: Exploring Boundaries of Out-group Derogation," co-authored with Joydeep Srivastava.

Association of Consumer Research, Memphis, Tennessee, October 2007: "The Cross-cultural Differences in Delight," co-authored with Barbara Mellers and Judy Strelbel.

Association of Consumer Research, Orlando, Florida October 2006: "Cultural Identity and the Antecedents of Risky Decision-Making: Am I good or lucky?" co-authored with Peter Darke and Donnel Briley.

Association of Consumer Research, San Antonio, Texas, October 2005: "The Effects of Luck and Self-esteem: Cultural Differences in Risky Decision-making," co-authored with Peter Darke and Donnel Briley

Association of Consumer Research, Portland, Oregon, October 2004: "Brands as Global Signals: a Cross-country Study," co-authored with Tulin Erdem and Joffree Swait.

Association of Consumer Research, Portland, Oregon, October 2004: "Spatial Positioning: The Value of Center-Stage," co-authored with Priya Raghubir.

Association of Consumer Research Asia Conference, Seoul, Korea, May 2004: "The Role of Cultural Orientation in Bargaining under Incomplete Information: Differences in Causal Attributions," co-authored with Joydeep Srivastava and Seonsu Lee.

Society of Consumer Psychology, San Francisco, CA, February 2004: "Spatial Positioning: The Value of Center-Stage," co-authored with Priya Raghubir.

Association of Consumer Research, Toronto, Canada, October 2003: "The effects of Customization Procedure on Consumer Preferences and Satisfaction," co-authored with Ravi Dhar and Florian Zettlemeyer.

Academy of Marketing Science World Conference, Perth, Australia, June 2003: "Who Can you Trust? Cross-cultural Differences in Causal Attribution in Negotiations," co-authored with S. Lee and Foo Nin Ho.

Association of Consumer Research, Atlanta, Georgia, October 2002: "Fairness Perceptions in Bargaining with One-sided Incomplete Information," co-authored with Joydeep Srivastava.

Society of Consumer Psychology, Austin, Texas, February 2002: "The Weakest Link in Perception of Performance: Gender Effects in Voting Behavior," co-authored with Priya Raghubir.

Second International Conference of Iberoamerican Academy of Management, Mexico City, December 2001: "Marketing Strategy as an Explanatory Variable of Market Selection: A Simultaneous Modeling Approach" co-authored with Nora Lado and Esther Figueras.

Marketing Science Conference, Germany, July 2001: "Performance of Store Brands: A Cross-country Analysis of Consumer Store Brand Preferences, Perceptions and Risk" co-authored with Tülin Erdem and Ying Zhao.

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## **PROFESSIONAL SERVICE**

Editorial Board Member:

Journal of International Marketing – Fall 2007- present;  
International Marketing Review – Fall 2011 – present;  
Journal of Consumer Behavior – Spring 2013 – present.

Conference Co-Chair, Associations of Consumer Research, Barcelona, July 4<sup>th</sup>-7<sup>th</sup> 2013

Conference Track Chair “Global and Cross-Cultural Marketing Issues” for the American Marketing Association Summer Conference 2010 and Global SIG 2017.

Conference Track Chair “Consumer Psychology” for EMAC Conference, May 2017.

Mentorship:

Society for Consumer Psychology’s Advisory Panel (2015-2018)  
Faculty Participant of the Doctoral Consortium, Association of Consumer Research, San Diego, CA, 2017  
Faculty Participant of the Doctoral Consortium, Association of Consumer Research, Baltimore, MD, 2014  
Faculty Participant of the Doctoral Consortium, Association of Consumer Research, Saint Louis, MI, 2011

Conference Program Committees:

Association of Consumer Research North America Conference 2016, 2008  
Association of Consumer Research Asian Conference 2009

Ad-hoc Reviewer:

Journal of Marketing Research (Spring 2010-present)  
Management Science (Spring 2010-present)  
Journal of Consumer Behavior (Fall 2008-present)  
Journal of Marketing (Fall 2008 - present)  
Journal of Consumer Psychology (Fall 2006 - present)  
Seth Foundation Dissertation Grants (Summer 2005 – 2011)  
Academy of Management Review (Fall 2003- 2010)  
Marketing Science (Fall 2001- present)  
Journal of Retailing (Fall 2001- present)  
Association of Consumer Research Conference Proceedings (Fall 2001 – present)  
Society of Consumer Psychology Conference Proceedings (Fall 2001- present)

**PROFESSIONAL HONORS, PRIZES, FELLOWSHIPS**

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- ACR/ Sheth Foundation Dissertation Award. Honorable Mention Cross-cultural Track as Advisor of Yan Meng, PhD, Baruch College, CUNY, Fall 2016.
- Faculty Fellowship Publications Program, *CUNY*, Spring 2007.
- Advertising Educational Foundation Fellowship, New York, NY, 2006.
- Outstanding Teaching Award, *San Francisco University*, 2001.
- Club 6, *Haas School of Business, U.C. Berkeley* (Teaching honor): January 2000-September 2001.
- Dissertation awarded Summa Cum Laude by Unanimity, *Universidad of Madrid, Autonoma*, 1998.
- Full-tuition Scholarship for *Georgetown University*, Fundacion Ramon Areces, Spain, 1993-1995.
- National Merit Prize for Academic Excellence (Ranked 1<sup>st</sup> in the All Spain Business Examinations), Spanish Ministry of Education, Spain, 1993.
- Price Waterhouse Prize for Academic Excellence. Price Waterhouse, Spain, 1993.



## **GRANTS-IN-AID**

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- Marketing Science Institute Research Grant 2016 (\$15,000). Title: "A Tactile Toolbox."
- Spanish Ministry of Education Research Grant 2015-2017 (MINECO-ECO2014-56154-P). Principal Investigator Rosemary Nagel. Title: "Behavioral, and biological data from the laboratory and field in complex and simple worlds." Total Awarded: *80,000 Euros*.
- Spanish Ministry of Education Research Grant 2012-2015 (MINECO). Principal Investigator Rosemary Nagel. Title: "Behavioral and biological data from the laboratory and the field, theory and empirics." Total Awarded: *115,500 Euros*.
- PSC-CUNY, 2017 (\$3,500) for "Good Vibrations: The Impact of Vibrotactile Stimulation on Consumer Judgements;"
- PSC-CUNY, 2016 (\$3,000) for "He Who Brags Will Not Endure: Cultural Differences in Social Transmission of Information;"
- PSC-CUNY, 2014 (\$3,200) for "The ice cream looks yummy on the shelf up/down there: The interactive effect of product shelf location and consumer dispositional power;"
- PSC-CUNY, 2013 (\$3,463) for "The effect of Believing in Karma on Word of Mouth;"
- PSC-CUNY, 2012 (\$3,500) for "Luck-related Associations and the Endowment Effect;"
- PSC-CUNY, 2011 (\$3,006) for "Intimacy Gestures and Product Anthropomorphisation;"
- PSC-CUNY, 2010 (\$3,500) for "Cross-Cultural Study of the Antecedents of Brand Credibility;"
- PSC-CUNY, 2008 (\$4,000) for "Center of Orientation: The Effect of Vertical and Horizontal Shelf Space Product Positions;"
- PSC-CUNY, 2007 (\$4,400) for "The Cross-Cultural Differences in Delight;"
- PSC-CUNY, 2006 (\$6,000) for "Cultural Identity and the Antecedents of Risky Decision-Making: Am I good or lucky?"
- Eugene M. Lang Award, 2009 (\$5,000) for "Center of Orientation: The Effect of Vertical and Horizontal Shelf Space Product Positions."
- Eugene M. Lang Award, 2007 (\$4,000) for "Cultural Identity and the Antecedents of Risky Decision-Making: Am I good or lucky?"
- Marketing Science Institute, 2003 (\$4,000) for "The Effects of Customization Procedure on Consumer Preferences and Satisfaction."

## **TEACHING**

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- Marketing Analytics (International MBA, Masters of Science, executive)
- Marketing Management (MBA core, undergrad)
- International Marketing Management (Executive, MBA elective)
- Marketing Research (MBA elective, undergrad)
- Neuro and Biometrical Marketing (in progress)
- Culture and Consumer Behavior (PhD seminar)

## **NON ACADEMIC POSITIONS**

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<b><u>Place of Employment</u></b>	<b><u>Title</u></b>	<b><u>Dates</u></b>
ACNielsen Co.	Consumer Research Consultant	1992-93; 1998-99
PubliEspaña (Finninvest)	Market Research Specialist	1996-97
Hello America Publishing	International Market Development	Summer 95
The Advisory Board Company	Assistant Account Manager Latin America	Summer 94

## **PROFESSIONAL MEMBERSHIPS**

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- INFORMS, Academy of Marketing Science (Fall 2001- present)
- Association of Consumer Research (Fall 2000 - present)
- Association of Consumer Psychology (Fall 2000- present)
- American Marketing Association (Fall 2001- present)