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## EMPLOYMENT

### Columbia Business School

Assistant Professor of Marketing (2025 – present)  
Instructor of Marketing (2024)

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## EDUCATION

### Stanford University

Ph.D. in Marketing, Ph.D. minor in Psychology

### Middlebury College

B.A. in Economics, minor in Mathematics

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## RESEARCH INTERESTS

Persuasion, Political Marketing, Political Advertising, Language, Media, Reputation Management

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## PUBLICATIONS

1. **Hussein, Mohamed A.**, Courtney Lee, and S. Christian Wheeler (2025), “How do Consumers React to Ads that Meddle in Out-Party Primaries?” *Journal of Consumer Research*, 51(6), 1186-1208 (available [here](#)).

Select media coverage: [CBS Insights](#)

2. **Hussein, Mohamed A.** and S. Christian Wheeler (2024), “Reputational Costs of Receptiveness: When and Why Being Receptive to Opposing Political Views Backfires,” *Journal of Experimental Psychology: General*, 153(6), 1425-1448 (available [here](#)).

Select media coverage: [Stanford Business Insights](#), [Opinion Science Podcast](#), [International Center for Cooperation and Conflict Resolution](#), [The Fulcrum](#), [National Affairs](#), [Character & Context](#), [CBS Insights](#)

3. **Hussein, Mohamed A.** and Zakary L. Tormala (2024), “You versus We: How Pronoun Use Shapes Perceptions of Receptiveness,” *Journal of Experimental Social Psychology*, 110, Article 104555 (available [here](#)).

Select media coverage: [Wall Street Journal](#), [Stanford Business Insights](#), [Management Today](#), [A Slice with ‘Dice](#), [CBS Insights](#), [Opinion Science Podcast](#)

4. **Hussein, Mohamed A.** and Zakary L. Tormala (2023), “Attitudinal Advocacy,” In C. Lamberton, D. Rucker, and S. Spiller (Eds.), *The Cambridge Handbook of Consumer Psychology* (Cambridge Handbooks in Psychology, pp. 7-27). Cambridge: Cambridge University Press (available [here](#)).
5. **Hussein, Mohamed A.** and Zakary L. Tormala (2021), “Undermining Your Case to Enhance Your Impact: A Framework for Understanding the Effects of Acts of Receptiveness in Persuasion,” *Personality and Social Psychology Review*, 25(3), 229-250 (available [here](#)).
6. Maluccio, John A., **Mohamed A. Hussein**, Benta Abuya, Eva Muluve, Eunice Muthengi, and Karen Austrian (2018), “Adolescent Girls’ Primary School Mobility and Educational Outcomes in Urban Kenya,” *International Journal of Educational Development*, 62, 75-87 (available [here](#)).

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**MANUSCRIPTS UNDER REVIEW & WORKING PAPERS** (\* denotes equal contribution)

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1. **Hussein, Mohamed A.**, Zakary L. Tormala, and S. Christian Wheeler, “Why Do People Choose Extreme Candidates? The Role of Identity Relevance,” under review at *Journal of Experimental Psychology: General*.
2. **Hussein, Mohamed A.**, Courteny Lee, and S. Christian Wheeler, “How do Consumers React to Disloyalty Ads?”
3. **Hussein, Mohamed A.** and Joey Reiff, “How Do Marketers Choose Which Ad to Launch? The Role of Lay Beliefs about Engagement and Persuasion”
4. **Hussein, Mohamed A.\*** and Rhia Catapano\*, “How can Companies, Consumers, and Campaigns Maximize the Effectiveness of their Political Advocacy?”

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**RESEARCH IN PROGRESS**

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1. **Hussein, Mohamed A.** and Joey Reiff, “What is the relationship between Engagement and Persuasion in Video Advertising?”
2. **Hussein, Mohamed A.** “Political Merchandise: A New Marketplace Behavior”
3. **Hussein, Mohamed A.**, Courteny Lee, and S. Christian Wheeler, “Issue Variation in Disloyalty Ads.”
4. **Hussein, Mohamed A.** “Anti-System Sentiment in the Marketplace”
5. Joey Reiff and **Mohamed A. Hussein**, “Why are Experts Bad at Predicting Persuasion?”
6. **Hussein, Mohamed A.** “How do Marketers Approach Targeting Decisions?”

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**INVITED TALKS**

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University of California Berkeley, Haas School of Management	2025
Columbia University, Data Science Institute	2025
University of California Los Angeles, Anderson School of Management	2024
University of California San Diego, Rady School of Management	2023
Harvard University, Harvard Business School	2023
Columbia University, Columbia Business School	2023
New York University, Stern School of Business	2023
University of Southern California, Marshall School of Business	2023
Notre Dame University, Mendoza College of Business	2023
The Ohio State University, Fisher College of Business	2023
Hong Kong University of Science and Technology (virtual)	2023
Chinese University of Hong Kong (virtual)	2023
University of Hawaii at Manoa, Shidler College of Business	2023

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**FELLOWSHIPS, AWARDS, AND GRANTS**

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Knight-Hennessy Scholar, three-year fellowship, acceptance rate of 1.4% (\$350,000)	2018-2023
Diversifying Academia Recruiting Excellence, competitive fellowship (\$230,000)	2021-2023
Center of Philanthropy and Civil Society, research grant	2023
AMA-Sheth Doctoral Consortium Fellow (unable to attend due to visa issues)	2023
The Lab for American Values, research grant	2021
Knight-Hennessy Academic Enrichment Grant, research grant	2021
F. Dirks Prize	2017

Harry M. Fife Memorial Award	2017
Phi Beta Kappa Prize	2017
Christian A. Johnson Prize in Economics for Outstanding Achievement	2017

## TEACHING EXPERIENCE

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2024:

- B6601-005 (MBA Core) Marketing, Columbia Business School, 5/5
- B6601-008 (MBA Core) Marketing, Columbia Business School, 4.9/5
- B6601-009 (MBA Core) Marketing, Columbia Business School, 4.9/5

2021:

- Consumer Psychology, Middlebury College, 5.00/5.00

## SERVICE

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Personality and Social Psychology Review, Emerging Editor Board Member	2022-2024
<ul style="list-style-type: none"> <li>• Invited to the only early career faculty editorial board in social psychology</li> </ul>	
Journal of Consumer Research, reviewer	2025-present
Journal of Marketing Research, reviewer	2024-present
Journal of Personality and Social Psychology, reviewer	2024-present
Cognition, reviewer	2024-present
Personality and Social Psychology Review, reviewer	2024-present
Scientific Reports, reviewer	2024-present
Journal of Experimental Psychology: General, reviewer	2023-present
Journal of Experimental Social Psychology, reviewer	2022-present
Association of Consumer Research, reviewer	2022-present
Society of Consumer Psychology, reviewer	2022-present
U.S-Israel Binational Science Foundation, grant reviewer	2025-present

## CHAired ROUNDTABLES

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- Hussein, Mohamed A.** and Vohs, K. (2023), Emerging Threats to Democracy, Association of Consumer Research, Seattle.

## CHAired SYMPOSIA

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- Hussein, Mohamed A.** (2023), Receptiveness to Opposing Views, Society for Consumer Psychology, Puerto Rico.
- Hussein, Mohamed A.** and Zakary L. Tormala (2022), Three Perspectives on Censorship, Association of Consumer Research, Denver, Colorado.
- Hussein, Mohamed A.** and Zakary L. Tormala (2022), Receptiveness: Antecedents and Consequences, Association of Consumer Research, Denver, Colorado.
- Hussein, Mohamed A.** and Zakary L. Tormala (2022), Navigating Disagreement and Opposition Across Political and Moral Divides, Society for Personality and Social Psychology.
- Hussein, Mohamed A.** (2020), Obstacles and Opportunities to Consumer Engagement in Medical Decision Making, Association of Consumer Research.

## CONFERENCE PRESENTATIONS

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Hussein, Mohamed A., Courtney Lee, and S. Christian Wheeler (2025). How do Consumers React to Ads that Meddle in Out-Party Primaries? Society for Consumer Psychology.

Hussein, Mohamed A., Courtney Lee, and S. Christian Wheeler (2024). How do Consumers React to Ads that Meddle in Out-Party Primaries? Association of Consumer Research.

Hussein, Mohamed A. and Zakary L. Tormala (2022). What do People Censor and Why? How Mere Pronoun Use Predicts Censorship Likelihood, Association of Consumer Research.

Hussein, Mohamed A. and S. Christian Wheeler (2022). Reputational Costs of Receptiveness: When and Why Being Receptive to Opposing Views Backfires, Association of Consumer Research.

Hussein, Mohamed A. and S. Christian Wheeler (2022). How Partisan Identity Reverses the Benefits of Receptiveness to Opposing Views, Society for Consumer Psychology.

Hussein, Mohamed A. and Tormala, Zakary L. (2022). Undermining Your Case to Enhance Your Impact: A Framework for Understanding the Effects of Acts of Receptiveness in Persuasion, Society for Personality and Social Psychology.

Hussein, Mohamed A., Catapano, R. and Tormala, Zakary L (2021). 15 Reasons You Should Attend This Talk: Overjustification Increases Source Bias and Source Expertise, Association of Consumer Research.

Hussein, Mohamed A. and Tormala, Zakary L. (2020). Undermining Your Case to Enhance Your Impact: A Framework for Understanding the Effects of Acts of Receptiveness in Persuasion, Association of Consumer Research.

Hussein, Mohamed A. and Huang, SC (2020) How Search Strategy Biases Consumers' Self-Diagnosis, Association of Consumer Research.

Hussein, Mohamed A. and Huang, SC (2020). Consumers' Aversion to Managing Mental Health using Artificial Intelligence, Association of Consumer Research.

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest: *None*.