

KRISTEN LANE, PH.D.

Columbia Business School • Kravis Hall 992 • 665 W. 130th St. New York, NY 10027
kristen.lane@columbia.edu

EMPLOYMENT

Columbia Business School 2021 – Present
Lecturer in Discipline, Marketing Division

University of Arizona • Eller College of Management 2020-2021
Visiting Scholar, Marketing Department

EDUCATION

University of Arizona • Eller College of Management 2020
Ph.D. in Management, Marketing Emphasis, Minor in Social Psychology

University of Arizona • Eller College of Management 2015
B.S. in Business Administration, Marketing Emphasis, Minor in Environmental Science
with Honors, Magna Cum Laude, Beta Gamma Sigma, Phi Beta Kappa

RESEARCH INTERESTS

Information Choice and Sharing, Motivation, Identity, Branding, Information Technology

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Lane, Kristen, Jennifer Savary, and Jesper H. Nielsen, “Brand-Identity Threat in the Information Marketplace: When Consumers Choose to Read Negative News,” revising for resubmission to the *Journal of Consumer Psychology*.

Park, Eric, **Kristen Lane**, and Silvia Bellezza, “Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption,” under review, the *Journal of Marketing*

Anastasiya Pocheptsova Ghosh, **Kristen Lane**, Jennifer Savary, Laura Brandimarte, John Taylor, Jeff Stone, and Ricardo Valerdi. “Nudging Voluntary Mask-Wearing Compliance: A COVID-19 Field Study,” under review, the *Journal of Experimental Psychology: Applied*.

Lane, Kristen and Sidney J. Levy (2019), “Marketing in the digital age: A moveable feast of information,” in Aric Rindfleisch, Alan Malter (ed.) *Marketing in a Digital World (Review of Marketing Research)*, 16, 13-33.

Reimann, Martin and **Kristen Lane** (2017), “Can a toy encourage lower calorie meal bundle selection in children? A field experiment on the reinforcing effects of toys on food choice,” *PLOS ONE*, 12 (1).

WORKING PAPERS

Lane, Kristen, and Merrie Brucks, “When Friends (Don’t) Care About Facts: A Social Model of (Mis)Information Sharing,” preparing submission to the *Journal of Marketing*.

Lane, Kristen, Dafna Goor, Michael Norton, and Ayelet Gneezy, “The (Reverse) Endowment Effect of Information,” preparing submission to the *Journal of Consumer Research*. .

Anika Schumacher, **Kristen Lane**, and Jared Watson, “Perceived Vulnerability Increases Prioritization of Utilitarian Features in Choices for Others,” preparing submission to the *Journal of Marketing*.

SELECTED WORKS IN PROGRESS

Lane, Kristen, Yonat Zwebner, and Gita V. Johar. “The Look of Truth: Faces, Trustworthiness and (Mis)information Judgments.”

Lane, Kristen and Esther Uduchi. “Lived Experience Entitlement and Reparative Justice.”

HONORS & AWARDS

| | |
|---|------|
| Transformative Consumer Research Grant (\$1500) | 2021 |
| Philip and Susan Hagenah Award: Excellence in the Advancement of Marketing (\$2000) | 2020 |
| 2020 Robert Lusch Doctoral Student Research Award (\$1500) | 2020 |
| AMA-Sheth Doctoral Consortium Fellow | 2019 |
| Yale Whitebox Advisors Graduate Student Conference Fellow | 2018 |
| Robert Mittelstaedt Doctoral Symposium Fellow | 2018 |
| Eller College Small Research Grant (\$1500) | 2018 |
| University of Houston Doctoral Symposium Fellow | 2017 |
| Designing a Career in the Marketing Academy Fellow | 2016 |
| Thinking Forward Award: Leadership in Innovation in Marketing | 2015 |

CHAired SYMPOSIA

Lane, Kristen (2023, March). *Sharing Behavior*. Chaired Symposium at the Society for Consumer Psychology (SCP), San Juan, PR.

Lane, Kristen, Youjung Jun, and Gita V. Johar (2021, May). *Motivations Underlying Misinformation Sharing*. Chaired Symposium at the Annual Meeting of the Society for the Science of Motivation (SSM).

Lane, Kristen and Jared Watson (2018, October). *What Can We Trust? Perceptions Of, and Responses To, Fake Information*. Chaired Symposium at the Association for Consumer Research (ACR), Dallas, TX.

Lane, Kristen and Jennifer Savary (2017, October). *On the Unique Effects of Self-Connected Brands*. Chaired Symposium at the Association for Consumer Research (ACR), San Diego, CA.

CONFERENCE PRESENTATIONS

Park, Eric, **Kristen Lane***, and Silvia Bellezza (2023, July). “NFT for Conspicuous Consumption,” Journal of Marketing “New Paradigms for a New World” Special Issue Symposium.

Kristen Lane*, Jennifer Savary, and Jesper Nielsen (2023, March). “Social Self-Threat Drives Consumers to Read Bad Brand-News,” Society for Consumer Psychology (SCP), San Juan, PR.

Kristen Lane*, Dafna Goor, Michael Norton, and Ayelet Gneezy (2023, March). “The (Reverse) Endowment Effect of Information,” Society for Consumer Psychology (SCP), San Juan, PR.

Park, Eric*, **Kristen Lane***, and Silvia Bellezza (2023, March). “NFT for Conspicuous Consumption,” Society for Consumer Psychology (SCP), San Juan, PR.

Kristen Lane*, Jennifer Savary, and Jesper H. Nielsen (2023, February). “How Bad Is It? Social Self-Threat Increases Choice of Bad Brand-News,” AMA Winter Academic Conference Proceedings, Nashville, TN.

Park, Eric, **Kristen Lane***, and Silvia Bellezza (2022, December). “NFT for Conspicuous Consumption,” International Conference on Crypto-Marketing, Columbia Business School, NYC, NY.

Park, Eric, **Kristen Lane***, and Silvia Bellezza (2022, October). “NFT for Conspicuous Consumption,” in NA - Advances in Consumer Research Volume 50, eds. Haipeng (Allan)

Chen, Giana Eckhardt, and Rebecca Hamilton, Duluth, MN : Association for Consumer Research, Denver, CO.

Lane, Kristen*, Dafna Goor, Michael Norton, and Ayelet Gneezy (2022, October). “The (Reverse) Endowment Effect of Information,” in NA - Advances in Consumer Research Volume 50, eds. Haipeng (Allan) Chen, Giana Eckhardt, and Rebecca Hamilton, Duluth, MN : Association for Consumer Research, Denver, CO.

Pocheptsova Ghosh, Anastasiya, **Kristen Lane***, Jennifer Savary, et al. (2022, March). “A Field Study Investigating the Effect of Four Established Message Framing Theories on Mask-Wearing Behavior,” Society for Consumer Psychology (SCP).

Lane, Kristen* and Merrie Brucks (2021, October). “When Friends (Don’t) Care About Facts: Belonging Motivation Drives Untrustworthy Information Sharing,” in NA - Advances in Consumer Research Volume 49, eds. Tonya Bradford, Anat Keinan, and Matt Thomson, Duluth, MN : Association for Consumer Research, Seattle, WA.

Anastasiya Pocheptsova Ghosh, **Kristen Lane***, Jennifer Savary, Laura Brandimarte, John Taylor, Jeff Stone, and Ricardo Valerdi (2021, October). “A Field Study Comparing COVID-19 Mask-Wearing Interventions in an Organization,” in NA - Advances in Consumer Research Volume 49, eds. Tonya Bradford, Anat Keinan, and Matt Thomson, Duluth, MN : Association for Consumer Research, Seattle, WA.

Lane, Kristen*, Jennifer Savary, and Jesper H. Nielsen (2021, March). “Brand-Identity Threat in the Information Marketplace: When Consumers Choose to Read Negative News” Society for Consumer Psychology (SCP), virtual.

Lane, Kristen* and Merrie Brucks (2021, May). “When Friends Don’t Care About Facts: Belonging Motivation Drives Untrustworthy Information Sharing,” Society for the Science of Motivation (SSM), virtual.

Lane, Kristen* and Merrie Brucks (2020, February). “When Friends Don’t Care About Facts: Affiliation Motivation Drives Untrustworthy Information Sharing,” Winter American Marketing Association (AMA), San Diego, CA.

Lane, Kristen*, Jennifer Savary, and Jesper H. Nielsen (2019, December). “The Power of Brands in Dealing with Self-Threat: Strong Self-Brand Connections Drive Negative-Information Seeking,” Journal of Consumer Research Future of Brands Conference, Columbia Business School, New York City, NY.

Lane, Kristen* and Merrie Brucks (2018, October). “Perspectives on “What Can We Trust? Perceptions Of, and Responses To, Fake Information” and the Changing Values of Information,” in NA - Advances in Consumer Research Volume 46, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN : Association for Consumer Research, Pages: 141-143, Dallas, TX.

Lane, Kristen*, Jennifer Savary, and Jesper H. Nielsen (2018, May). “When Ignorance is No Longer Bliss: Consumers Seek Negative Information about Self-Connected Brands,” Brands and Brand Relationships Conference (BBR), Boston, MA.

Lane, Kristen*, Jennifer Savary, and Jesper H. Nielsen (2018, April). “When Ignorance is No Longer Bliss: Consumers Seek Threatening Information about Self-Connected Brands,” 14th Annual Yale Whitebox Advisors Graduate Student Conference, New Haven, CT.

Lane, Kristen*, Jennifer Savary, and Jesper H. Nielsen (2018, April). “When Ignorance is No Longer Bliss: Consumers Seek Negative Information about Self-Connected Brands,” Eller College Doctoral Student Research Workshop, Tucson, AZ.

Lane, Kristen*, Jennifer Savary, and Jesper H. Nielsen (2018, March). “When Ignorance is No Longer Bliss: Consumers Seek Threatening Information about Self-Connected Brands,” 27th Annual Robert Mittelstaedt Doctoral Symposium, Lincoln, NE.

Lane, Kristen*, Jennifer Savary, and Jesper H. Nielsen (2017, October). “When Ignorance is No Longer Bliss: Seeking Threatening Information About Self-Relevant Brands,” in NA - Advances in Consumer Research Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research, Pages: 200-205, San Diego, CA.

Reimann, Martin, and **Kristen Lane*** (2016, October). “Can Children Still Be Happy If 160 Calories Are Cut Out of the Happy Meal? Reinforcing Effects of Toys on Portion Choices,” in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 207-212, Berlin, Germany.

Reimann, Martin, and **Kristen Lane*** (2016, August). “Happy Meal, Healthy Child? Reinforcing effects of toys on meal bundle choices,” American Psychological Association (APA) Annual Convention, Denver, CO.

INVITED TALKS

Lane, Kristen, “Consumer Information Behavior” at the Columbia Business School 2023 Brown Bag Seminar Series.

Lane, Kristen and Merrie Brucks, “When Friends (Don’t) Care About Facts: Belonging Motivation Drives Untrustworthy Information Sharing,” at the Columbia Business School Summer 2021 Brown Bag Seminar Series.

Lane, Kristen and Merrie Brucks, “When Friends Don’t Care About Facts: Belonging Motivation Drives Untrustworthy Information Sharing,” at the Columbia Business School Gita V. Johar Research Lab, October 16, 2020.

Lane, Kristen, “Shared Reality in a Digital Age,” at the Harvard Extension School, April 14, 2020.

ACADEMIC SERVICE

Ad Hoc Reviewing

Journal: Journal of Consumer Research (JCR)

Journal: Marketing Letters

Journal: Trainee Reviewer for the Journal of Consumer Research (JCR)

Conference: Association for Consumer Research (ACR)

Conference: Society for Consumer Psychology (SCP)

Conference: Society for Judgment and Decision Making (SJDM)

Conference: European Association for Consumer Research (EACR)

University Service

CBS Marketing Division Staff Associate Faculty Liaison 2022-2023

University of Arizona (UA), Experimental (Marketing) Lab Manager 2018-2019

UA, Graduate Professional Student Council Travel Grant Reviewer 2017-2018

UA, Eller Marketing Doctoral Recruiting/Communications Coordinator 2016-2018

TEACHING EXPERIENCE

Marketing Core 2022-present

Columbia Business School (MBA)

Marketing Strategy 2021-2022

Columbia Business School (Executive MBA & EMBA Global)

Marketing Analytics 2021

Columbia Business School (Master of Science in Business Analytics, MSBA)

Marketing and Human Behavior 2020-2021

University of Arizona, Eller College (Marketing Minor)

Marketing Policies and Operations (Marketing Core Capstone) 2021

University of Arizona, Eller College (Undergraduate)

Consumer Behavior in a Digital Marketplace 2020

University of Arizona, Eller College (Undergraduate)

Marketing Information and Analytics (Marketing Research) 2017-2018

University of Arizona, Eller College (Marketing Minor)

Market Based Management 2016

University of Arizona, Eller Online MBA (OMBA), Teaching Assistant

OUTSIDE ACTIVITIES

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