

# MELANIE BRUCKS

Columbia Business School  
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New York, NY 10027

mb4598@columbia.edu

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## EMPLOYMENT

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<b>Columbia Business School</b>	2019 – Present
Assistant Professor of Marketing (2020)	
Instructor of Marketing (2019)	

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## EDUCATION

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<b>Stanford University, Graduate School of Business</b>	2014 – 2019
Ph.D., Marketing	
<b>University of Arizona</b>	2009 – 2013
B.S. with Honors, Psychology with Chemistry Minor	
<i>summa cum laude</i>	

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## RESEARCH INTERESTS

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- Creativity and Innovation
- Effect of Technology on Consumer Behavior

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## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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**Brucks, Melanie S.\***, Rifkin, Jacqueline\*, and Jeff Johnson, “Minor Audiovisual Glitches Undermine Virtual Communication” (revision at *Nature*)

**Brucks, Melanie\*** and Olivier Toubia\* “Prompt Architecture Can Induce Methodological Artifacts in Large Language Models” (under third round review at *PLoS one*)

**Brucks, Melanie S.** and Jonathan Levav, “How the Kinesthetic Properties of a Response Scale Affect Judgment,” (conditionally accepted at *Journal of Consumer Research*)

Huang, Szu-chi\*, **Melanie S. Brucks\***, Jaehwan Song, Margaret C. Campbell (2024). Beyond achievement: Transformation mindset enhances authenticity after goal success. *Motivation Science*, 10(3), 171–181

**Brucks, Melanie S.** and Jonathan Levav (2022) “Virtual Communication Curbs Creative Idea Generation,” *Nature*, 605(7908), 108-112.

- Select Media Coverage: [The Atlantic](#), [BBC](#), [CNN](#), [The Guardian](#), [Inc.](#)

**Brucks, Melanie S.** and Szu-chi Huang (2020), “Does Practice Make Perfect? The Contrasting Effects of Repeated Practice on Creativity,” *Journal of the Association for Consumer Research* 5(3), 291-301.

- Select Media Coverage: [Stanford Insights](#), [Fast Company](#)

Kupor, Daniella, **Melanie S. Brucks** and Szu-chi Huang (2019), “And the Winner is...? Forecasting the Outcome of Others’ Competitive Efforts,” *Journal of Personality and Social Psychology*, 117(3), 500-521.

Carey, Angela L., **Melanie S. Brucks**, Albrecht C.P. Kufner, Nicholas Holtzman, Fenne große Deters, Mitja D. Back, M. Brent Donnellan, James W. Pennebaker, and Matthias R. Mehl (2015), “Narcissism and the Use of Personal Pronouns: Revisited,” *Journal of Personality and Social Psychology*, 109(3), e1–e15.

Sarkar, Sujata, Shivali Justa, **Melanie Brucks**, Judith L. Endres, David A. Fox, Xiaoqun Zhou, Fatima Alnaimat, Brian Whitaker, John C. Wheeler, Brian H. Jones and Swaroopa R. Bommireddy (2014), “IL-17A, F, and AF in inflammation: a study in collagen induced arthritis and rheumatoid arthritis,” *Clinical & Experimental Immunology*, 177(3), 652–661.

## WORKING PAPERS

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**Brucks, Melanie\***, Oh, Travis\*, Horton, Carl\*, and Iyengar, Sheena, “Categorical Expansion: A Novel Dimension of Creativity”

Malter, Maayan, **Melanie Brucks**, and Gita Johar., “Perceptions of Disability: Implications for New Product Design and Marketing”

Kupor, Daniella, **Melanie Brucks** and Kristin Laurin, “Motivating Consumers to Defend Themselves Against Product Risks”

**Brucks, Melanie\*** and Alisa Wu\*, “Language Properties of Successful Collaborative Conversations”

Kim, Sonia and **Melanie Brucks**, “Psychological Ownership over Ideas”

\*joint first author

## SELECTED WORKS IN PROGRESS

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“The Great Equalizer: Does Virtual Interaction Reduce Gender Disparities in Classroom Participation?” with Jonathan Atwell, Adina Sterling, and Jonathan Levav

“Anticipating Giving Feedback Changes Consumers’ Feedback” with Kristen Duke and Daniella Turetski

## HONORS AND AWARDS

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<b>Business, Government, and Society (BGS) Research Fund Grant</b> (\$75,000)	2022
<b>Jerome A. Chazen Institute for Global Business Grant</b> (\$8,750)	2022
<b>Bernstein Center Faculty Grant</b> (\$10,000)	2022
<b>Best Talk Award (in track) at the Society for Consumer Psychology Conference</b>	2022
<b>Provost’s Research Grant for Junior Faculty who Contribute to the Diversity Goals</b> (\$25,000)	2019
<b>AMA-Sheth Foundation Doctoral Consortium Fellow</b>	2017
<b>Jaedicke Award</b> Stanford Graduate School of Business	2014
<b>William James Psychology Award for Excellence in Undergraduate Research</b> University of Arizona	2013
<b>Phi Beta Kappa</b> University of Arizona	2013

## CONFERENCE PRESENTATIONS

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\* indicates presenter

Malter, Maayan\*, **Brucks, Melanie** & Johar, Gita (2024, September). “Perceptions of Disability: Effects on New Product Design and Marketing,” Association for Consumer Research (ACR), Paris, France.

“Accessibility and Disability in Consumer Research” (2023, October). Roundtable panelist at Association for Consumer Research (ACR), Seattle, WA.

“Emerging Technologies and Consumer Well-being: Peril and Promise” (2023, October). Roundtable panelist at Association for Consumer Research (ACR), Seattle, WA.

**Brucks, Melanie\***, Duke, Kristen & Turetski, Daniella (2023, October). “Anticipating Giving Feedback Changes Consumers’ Feedback,” Association for Consumer Research (ACR), Seattle, WA.

**Brucks, Melanie**, Rifkin, Jacqueline\* & Johnson, Jeff (2023, August). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection,” 12th Triennial Invitational Choice Symposium, Fontainebleau, France.

**Brucks, Melanie**, Rifkin, Jacqueline\* & Johnson, Jeff (2023, March). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection,” Society for Consumer Psychology (SCP), San Juan, PR.

**Brucks, Melanie**, Duke, Kristen\* & Turetski, Daniella (2023, March). “Anticipating Giving Feedback Changes Consumers’ Feedback,” Society for Consumer Psychology (SCP), San Juan, PR.

“Rethinking Consumer Health and Well-Being in a New Reality” Roundtable panelist at the Virtual Winter American Marketing Association (AMA)

**Brucks, Melanie\***, Rifkin, Jacqueline & Johnson, Jeff (2022, October). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection,” Association for Consumer Research (ACR), Denver, CO.

**Brucks, Melanie**, Duke, Kristen & Turetski, Daniella\* (2022, November). “Anticipating Giving Feedback Changes Consumers’ Feedback,” Society for Judgment and Decision Making (SJDM), San Diego, CA.

**Brucks, Melanie\*** & Huang, Szu-chi (2022, August). “Does Practice Make Perfect? The Contrasting Effects of Repetition on Creativity,” Association of Management (AOM), Seattle, WA.

**Brucks, Melanie** & Wu, Alisa\* (2022, March). *Language properties of successful collaborative conversations*. Paper presented at the Society for Consumer Psychology (SCP), online

Kim, Sonia & **Brucks, Melanie\*** (2022, March). *The Psychological Ownership of Ideas*. Paper presented at the Society for Consumer Psychology (SCP), online

Song, Jaehwan\*, **Brucks, Melanie**, Campbell, Margaret, and Huang, Szu-chi (2022, February), “Transformation Mindset Facilitates Authenticity Post Goal Attainment. Society of Personality and Social Psychology (SPSP), online

**Brucks, Melanie\*** & Levav, Jonathan (2021, September). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Society for Consumer Psychology Boutique: Numerical Markers, Tucson, AZ

**Brucks, Melanie\*** & Levav, Jonathan (2019, October). *Technology-Mediated Innovation*. Paper presented at the Association for Consumer Research (ACR), Atlanta, GA.

**Brucks, Melanie\*** & Levav, Jonathan (2019, June). *Technology-Mediated Innovation*. Paper presented at Society for Consumer Psychology Boutique: Consumers and Technology, HEC Montreal, Canada.

**Brucks, Melanie\*** & Huang, Szu-chi (2018, February). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Winter American Marketing Association (AMA), New Orleans, LA

**Brucks, Melanie\*** & Levav, Jonathan (2018, February). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Society for Consumer Psychology (SCP), Dallas, TX.

**Brucks, Melanie\*** & Levav, Jonathan (2017, October). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Association for Consumer Research (ACR), San Diego, CA.

**Brucks, Melanie\*** & Huang, Szu-chi. (2017, April). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Annual Whitebox Advisors Graduate Student Conference, New Haven, CT.

**Brucks, Melanie\*** & Huang, Szu-chi. (2017, February). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Society for Consumer Psychology (SCP), San Francisco, CA.

**Brucks, Melanie\*** & Huang, Szu-chi. (2016, October). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Association for Consumer Research (ACR), Berlin, Germany.

**Brucks, Melanie\***, Giacobbi, P., & Mehl, M.R. (2014, February). *The Effects of Social Media Sharing on Physical Activity Adherence*. Poster presented at the 15<sup>th</sup> Annual Meeting of the Society for Personality and Social Psychology, Austin, TX.

**Brucks, Melanie\***, Giacobbi, P., & Mehl, M.R. (2013, March). *Checking-in on Facebook: How Sharing Affects Physical Activity Adherence*, Poster presented at the 2<sup>nd</sup> Annual Meeting of the Social Psychologists of Arizona, Tucson, AZ.

## TEACHING EXPERIENCE

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<b>Foundations of Innovation</b> <i>Columbia Business School (MBA)</i>	2020–present
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<b>Marketing Decisions and Methods</b> <i>Columbia Business School (PhD)</i>	Summer 2024
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<b>Introduction to Statistics in Psychology</b> <i>Weekly Review Instructor</i> , University of Arizona (undergraduate)	2011–2013
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## ACADEMIC SERVICE

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<i>University Service</i>	
Stanford GSB Student Mentor	2015–2019
PhD Organization of Women, Officer	2017–2018

*Ad Hoc Reviewing*  
American Psychologist

Journal of the Association for Consumer Research  
 Journal of Consumer Research  
 Journal of Consumer Psychology  
 Journal of Experimental Psychology: General  
 Journal of Marketing  
 Marketing Science  
 Marketing Letters  
 Nature  
 Personality and Social Psychology Bulletin  
 Proceedings of the National Academy of Sciences  
 Conference reviewer, Association for Consumer Research, Society for Consumer Psychology,  
 Society for Judgment and Decision Making

## INVITED TALKS

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Wharton Decision Processes Colloquia	2024
University of Toronto	2024
National Institutes of Health: Conference on the future of conferences	2024
London Business School	2024
Cornell University	2024
University of Texas at Austin	2024
Drexel University	2023
Chicago Booth School of Business's Center for Decision Research	2023
Yeshiva University	2023
Plenary Speaker Wharton Psychology of Technology Conference	2022
UCLA Behavioral Decision-Making Brown Bag	2021
Uber Behavioral Science Symposium	2019
University of California, Berkeley	2019
University of Arizona	2019
University of California, Los Angeles	2018
University of California, San Diego	2018
University of Pennsylvania	2018
University of Georgia	2018
Northwestern University	2018
Yale University	2018
Dartmouth College	2018
Columbia University	2018
University of Southern California	2018

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest:

- Event Speaker for PIP Consulting Group: “Hybrid Innovation: Navigating Idea Generation, Selection, and Communication Across Virtual and Physical Spaces”