

KRISTEN LANE, PH.D.

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EMPLOYMENT

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

EDUCATION

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

Digital Marketing, Information Choice and Sharing, Motivation, Identity, Branding

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*.

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,” submitted to the *Journal of Behavioral Decision Making*.

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

Park, Eric, **Kristen Lane** and Silvia Bellezza. “NFTs for Conspicuous Consumption.”

Lane, Kristen and Gita V. Johar. “Interventions for (Mis)information Sharing on Social Media.”

Lane, Kristen and Esther Uduehi. “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
Graduate Student Professional Council Travel Award (\$750)	2017, 2018, 2019
Yale Whitebox Advisors Graduate Student Conference Fellow	2018
Robert Mittelstaedt Doctoral Symposium Fellow	2018
Eller College Small Research Grant (\$1500)	2018
Representative for Marketing: Eller College Doctoral Student Research Workshop	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, 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 (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, Vidas 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 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 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: Marketing Letters	2020-2022
Journal: Trainee Reviewer for the Journal of Consumer Research (JCR)	2019-2020
Conference: Society for Judgment and Decision Making (SJDM)	2020
Conference: Association for Consumer Research (ACR)	2017-2022
Conference: Society for Consumer Psychology (SCP)	2017-2022

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 Spring-Fall 2022
Columbia Business School (MBA)

Marketing Strategy <i>Columbia Business School (Executive MBA)</i>	Spring-Fall 2022
Marketing Strategy <i>Columbia Business School (Executive MBA – Global)</i>	Fall 2021
Marketing Analytics <i>Columbia Business School (Master of Science in Business Analytics, MSBA)</i>	Fall 2021
Marketing and Human Behavior <i>University of Arizona, Eller College (Professional Marketing Minor)</i>	Summer 2021
Marketing Policies and Operations (Core Marketing Capstone) <i>University of Arizona, Eller College (Undergraduate)</i>	Spring 2021
Consumer Behavior in a Digital Marketplace <i>University of Arizona, Eller College (Undergraduate)</i>	Fall 2020
Marketing and Human Behavior <i>University of Arizona, Eller College (Professional Marketing Minor)</i>	Summer 2020
Buyer Behavior: Consumers in a Digital Marketplace <i>University of Arizona, Eller College (Undergraduate)</i>	Spring 2020
Marketing Information and Analytics (Marketing Research) <i>University of Arizona, Eller College (Professional Marketing Minor)</i>	Summer 2018
Marketing Information and Analytics (Marketing Research) <i>University of Arizona, Eller College (Professional Marketing Minor)</i>	Summer 2017
Market Based Management <i>University of Arizona, Eller Online MBA (OMBA), Teaching Assistant</i>	Summer 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.