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## EMPLOYMENT

### Columbia Business School

Instructor of Marketing (2024 - Present)

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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, Social Cognition

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## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

1. **Hussein, Mohamed A.**, Zak L. Tormala, and S. Christian Wheeler, "Why Do People Choose Extreme Candidates? The Role of Identity Relevance," under review at *Journal of Personality and Social Psychology*.
2. **Hussein, Mohamed A.**, Courtney Lee, and S. Christian Wheeler (forthcoming), "How do Consumers React to Ads that Meddle in Out-Party Primaries?" *Journal of Consumer Research*.
3. **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*. Advance online publication (available [here](#)).
4. **Hussein, Mohamed A.** and Zak L. Tormala (2024), "You versus We: How Pronoun Use Shapes Perceptions of Receptiveness and Censorship Decisions," *Journal of Experimental Social Psychology*, 110, Article 104555 (available [here](#)).
5. **Hussein, Mohamed A.** and Zak 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](#)).
6. **Hussein, Mohamed A.** and Zak 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](#)).
7. 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 IN PREPARATION AND WORK IN PROGRESS (\* denotes equal contribution)

1. **Hussein, Mohamed A.\*** and Rhia Catapano\*, "Politics & Marketing: A Conceptual Framework."
2. **Hussein, Mohamed A.** and S. Christian Wheeler, "Does Signaling Intimacy Help or Hurt Political Persuasion? Evidence from A Collaboration with an Influencer Agency"
3. **Hussein, Mohamed A.**, "Why do Consumers Increasingly Donate to Out-of-State Political Candidates?"

4. Lee, Courtney,\* **Mohamed A. Hussein\*** and S. Christian Wheeler, “Disloyalty Ads: Signaling Moderation Without Losing In-Party Support.”

#### INVITED TALKS

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

#### 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      |

#### 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 Zak L. Tormala (2022), Three Perspectives on Censorship, Association of Consumer Research, Denver, Colorado.

**Hussein, Mohamed A.** and Zak L. Tormala (2022), Receptiveness: Antecedents and Consequences, Association of Consumer Research, Denver, Colorado.

**Hussein, Mohamed A.** and Zak 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.

#### RESEARCH PRESENTATIONS

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**Hussein, Mohamed A.** and Zak 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, Zak 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, Z. 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, Zak 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.

## TEACHING EXPERIENCE

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Marketing Management (Core), Stanford GSB, Stephanie Tully, Teaching Assistant, 4.90/5.00

Research in Marketing, Stanford GSB, Navdeep Sahni, Teaching Assistant

Persuasion: Principles and Practice, Stanford GSB, Zakary Tormala, Teaching Assistant

Spontaneous Management, Stanford GSB, Christian Wheeler, Teaching Assistant

Consumer Psychology, Middlebury College, 2021, **Instructor of Record**, 5.00/5.00

- Crafted an original syllabus for an undergraduate course on Consumer Psychology, drawing on research from JDM and Persuasion; received the highest score across the entire college

## SERVICE

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### Service to the field:

Personality and Social Psychology Review, Emerging Editor Board Member 2022-present

- Elected to the only graduate student and early career faculty editorial board in social psychology

Journal of Marketing Research, reviewer 2024-present

Scientific Reports, reviewer 2024-present

Journal of Personality and Social Psychology, reviewer 2024-present

Personality and Social Psychology Review, reviewer 2024-present

Journal of Experimental Psychology: General, reviewer 2023-present

Journal of Experimental Social Psychology, reviewer 2022-present

Journal of Consumer Research, junior reviewer 2021-present

Association of Consumer Research, reviewer 2022-present

Society of Consumer Psychology, reviewer 2022-present

Society for Personality and Social Psychology Conference, reviewer 2021-present

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