

MELANIE BRUCKS

Columbia Business School
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New York, NY 10027

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EMPLOYMENT

Columbia Business School 2019 – Present
Assistant Professor of Marketing (2020)
Instructor of Marketing (2019)

EDUCATION

Stanford University, Graduate School of Business 2014 – 2019
Ph.D., Marketing

University of Arizona 2009 – 2013
B.S. with Honors, Psychology with Chemistry Minor
summa cum laude

RESEARCH INTERESTS

- Creativity and Innovation
- Effect of Technology on Consumer Behavior

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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 Jonathan Levav, “How the Kinesthetic Properties of a Response Scale Affect Judgment,” R&R at *Journal of Consumer Research*.

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.

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

Kupor, Daniella, **Melanie S. Brucks** and Kristin Laurin, “Motivating Consumers to Defend Themselves Against Product Risks,” preparing to submit to *Journal of Marketing*

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

Brucks, Melanie*, Oh, Travis*, Horton, Carl*, and Iyengar, Sheena, “Categorical Expansion Underlies Consumer Perceptions of Creativity,” preparing to submit to *Journal of Consumer Research*

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

Brucks, Melanie*, Rifkin, Jacqueline*, and Jeff Johnson, “Inverting the Uncanny Valley: Perceptual Distortions Undermine Virtual Communication,” preparing to submit to *Nature Communications*

*joint first author

SELECTED WORKS IN PROGRESS

“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

Business, Government, and Society (BGS) Research Fund Grant (\$75,000)	2022
Jerome A. Chazen Institute for Global Business Grant (\$8,750)	2022
Bernstein Center Faculty Grant (\$10,000)	2022

Best Talk Award (in track) at the Society for Consumer Psychology Conference	2022
Provost's Research Grant for Junior Faculty who Contribute to the Diversity Goals (\$25,000)	2019
AMA-Sheth Foundation Doctoral Consortium Fellow	2017
Jaedicke Award Stanford Graduate School of Business	2014
William James Psychology Award for Excellence in Undergraduate Research University of Arizona	2013
Phi Beta Kappa University of Arizona	2013

CONFERENCE PRESENTATIONS

* indicates presenter

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, Kristen Duke*, & Daniella Turetski (2023, March). "Anticipating Giving Feedback Changes Consumers' Feedback," Society for Consumer Psychology (SCP), San Juan, PR.

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, Kristen Duke, & Daniella Turetski* (2022, November). "Anticipating Giving Feedback Changes Consumers' Feedback," Society for Judgment and Decision Making (SJDM), San Diego, CA.

Brucks, Melanie* & and 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 15th 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 2nd Annual Meeting of the Social Psychologists of Arizona, Tucson, AZ.

TEACHING EXPERIENCE

Foundations of Innovation <i>Columbia Business School (MBA)</i>	2020–present
Introduction to Statistics in Psychology <i>Weekly Review Instructor, University of Arizona (undergraduate)</i>	2011–2013

ACADEMIC SERVICE

<i>University Service</i>	
Stanford GSB Student Mentor	2015–2019
PhD Organization of Women, Officer	2017–2018
<i>Ad Hoc Reviewing</i>	
American Psychologist	
Journal of the Association for Consumer Research	
Journal of Consumer Research	
Journal of Experimental Psychology: General	
Journal of Marketing	
Marketing Science	
Marketing Letters	
Nature	
Personality and Social Psychology Bulletin	
Conference reviewer, Association for Consumer Research and Society for Consumer Psychology	

INVITED TALKS

University of Chicago	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: None.