

# Hristina Nikolova

*The Diane Harkins Coughlin and Christopher J. Coughlin Sesquicentennial*

*Assistant Professor of Marketing*

Carroll School of Management, Boston College

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## EMPLOYMENT

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### BOSTON COLLEGE

#### Carroll School of Management

Coughlin Sesquicentennial Assistant Professor of Marketing

2015-present (maternity leave: 2019, 2021)

Assistant Professor of Marketing

2014-2015

## EDUCATION

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### UNIVERSITY OF PITTSBURGH

2010 - 2014

#### Katz Graduate School of Business

Pittsburgh, PA

Ph.D., Marketing

### RAMAPO COLLEGE OF NEW JERSEY

2005 - 2009

#### Anisfield School of Business

Mahwah, NJ

B.S., Finance and Marketing

Graduated Summa Cum Laude, College Honors

## AWARDS AND HONORS

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- The Franco Nicosia ACR Competitive Paper Award, 2019
- Boston College, Carroll School of Management Teaching Star, Fall 2018
- Marketing Science Institute Young Scholar, 2019
- AMA-Sheth Foundation Doctoral Consortium, Distinguished Faculty, 2018
- The Coughlin Sesquicentennial Assistant Professorship, 2015 - present
- John A. Howard/AMA Doctoral Dissertation Award, 2015
- AMA CBSIG Rising Star Award, 2014
- The Inman Family Fund Award, University of Pittsburgh, 2014
- AMA Sheth Foundation Doctoral Consortium Fellow, 2013
- BNY Mellon Scholarship, Berg Center for Ethics and Leadership, University of Pittsburgh, 2013
- AMS Mary Kay Dissertation Competition Honorable Mention, 2013
- LINKS/MMA Outstanding Teacher-Scholar Doctoral Student Competition Finalist, 2013
- UCSD Rady Field Experiments Conference, Invited Participant (only 50 participants), 2013
- Katz Outstanding Doctoral Student Teaching Award, University of Pittsburgh, 2012, 2013
- ACR/Sheth Foundation Dissertation Award Winner, 2012
- Society for Marketing Advances Dissertation Proposal Runner-Up Award, 2012
- Emerald/EFMD Outstanding Doctoral Research Highly Commended Award Winner, 2012
- Mitsubishi Fellowship, University of Pittsburgh, 2010-2014
- Full Presidential Scholarship, Ramapo College of New Jersey, 2005-2009
- Delta Mu Delta Outstanding Student Award & Honors Society, 2008

## PUBLICATIONS

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### ***Refereed Articles***

[1] Cakanlar, Aylin, Hristina Nikolova, and Gergana Nenkov (2022), "I Will Be Green for Us: When Consumers Compensate for Their Partners' Unsustainable Behavior." *Forthcoming at the Journal of Marketing Research*.

[2] Nikolova, Hristina and Gergana Nenkov (2022), "We Succeeded Together, Now What: Relationship Power and Sequential Decisions in Couples' Joint Goal Pursuits," *Journal of Marketing Research*, 59 (2), 271-289.

[3] Kovacheva, Aleksandra, Hristina Nikolova, and Cait Lamberton (2022), "Will You Buy A Surprise? Gender Differences in the Purchase of Surprise Offerings." *Forthcoming at the Journal of Retailing*.

[4] Kovacheva, Aleksandra, Hristina Nikolova, and Cait Lamberton (2021), "Consumers' Response To Promotional Gifts: The Role Of Gender, Transactional Value, And Reciprocity." *Psychology & Marketing*, 38, 196-211.

[5] Garbinsky, Emily, Joe Gladstone, Hristina Nikolova, and Jenny Olson (2020),\* "Love, Lies, and Money: Financial Infidelity Within Romantic Relationships." *Journal of Consumer Research*, 47 (1), 1-24. [\**Equal Authorship*]

- Lead Article
- Select media coverage: *New York Times*, *Boston Globe* (2 articles), *Daily Mail*, *Futurity*.

[6] Lowe, Michael, Hristina Nikolova, Chadwick J. Miller, and Sara Loughran Dommer\* (2019), "Ceding and Succeeding: How the Altruistic Can Benefit from the Selfish in Joint Decisions." *Journal of Consumer Psychology*, 29 (4), 652-661. [\**Equal Authorship*]

[7] Nikolova, Hristina, Cait Lamberton, and Nicole Verrochi Coleman (2018), "Stranger Danger: When and Why Consumer Dyads Behave Less Ethically Than Individuals," *Journal of Consumer Research*, 45 (1), 90-108.

[8] Inman, J. Jeffrey and Hristina Nikolova (2017), "Shopper-Facing Retail Technology: A Retailer Adoption Decision Framework Incorporating Shopper Attitudes and Privacy Concerns," *Journal of Retailing*, 93 (1), 7-28.

- Lead Article

[9] Nikolova, Hristina and Cait Lamberton (2016), "Men and the Middle: Gender Differences in Dyadic Compromise Effects," *Journal of Consumer Research*, 43 (3), 355-371.

- Lead Article
- Select media coverage: *Time* (2 articles), *Washington Post*, *The Telegraph*, *Daily Mail*.

[10] Nikolova, Hristina, Cait Lamberton, and Kelly L. Haws (2016), "Haunts or Helps from the Past: The Effect of Recall on Current Self-Control," *Journal of Consumer Psychology*, 26 (2), 245-256.

- Select media coverage: *The Atlantic*, *Fox News*, *AARP Life Reimagined*.

[11] Dzhogleva Nikolova, Hristina and J. Jeffrey Inman (2015), "Healthy Choice: The Effect of Simplified POS Nutritional Information on Consumer Choice Behavior." *Journal of Marketing Research*, 52 (6), 817-835.

- Select media coverage: *Huffington Post*.

[12] Dzhogleva, Hristina and Cait Poynor Lamberton (2014), “Should Birds of a Feather Flock Together? Understanding Self-Control Decisions in Dyads,” *Journal of Consumer Research*, 41 (2), 361-380.

- Select media coverage: *Time*, *Forbes*, *ABC News*, *Washington Post*, *The Telegraph*, *Daily Mail*, *Allure*, *Shape*, *Huffington Post*, *New York Magazine*, *Daily Mail*, *ExpertBeacon*, *Wallethub.com*, *WGBH Boston Public Radio*, *WGBH Boston Public Radio*, *WCCO (CBS Local) radio*.

### ***Invited Book Chapters***

[13] Nikolova, Hristina and Cait Lamberton (2019), “No Man Is an Island: Dyadic Decision-Making and Identity Conflict,” *Handbook on Identity Theory in Marketing*, 313-331.

[14] Dzhogleva Nikolova, Hristina, J. Jeffrey Inman, Jim Maurer, Andrew Greiner, and Gala Amoroso (2014), “The Shopper-Centric Retailer: Deriving Shopper Insights from Frequent Shopper Data,” *Review of Marketing Research*, 11, 75-102.

### ***Non-Refereed Articles***

[15] Linzbach, Peter, J. Jeffrey Inman and Hristina Nikolova (2019), “E-Commerce in a Physical Store: Which Retailing Technologies Add Real Value?,” *NIM Marketing Intelligence Review*, 11 (1), 42-47.

[16] Nikolova, Hristina and Cait Lamberton (2016), “Men Choose Differently When They Choose with Other Men,” *Harvard Business Review*.

## **MANUSCRIPTS IN THE REVIEW PROCESS**

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Nikolova, Hristina, Jenny Olson, and Joe Gladstone,\* “The Impact of Financial Infidelity Asymmetry on Couples’ Financial and Relationship Well-Being.” Revising for invited resubmission to the *Journal of Personality and Social Psychology*. [\*Equal Authorship]

Ok, Ekin, Aylin Cakanlar, and Hristina Nikolova, “When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior.” Under review at the *Journal of Marketing Research*.

Kovacheva, Aleksandra, Hristina Nikolova, and Cait Lamberton, “The Value of the Unknown: A Framework and Research Agenda for Strategic Surprise Marketing.” Under invited 2<sup>nd</sup> round review at the *Journal of the Academy of Marketing Science*.

Nikolova, Hristina “All We Need is Love: Examining Differences in Time and Money Donations between Dyads and Individuals.” Revising for invited 2<sup>nd</sup> round review at the *International Journal of Research in Marketing*.

Nikolova, Hristina, “Marketing in an Identity-Threatened World: Consumer Coping Strategies and Consumption.” Revising for invited 2<sup>nd</sup> round review at *Psychology & Marketing*.

Nikolova, Hristina and Cait Lamberton, “Is Their Crystal Ball Cloudy Or Clear? A Practical and Valid Measure of Consumers' Affective Forecasting Accuracy.” Revising for invited 2<sup>nd</sup> round review at the *International Journal of Research in Marketing*.

## **WORK IN PROGRESS**

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Nikolova, Hristina Gergana Nenkov, and Michelle Andrews, “Optimizing Household Advertising Targeting to Overcome Decision-Making Unit Bias in AI.” *Data collection and analysis*.

Basu, Meheli, Hristina Nikolova, and J. Jeffrey Inman “Impact of Simplified Nutrition Promotion on Retailers’ Revenues.” Preparing for submission to the *Journal of Marketing*.

Garcia-Rada, Ximena, Grant Donnelly, Jenny Olson, Hristina Nikolova, and Michael Norton, “Financial Communication and Wellbeing.” *Data collection and analysis*.

Nenkov, Gergana, Linda Court Salisbury, Hristina Nikolova, and Karen Page Winterich, “Charging the Self: Consumer Use of Identity-Relevant Credit Cards.” *Data collection and analysis*.

Nikolova, Hristina and Cait Lamberton, “Do You Know How Much You’ll Hate the Fruit Salad? Affective Forecasting Accuracy and Self-Regulatory Success.” *Data collection and analysis*.

## CONFERENCE PRESENTATIONS

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1. Nikolova, Hristina, Jenny Olson, and Joe Gladstone, “The Impact of Financial Infidelity Asymmetry on Couples’ Financial and Relationship Well-Being.” Paper presented at the 2022 Society for Consumer Psychology Conference (virtual, March 2022).
2. Ok, Ekin, Aylin Cakanlar, and Hristina Nikolova, “When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior.” Paper presented at the 2022 Society for Consumer Psychology Conference (virtual, March 2022).
3. Ok, Ekin, Aylin Cakanlar, and Hristina Nikolova, “When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior.” Paper presented at the 2021 Association for Consumer Research Conference (virtual, October 2021).
4. Nenkov, Gergana, Linda Court Salisbury, Hristina Nikolova, and Karen Page Winterich, “Charging the Self: Consumer Use of Identity-Relevant Credit Cards.” Paper presented at the 2021 Association for Consumer Research Conference (virtual, October 2021).
5. Kovacheva, Aleksandra, Cait Lamberton, and Hristina Nikolova, “The Value of the Unknown: A Framework and Research Agenda for Strategic Surprise Marketing.” Paper presented at the 2021 Theory + Practice Marketing (virtual, June 2021).
6. Nikolova, Hristina, “All We Need is Love: Examining Differences in Time and Money Donations between Dyads and Individuals.” Paper presented at the 2021 Society for Consumer Psychology Conference (virtual, March 2021).
7. Cakanlar, Aylin, Hristina Nikolova, and Gergana Nenkov, “Sustainable Consumption in a Relationship Context: The Role of Relationship Power.” Paper presented at the 2021 Society for Consumer Psychology Conference (virtual, March 2021).
8. Kovacheva, Aleksandra, Cait Lamberton, and Hristina Nikolova, “The Value of the Unknown: A Framework and Research Agenda for Strategic Surprise Marketing.” Paper presented at the 2021 AMA Winter Academic Conference (virtual, February 2021).
9. Nikolova, Hristina and Gergana Nenkov, “We Succeeded Together, Now What: Licensing Effects in Joint Goal Pursuits.” Paper presented at the 2019 Association for Consumer Research Conference in Atlanta, GA (October 2019).

10. Hristina Nikolova (panel participant), “Interpersonal Decision Making and Consumption: Developing Ideas and Fostering Collaborations” (organized by Lalin Anik and Evan Polman). Panel participation at the 2019 Association for Consumer Research Conference in Atlanta, GA (October 2019).
11. Basu, Meheli, Hristina Nikolova, and J. Jeffrey Inman, “How Do Nutrition Promotions Impact Shoppers’ Sensitivity To Price Promotions?” Paper presented at the 2019 Association for Consumer Research Conference in Atlanta, GA (October 2019).
12. Cakanlar, Aylin, Hristina Nikolova, and Gergana Nenkov, “Does Marriage Harm the Environment? Sustainable Consumption in Romantic Relationships.” Paper presented at the 2019 Association for Consumer Research Conference in Atlanta, GA (October 2019).
13. Basu, Meheli, Hristina Nikolova, and J. Jeffrey Inman, “Comparative Analysis of Nutrition and Price Promotional Sensitivities of Consumers,” Paper presented at the 2019 INFORMS Marketing Science Conference in Rome, Italy (June 2019).
14. Garbinsky, Emily, Joe Gladstone, Hristina Nikolova, and Jenny Olson “Love, Lies, and Money: Financial Infidelity Within Romantic Relationships.” Poster presented at the 2019 Boulder Summer Conference on Consumer Financial Decision Making in Boulder, CO (May 2019).
15. Nikolova, Hristina, “Consumers Make Joint Decisions All The Time... What Should Marketers Do Differently?,” Marketing Science Institute Webinar (May 2019).
16. Garbinsky, Emily, Joe Gladstone, Hristina Nikolova, and Jenny Olson “Love, Lies, and Money: Financial Infidelity Within Romantic Relationships.” Poster presented at the 2019 Marketing Science Institute Board of Trustees Meeting (Science Fair) in Boston, MA (April 2019).
17. Nikolova, Hristina, “All We Need is Love: Examining Differences in Time and Money Donations between Dyads and Individuals.” Paper presented at the 2018 Association for Consumer Research Conference in Dallas, TX (October 2018).
18. Garbinsky, Emily, Joe Gladstone, Hristina Nikolova, and Jenny Olson\* “Love, Lies, and Money: Developing a Scale of Financial Infidelity Within Romantic Couples.” Paper presented at the 2018 Association for Consumer Research Conference in Dallas, TX (October 2018). [*\*Equal Contribution*]
19. Nikolova, Hristina and Gergana Nenkov, “We Succeeded Together, Now What: Licensing Effects in Joint Goal Pursuits.” Paper presented at the 2018 Society for Consumer Psychology boutique conference on Vice and Virtue in Sydney, Australia (January 2018).
20. Hristina Nikolova and Cait Lamberton, “Individual Differences in Affective Forecasting Accuracy Affect Consumer Self-Regulation.” Paper presented at the 2018 Society for Consumer Psychology boutique conference on Vice and Virtue in Sydney, Australia (January 2018).
21. Nikolova, Hristina, Alex Bleier, and Rebecca Hamilton, “How the Interplay of Consumption Mode and Time Delay Influences the Persuasiveness of Online Reviews.” Paper presented at the 2017 Association for Consumer Research Conference in San Diego, CA (October 2017).

22. Hristina Nikolova, Sara Dommer, Chadwick Miller, and Michael Lowe, “Subversive Selflessness: The Ironic Effects of Deference in Dyads,” Paper presented at the 2017 Association for Consumer Research Conference in San Diego, CA (October 2017).
23. Hristina Nikolova and Gergana Nenkov, “We Succeeded Together, Now What: Licensing Effects in Joint Goal Pursuits.” Paper presented at the 2017 Society for Consumer Psychology Conference in San Francisco, CA (February 2017).
24. Hristina Nikolova and Cait Lamberton, “Beyond Cognitive Control: Affective Forecasting and Self-Regulatory Success.” Poster presented at the 2016 Society for Judgment and Decision Making Annual Meeting in Boston, MA (November 2016).
25. Hristina Nikolova and Cait Lamberton, “Beyond Cognitive Control: Affective Forecasting and Self-Regulatory Success.” Paper presented at the 2016 Association for Consumer Research Conference in Berlin, Germany (October 2016).
26. J. Jeffrey Inman and Hristina Nikolova, “Shopper-Facing Retail Technology: An Adoption Decision Calculus.” Paper presented at Wharton-Baker Retailing Center Conference in New York City, NY (October 2016).
27. Hristina Nikolova and Cait Lamberton, “Meeting in the Middle: Social Influence Effects on the Compromise Effect.” Paper presented at Boston Judgment and Decision-Making Day in Boston, MA (April 2016).
28. Hristina Nikolova and Cait Lamberton, “Beyond Cognitive Control: Affective Forecasting and Self-Regulatory Success.” Paper presented at the 2016 Society for Consumer Psychology Conference in St. Pete Beach, FL (February 2016).
29. Hristina Nikolova and Cait Lamberton, “Meeting in the Middle: Social Influence Effects on the Compromise Effect.” Paper presented at the 2015 Association for Consumer Research Conference in New Orleans, LA (October 2015).
30. Kovacheva, Aleksandra, Hristina Nikolova, and Cait Lamberton, “Surprise Her but Not Him: Gender Differences in the Valuation and Choice of Positive Surprises.” Paper presented at the 2015 Association for Consumer Research Conference in New Orleans, LA (October 2015).
31. Hristina Nikolova, Cait Poynor Lamberton, and Nicole Verrochi Coleman, “The ‘Partners-in-Crime’ and the ‘Lone Wolf’: Comparing the Unethical Decisions of Dyads and Individuals.” Paper presented at 2015 Society for Consumer Psychology Conference in Phoenix, AZ (February 2015).
32. Hristina Nikolova and J. Jeffrey Inman, “Healthy Choice: The Effect of Simplified POS Nutritional Information on Consumer Choice Behavior.” Paper presented at the 22<sup>nd</sup> International Conference on Recent Advances in Retailing and Consumer Services Science in Montreal, Canada (July 2015).
33. Hristina Dzhogleva Nikolova, Cait Poynor Lamberton, and Nicole Verrochi Coleman, “The ‘Partners-in-Crime’ and the ‘Lone Wolf’: Comparing the Unethical Behaviors of Dyads and Individuals.” Paper presented at 2014 Association for Consumer Research Conference in Baltimore, MD (October 2014).

34. Hristina Dzhogleva and Nicole Verrochi Coleman, “Strategies to Cope with Social Identity Threats: Defending the “Self” without Sabotaging Self-Control.” Paper to be presented at 2014 Society for Consumer Psychology Conference in Miami, FL (March 2014).
35. Hristina Dzhogleva and Nicole Verrochi Coleman, “Strategies to Cope with Social Identity Threats: Defending the “Self” without Sabotaging Self-Control.” Paper presented at 2013 Association for Consumer Research Conference in Chicago, IL (October 2013).
36. Hristina Dzhogleva and J. Jeffrey Inman, “Healthy Choice: The Effect of Simplified POS Nutritional Information on Consumer Choice Behavior.” Paper to be presented at 2013 Association for Consumer Research Conference in Chicago, IL (October 2013).
37. Hristina Dzhogleva, “Individual and Social Dynamics of Self-Control”. Dissertation presented as one of the three Mary Kay Dissertation Competition finalists at 2013 Academy of Marketing Science Annual Conference in Monterey Bay, CA (May 2013).
38. Hristina Dzhogleva and Cait Poynor Lamberton, “*Should* Birds of a Feather Flock Together? Understanding Self-Control Decisions in Dyads”. Paper presented at 2013 Society for Consumer Psychology Conference in San Antonio, TX (February 2013).
39. Hristina Dzhogleva, J. Jeffrey Inman, and Jim Maurer, “Does Reducing Nutritional Information Complexity Promote Healthier Food Choices?” Paper presented at 2013 Society for Consumer Psychology Conference in San Antonio, TX (February 2013).
40. Hristina Dzhogleva, “Individual and Social Dynamics of Self-Control”. Dissertation presented at 2012 Society for Marketing Advances Conference in Orlando, FL (November 2012).
41. Hristina Dzhogleva and Cait Poynor Lamberton, “*Should* Birds of a Feather Flock Together? Understanding Self-Control Decisions in Dyads”. Paper presented at 2012 Association for Consumer Research Conference in Vancouver, BC, Canada (October 2012).
42. Hristina Dzhogleva, Cait Poynor Lamberton, and Kelly L. Haws, "Haunts or Helps from the Past: The Interplay of Valence and Ease of Recall on Indulgence". Paper presented at 2012 Association for Consumer Research Conference in Vancouver, BC, Canada (October 2012).
43. Hristina Dzhogleva and Cait Poynor Lamberton, “*Should* Birds of a Feather Flock Together? Navigating Self-Control Decisions in Dyads”. Poster presented at the Second Annual Marketing Academic Research Colloquium in Pittsburgh, PA (May 2012).
44. Hristina Dzhogleva, Cait Poynor Lamberton, and Kelly L. Haws, "Haunts or Helps from the Past: How Does Recalling Past Self-Control Acts Affect Current Self-Control?". Paper presented at 2012 Society for Consumer Psychology Conference in Las Vegas, NV (February 2012).
45. Kelly L. Haws, Cait Poynor Lamberton, Hristina Dzhogleva, and Gavan Fitzsimons, "A Life in Balance or a Slippery Slope? Exploring the Use and Effectiveness of Moderation versus Avoidance Self Control Strategies". Paper presented at the 2011 ACR Conference in St. Louis, MO (October 2011).

## **CHAIRED SYMPOSIA**

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1. Hristina Nikolova and Alex Bleier, “What Makes for Impactful Reviews? New Perspectives on Factors Driving the Influence of Online Reviews,” Symposium Co-Chair. 2017 Association for Consumer Research Conference in San Diego, CA (October 2017).
2. Hristina Nikolova and Gergana Nenkov, “Consumer Decision-Making in the Context of Close Relationships: Effects of Relationship Dynamics on Individual Consumer Decisions,” Symposium Co-Chair. 2017 Society for Consumer Psychology Conference in San Francisco, CA (February 2017).
3. Nailya Ordabayeva and Hristina Nikolova, “Conversation on Translating Consumer Research into Policy: Developments, Opportunities, and Challenges,” Symposium Co-Chair. 2017 Society for Consumer Psychology Conference in San Francisco, CA (February 2017).
4. Hristina Nikolova and Cait Lamberton, “The Heart and/or the Mind 2.0: How Affective Inputs Can Improve Our Understanding of Cognitive Processing,” Symposium Co-Chair. 2016 Association for Consumer Research Conference in Berlin, Germany (October 2016).
5. Hristina Dzhogleva, “Nudging Consumers in the Right Direction: Effective Interventions for Tackling Obesity.” Symposium Chair. 2013 Association for Consumer Research Conference in Chicago, IL (October 2013).
6. Hristina Dzhogleva, “The Ghosts of One's Past, Present, and Future: Examining Indulgence Choice Based on Thoughts from Different Temporal Perspectives.” Symposium Chair. 2012 Society for Consumer Psychology Conference in Las Vegas, NV (February 2012).

## **INVITED TALKS (POST JOB MARKET)**

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Dartmouth College, October 2021  
Northeastern University, March 2021  
Marketing Science Institute Webinar, May 2019  
Marketing Science Institute Board of Trustees Meeting, April 2019  
Georgia Institute of Technology, January 2019  
AMA-Sheth Foundation Doctoral Consortium, Distinguished Faculty, June 2018  
N.E.R.D. Lab, Harvard Business School, March 2018  
University of Notre Dame, March 2018  
Indiana University, March 2018  
University of Massachusetts, Amherst, February 2017  
Fordham University and Boston College Moral Table, May 2016

## **GRANTS**

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Long-Term Research Grant, Think Forward Initiative, 2018-present (\$58,010)  
Research Incentive Grant, Boston College, 2020  
CSOM Kelley Grant, Boston College, 2018  
Research Expense Grant, Boston College, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022  
Boston College, Faculty Fellowship, 2017  
Boston College, Academic Technology Innovation Grant for the Consumer Insights Panel, 2014-2017  
Boston College, CSOM Kelley Grant for the Consumer Insights Panel, 2014, 2020



Berg Center for Ethics and Leadership Research Grant, University of Pittsburgh, 2013  
Academy of Marketing Science Travel Grant, 2013  
Travel Grant, UCSD Field Experiments Conference, 2013  
Dean's Small Research Grant, University of Pittsburgh, 2011-2014  
Experience-Based Learning Teaching Grant, University of Pittsburgh, 2013

## TEACHING EXPERIENCE

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### **Boston College**

- Marketing Principles (core), Spring 2021, Teaching Evaluation: **4.8/5** (average score for courses at Carroll School of Management: 4.3/5; average score for courses at Boston College: 4.2/5)
- Marketing Principles (core; online synchronous), Spring 2021, Teaching Evaluation: **4.2/5** (average score for courses at Carroll School of Management: 4.3/5; average score for courses at Boston College: 4.3/5)
- Marketing Principles (core), Spring 2020, Teaching Evaluation: **4.6/5** (average score for courses at Carroll School of Management: 4.4/5; average score for courses at Boston College: 4.3/5)
- Marketing Principles (core), Fall 2018, Teaching Evaluation: **4.6/5** (average score for courses at Carroll School of Management: 4.3/5; average score for courses at Boston College: 4.2/5)
- Marketing Principles (core), Fall 2017, Teaching Evaluation: **4.5/5** (average score for courses at Carroll School of Management: 4.3/5; average score for courses at Boston College: 4.2/5)
- Marketing Principles (core), Fall 2016, Teaching Evaluation: **4.5/5** (average score for courses at Carroll School of Management: 4.3/5; average score for courses at Boston College: 4.2/5)
- Marketing Principles (core), Fall 2015, Teaching Evaluation: **4.7/5** (average score for courses at Carroll School of Management: 4.3/5; average score for courses at Boston College: 4.1/5)
- Marketing Principles (core), Fall 2014, Teaching Evaluation: **4.4/5** (average score for courses at Carroll School of Management: 4.3/5; average score for courses at Boston College: 4.1/5)

### **University of Pittsburgh**

- Consumer Behavior (elective), Spring 2013, Teaching Evaluation: **4.6/5** (average score for courses at College of Business Administration: 3.9/5)
- Consumer Behavior (elective), Fall 2012, Teaching Evaluation: **3.9/5** (average score for courses at College of Business Administration: 3.9/5)
- Introduction to Marketing (core), Fall 2011, Spring 2012, Teaching Assistant

## PROFESSIONAL SERVICE

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### **Service to Boston College**

- Boston College Consumer Insights Panel behavioral lab and subject pool co-coordinator, 2014 – present
- Boston College Consumer Insights Panel behavioral lab co-founder, 2014
- Post-Doctoral Researcher Recruiting Committee, 2015 (member), 2018 (member), 2021 (chair)
- Rey Keyes Distinguished Scholars Series coordinator, 2018 – 2020
- Boston Judgment and Decision Making Day Conference co-organizer, 2016, 2018
- Moderation and Mediation Analyses Workshop organizer, 2017
- Boston College Fashion Club faculty advisor, 2018 – 2019

### **Ph.D. Students Mentoring**

- Dissertation committee member: *University of Pittsburgh*: Aleksandra Kovacheva (Ph.D. 2017, placed at SUNY Albany), Meheli Basu (Ph.D. 2020, placed at Syracuse University); *University of Colorado*: Sharaya Jones (Ph.D. 2020, placed at George Mason University)
- Mentoring of other PhD students: Aylin Cakanlar (*Stockholm University*), Ekin Ok (*University of British Columbia*).

## **Reviewing**

### ***Journals***

#### *Journal of Consumer Research*

- Editorial Review Board – June 2022 – present
- Ad-Hoc Reviewer – July 2016 – present
- Trainee Reviewer – December 2011 – June 2016

#### *Journal of Marketing Research*

- Ad-Hoc Reviewer – August 2016 – present

#### *Journal of Marketing*

- Ad-Hoc Reviewer – September 2019 – present

#### *Journal of Consumer Psychology*

- Ad-Hoc Reviewer – January 2017 – present

#### *Marketing Science*

- Ad-Hoc Reviewer – June 2017 – present

#### *Journal of the Association of Consumer Research*

- Ad-Hoc Reviewer – March 2017 – present

#### *Journal of Retailing*

- Ad-Hoc Reviewer – September 2016 – present

#### *International Journal of Research in Marketing*

- Ad-hoc Reviewer – February 2016 – present

#### *Journal of Experimental Social Psychology*

- Ad-hoc Reviewer – February 2016 – present

#### *Journal of Public Policy and Marketing*

- Ad-hoc Reviewer – September 2020 – present

#### *Organizational Behavior and Human Decision Processes*

- Ad-hoc Reviewer – May 2021 – present

#### *British Journal of Social Psychology*

- Ad-hoc Reviewer – May 2021 – present

#### *Marketing Letters*

- Ad-hoc Reviewer – May 2018 – present

### ***Conferences***

#### *Association for Consumer Research Annual Conferences*

- Associate Editor, 2022
- Program committee member, 2021, 2022
- Working and Competitive Papers Reviewer, 2012 - 2021

#### *Society for Consumer Psychology Annual Winter/Summer Conferences*

- Program committee member, 2018-2020, 2022
- Working and Competitive Papers Reviewer, 2012 - 2021

#### *AMA Marketing + Public Policy Conference*

- Competitive Papers Reviewer, 2019 - 2021

#### *AMA Winter Marketing Educators' Conference, 2012, 2013, 2015, 2016*

- Consumer Psychology and Behavior Track, Competitive Papers Reviewer

#### *AMA Summer Marketing Educators' Conference, 2010, 2011, 2012*

- Consumer Psychology and Behavior Track, Competitive Papers Reviewer (2011, 2012)
- Branding and Brand Management Track, Competitive Papers Reviewer (2010)

#### *World Marketing Congress: Cultural Perspectives in Marketing, 2012*

- Competitive Papers Reviewer

***Competitions***

EMAC Aimark Doctoral Dissertation Competition, 2021  
EMAC Sheth Foundation Doctoral Dissertation Competition, 2020  
SCP Dissertation Proposal Competition, 2018-2019  
MSI Alden G. Clayton Dissertation Proposal Competition, 2015

***Grants***

KU Leuven Research Council, 2018

**PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making