

KRISTEN LANE, PH.D.

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

EMPLOYMENT

Columbia University • Columbia Business School Senior Lecturer in Discipline, Marketing Division	2024 – Present
Columbia University • Columbia Business School Lecturer in Discipline, Marketing Division	2021 – 2024
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

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

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Lane, Kristen, Yuan-Pei (Melody) Fang, and Yuqing (Claire) Yang, “FeedFrame: A Browser Extension Intervention to Reduce Misinformation Engagement,” under review at *Journal of Public Policy & Marketing*.

Anika Schumacher, Jared Watson, and **Kristen Lane**, “Focused on Functionality: How Consumers with Caregiving Responsibilities Choose Products for Others,” under review at *Journal of Experimental Psychology: General*.

Tianyi Peng, Melanie Brucks, George Gui, Daniel J. Merlau, Grace Jiarui Fan, Malek Ben Sliman, Eric J. Johnson, Abdullah Althenayyan, Silvia Bellezza, Dante Donati, Hortense Fong, Elizabeth Friedman, Ariana Guevara, Mohamed Hussein, Kinshuk Jerath, Bruce Kogut, Akshit Kumar, **Kristen Lane**, Hannah Li, Vicki Morwitz, Oded Netzer, Patryk Perkowski, Olivier Toubia, “Digital Twins as Funhouse Mirrors: Five Key Distortions,” forthcoming at *Science Advances*. Available at SRN: <https://ssrn.com/abstract=5518418>

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

Lane, Kristen, and Merrie Brucks, "A Marketing Perspective on Misinformation Sharing: How the Target Audience Shapes Consumers' Focus on Accuracy vs. Entertainment," preparing submission to *Journal of Marketing*.

Lane, Kristen, and Merrie Brucks, "Audience Nudges Reduce Sharing of Misinformation," preparing submission to *PNAS*.

Lane, Kristen, Yonat Zwebnier, Manaswini Acharya, and Gita V. Johar. "The Look of Truth: Faces, Trustworthiness and (Mis)information Judgments," preparing submission to *Journal of Consumer Research*.

Lane, Kristen, Dafna Goor, 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 Research*.

Lane, Kristen, Jennifer Savary, and Jesper H. Nielsen, "The Bad Brand News Effect: Self-Brand Connection Increases Choice to Read Bad News," *working paper*.

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," *working paper*.

HONORS & AWARDS

Columbia University Executive Vice President for Research's Undergraduate Research Fund (to support undergraduate research mentorship)	2025, 2026
--	------------

CBS Luxury Education Foundation Scholarship with Eric Park and Silvia Bellezza	2022, 2025
--	------------

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 (DCMA) Fellow	2016
Thinking Forward Award: Leadership in Innovation in Marketing	2015

CHAired SYMPOSIA

Ding, Yu, Anne-Sophie Chaxel, Ryan Dew, Joan Donovan, Gita Johar, Youjung Jun, **Kristen Lane**, Cameron Martel, Christine Moorman, Anita Rao, Ananya Sen, Andrey Simonov, Lena Song, Jay Van Bavel, Claire Wardle (2026, August). *Information Consumption: A Customer-Journey View of Information Choice*. Workshop proposal accepted for the Invitational Choice Symposium, Vail, Co.

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

Lane, Kristen, Yuan-Pei (Melody) Fang, and Yuqing (Claire) Yang, “FeedFrame: A Browser Extension Intervention to Reduce Polarization via Misinformation Engagement,” (2026, June), European Marketing Academy (EMAC), Bath School of Management, UK.

Kristen Lane*, Yonat Zwebner, and Gita V. Johar (2025, October). “The Look of Truth: Faces, Trustworthiness and (Mis)information Judgments,” Association for Consumer Research Conference (ACR), Washington DC.

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,” 14th 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,” 27th 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

Kristen Lane, “A Marketing Model of Misinformation,” at Georgetown, McDonough School of Business, Washington D.C., April 11, 2025.

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

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

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

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

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

ACADEMIC SERVICE

Ad Hoc Reviewing

Journal: Journal of Consumer Research (JCR)

Journal: Journal of Public Policy & Marketing (JPPM)

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-present
---	--------------

CBS Marketing Core Coordinator	2025-present
--------------------------------	--------------

CBS Core Review Committee	2025-present
---------------------------	--------------

CBS Marketing Division Staff Associate Faculty Liaison	2022-2023
--	-----------

University of Arizona (UA) Experimental Lab Manager (Marketing)	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-present
---------------------------	--------------

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.