

## KRISTEN LANE, PH.D.

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

### EMPLOYMENT

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<b>Columbia Business School</b> Senior Lecturer in Discipline, Marketing Division	2024 – Present
<b>Columbia Business School</b> Lecturer in Discipline, Marketing Division	2021 – 2024
<b>University of Arizona • Eller College of Management</b> Visiting Scholar, Marketing Department	2020-2021

### EDUCATION

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<b>University of Arizona • Eller College of Management</b> Ph.D. in Management, Marketing Emphasis, Minor in Social Psychology	2020
<b>University of Arizona • Eller College of Management</b> B.S. in Business Administration, Marketing Emphasis, Minor in Environmental Science <i>with Honors, Magna Cum Laude, Beta Gamma Sigma, Phi Beta Kappa</i>	2015

### RESEARCH INTERESTS

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

### PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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**Lane, Kristen**, and Merrie Brucks, “A Marketing Perspective on Misinformation Sharing: How the Target Audience Shapes Consumers’ Focus on Accuracy vs. Entertainment,” under review at *Journal of Consumer Research*.

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 at *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, Vol. 16)*, Emerald Publishing Limited, Leeds, pp. 13-33. <https://doi.org/10.1108/S1548-643520190000016004>

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 & SELECTED WORKS IN PROGRESS**

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

Park, Eric, **Kristen Lane**, and Silvia Bellezza, “Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption,” preparing submission to *Journal of Marketing*.

**Lane, Kristen**, Jennifer Savary, and Jesper H. Nielsen, “The Bad Brand News Effect: Self-Brand Connection Increases Choice to Read Bad News,” preparing submission to *Journal of Experimental Psychology: General*.

Anika Schumacher, **Kristen Lane**, and Jared Watson, “Focused on Functionality? How Caregivers Choose Products for Vulnerable Others,” preparing submission to *Journal of Marketing*.

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

## **HONORS & AWARDS**

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CBS Luxury Education Foundation Scholarship with Eric Park and Silvia Bellezza	2022
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

## CHAired SYMPOSIA

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**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

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Anika Schumacher\*, Kristen Lane, and Jared Watson (2024, October). “Focused on Functionality: How Caregivers Choose Products for Vulnerable Others,” Association for Consumer Research Conference (ACR), Paris, France.

Anika Schumacher, **Kristen Lane\***, and Jared Watson (2024, July). “Focused on Functionality: How Caregivers Choose Products for Vulnerable Others,” American Marketing Association Consumer Behavior Special Interest Group Conference (AMA CBSig), Vienna, Austria.

**Kristen Lane\***, Dafna Goor, Michael Norton, and Ayelet Gneezy (2023, July). “The (Reverse) Endowment Effect of Information,” European Association for Consumer Research (EACR), Amsterdam, Netherlands.

Eric Park, **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.

Eric Park\*, **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.

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

Eric Park\*, 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.

**Kristen Lane\***, 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.

Anastasiya Pocheptsova Ghosh, **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).

**Kristen Lane\*** 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.

**Kristen Lane\***, 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.

**Kristen Lane\*** 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.

**Kristen Lane\*** 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.

**Kristen Lane\***, 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.

**Kristen Lane\*** 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.

**Kristen Lane\***, 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.

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

**Kristen Lane\***, 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.

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

**Kristen Lane\***, 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

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**Kristen Lane\*** “We All Lie: A Truthful IDEA,” at IDEA Conference 2024, Penn State, Pennsylvania.

**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

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### *Ad Hoc Reviewing*

Journal: Journal of Consumer Research (JCR)

Journal: Marketing Letters

Conference: American Marketing Association CBSIG

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 Behavioral Lab Committee	2024-2025
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CBS Marketing Division Staff Associate Faculty Liaison	2022-2023
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University of Arizona (UA), Experimental (Marketing) Lab Manager	2018-2019
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UA, Graduate Professional Student Council Travel Grant Reviewer	2017-2018
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UA, Eller Marketing Doctoral Recruiting/Communications Coordinator	2016-2018
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## TEACHING EXPERIENCE

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<b>Marketing Core</b> <i>Columbia Business School (MBA)</i>	2022-present
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<b>Marketing Strategy</b> <i>Columbia Business School (Executive MBA &amp; EMBA Global)</i>	2021-present
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<b>Marketing Analytics</b> <i>Columbia Business School (Master of Science in Business Analytics, MSBA)</i>	2021
<b>Marketing and Human Behavior</b> <i>University of Arizona, Eller College (Marketing Minor)</i>	2020-2021
<b>Marketing Policies and Operations (Marketing Core Capstone)</b> <i>University of Arizona, Eller College (Undergraduate)</i>	2021
<b>Consumer Behavior in a Digital Marketplace</b> <i>University of Arizona, Eller College (Undergraduate)</i>	2020
<b>Marketing Information and Analytics (Marketing Research)</b> <i>University of Arizona, Eller College (Marketing Minor)</i>	2017-2018
<b>Market Based Management</b> <i>University of Arizona, Eller Online MBA (OMBA), Teaching Assistant</i>	2016

## **OUTSIDE ACTIVITIES**

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