

MELANIE BRUCKS

Columbia Business School
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New York, NY 10027

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EMPLOYMENT

Columbia Business School 2019 – Present
Assistant Professor of Marketing (2020)
Instructor of Marketing (2019)

EDUCATION

Stanford University, Graduate School of Business 2014 – 2019
Ph.D., Marketing

University of Arizona 2009 – 2013
B.S. with Honors, Psychology with Chemistry Minor
summa cum laude

RESEARCH INTERESTS

- Creativity and Innovation
- Effect of Technology on Consumer Behavior
- Process Tracking (e.g., eye gaze, response time, video coding)

PUBLICATIONS & MANUSCRIPTS UNDER REVIEW (*equal authorship, †graduate student)

Peng, Tiany, George Gui, **Melanie Brucks**, Daniel J. Merlau, Grace Jiarui Fan, Malek Ben Sliman, Eric J. Johnson... Olivier Toubia “Digital Twins as Funhouse Mirrors: Five Key Distortions.” SSRN: <https://ssrn.com/sol3/abstract=5518418> (under review)

Brucks, Melanie*, Kristen Duke*, and Daniella Turetski “Anticipating Giving Feedback Shapes What Consumers Notice and Recommend” (under review at *JCR*)

Brucks, Melanie*, Rifkin, Jacqueline*, and Jeff Johnson (2025), “Video-call glitches trigger uncanniness and harm consequential life outcomes,” *Nature*, (in press)

- Select Media Coverage: [NPR](#), [Gizmodo](#), [Sueddeutsche Zeitung](#), [El País](#), [Der Spiegel](#), [The Register](#), [LinkedIn News](#)

Brucks, Melanie and Jonathan Levav (2025) “How the Kinesthetic Properties of a Response Scale Affect Judgment,” *Journal of Consumer Research*, (in press)

- Select Media Coverage: [Stanford Insights](#)

Brucks, Melanie*, and Olivier Toubia* (2025) "Prompt architecture induces methodological artifacts in large language models." *PLoS One* 20.4: e0319159.

Huang, Szu-chi*, **Melanie Brucks***, Jaehwan Song, Margaret C. Campbell (2024). Beyond achievement: Transformation mindset enhances authenticity after goal success. *Motivation Science*, 10(3), 171–181

Brucks, Melanie and Jonathan Levav (2022) "Virtual Communication Curbs Creative Idea Generation," *Nature*, 605(7908), 108-112.

- Select Media Coverage: [The Washington Post](#), [The Atlantic](#), [CNN](#), [The Guardian](#), [Scientific American](#), [El País](#), [BBC](#)
- Select Policy Impact: [UNESCO \(2022\)](#), [Federal Reserve Bank of San Francisco \(2023\)](#), [NBER \(2024\)](#)

Brucks, Melanie and Szu-chi Huang (2020), "Does Practice Make Perfect? The Contrasting Effects of Repeated Practice on Creativity," *Journal of the Association for Consumer Research* 5(3), 291-301.

- Select Media Coverage: [Stanford Insights](#), [Fast Company](#)

Kupor, Daniella, **Melanie Brucks** and Szu-chi Huang (2019), "And the Winner is...? Forecasting the Outcome of Others' Competitive Efforts," *Journal of Personality and Social Psychology*, 117(3), 500-521.

Carey, Angela L., **Melanie Brucks**, Albrecht C.P. Kufner, Nicholas Holtzman, Fenne große Deters, Mitja D. Back, M. Brent Donnellan, James W. Pennebaker, and Matthias R. Mehl (2015), "Narcissism and the Use of Personal Pronouns: Revisited," *Journal of Personality and Social Psychology*, 109(3), e1–e15.

Sarkar, Sujata, Shivali Justa, **Melanie Brucks**, Judith L. Endres, David A. Fox, Xiaoqun Zhou, Fatima Alnaimat, Brian Whitaker, John C. Wheeler, Brian H. Jones and Swaroopa R. Bommireddy (2014), "IL-17A, F, and AF in inflammation: a study in collagen induced arthritis and rheumatoid arthritis," *Clinical & Experimental Immunology*, 177(3), 652–661.

WORKING PAPERS

Deng, Yuting^ψ, **Melanie Brucks**, and Olivier Toubia, "Examining and Addressing Barriers to Diversity in LLM-Generated Ideas"

Brucks, Melanie, Szu-chi Huang, and Reto Hoffstetter, "The Creativity Paradox: Soliciting Creative Ideas Undermines Ideation"

Brucks, Melanie*, Oh, Travis*, Horton, Carl*, and Iyengar, Sheena, "Breaking Boundaries: How Categorical Expansion Shapes Creativity Judgments"

Brucks, Melanie* and Alisa Wu^{ψ*}, "Language Properties of Successful Collaborative Conversations"

Malter, Maayan^ψ, **Melanie Brucks**, and Gita Johar, “Perceptions of Disability: Implications for New Product Design and Marketing”

- 2024 John A. Howard/AMA Dissertation Award
- Psychology of Technology Network Dissertation Award

SELECTED WORKS IN PROGRESS

“The Great Equalizer: Does Virtual Interaction Reduce Gender Disparities in Classroom Participation?” with Jonathan Atwell, Adina Sterling, and Jonathan Levav

“Twin Talk” with Olivier Toubia

“Zoom Filters” with Jing Liu

HONORS AND AWARDS

Business, Government, and Society (BGS) Research Fund Grant (\$75,000)	2022
Jerome A. Chazen Institute for Global Business Grant (\$8,750)	2022
Bernstein Center Faculty Grant (\$10,000)	2022
Best Talk Award (in track) at the Society for Consumer Psychology Conference	2022
Provost’s Research Grant for Junior Faculty who Contribute to the Diversity Goals (\$25,000)	2019
AMA-Sheth Foundation Doctoral Consortium Fellow	2017
Jaedicke Award Stanford Graduate School of Business	2014
William James Psychology Award for Excellence in Undergraduate Research University of Arizona	2013
Phi Beta Kappa University of Arizona	2013

CONFERENCE PRESENTATIONS (*presenter)

“Improving Behavioral Research with Generative Artificial Intelligence” (2025, October).
Roundtable panelist at Association for Consumer Research (ACR), Washington, DC.

Brucks, Melanie*, Alisa Wu (2025, October). “Conversations with cognitively similar others benefit subsequent solitary idea generation” Association for Consumer Research (ACR), Washington, DC.

Deng, Yuting*, **Brucks, Melanie** & Toubia, Olivier (2025, October). “*Improving the Diversity of Creative Output from LLMs*,” Association for Consumer Research (ACR), Washington, DC.

Blaine Horton*, **Brucks, Melanie**, Oh, Travis Oh, and Iyengar, Sheena (2025, August). “Breaking Boundaries: How Categorical Expansion Shapes Creativity Judgments,” Association of Management (AOM), Copenhagen, Denmark.

Malter, Maayan*, **Brucks, Melanie** & Johar, Gita (2024, September). “Perceptions of Disability: Effects on New Product Design and Marketing,” Association for Consumer Research (ACR), Paris, France.

“Accessibility and Disability in Consumer Research” (2023, October). Roundtable panelist at Association for Consumer Research (ACR), Seattle, WA.

“Emerging Technologies and Consumer Well-being: Peril and Promise” (2023, October). Roundtable panelist at Association for Consumer Research (ACR), Seattle, WA.

Brucks, Melanie*, Duke, Kristen & Turetski, Daniella (2023, October). “Anticipating Giving Feedback Changes Consumers’ Feedback,” Association for Consumer Research (ACR), Seattle, WA.

Brucks, Melanie, Rifkin, Jacqueline* & Johnson, Jeff (2023, August). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection,” 12th Triennial Invitational Choice Symposium, Fontainebleau, France.

Brucks, Melanie, Rifkin, Jacqueline* & Johnson, Jeff (2023, March). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection,” Society for Consumer Psychology (SCP), San Juan, PR.

Brucks, Melanie, Duke, Kristen* & Turetski, Daniella (2023, March). “Anticipating Giving Feedback Changes Consumers’ Feedback,” Society for Consumer Psychology (SCP), San Juan, PR.

“Rethinking Consumer Health and Well-Being in a New Reality” Roundtable panelist at the Virtual Winter American Marketing Association (AMA)

Brucks, Melanie*, Rifkin, Jacqueline & Johnson, Jeff (2022, October). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection,” Association for Consumer Research (ACR), Denver, CO.

Brucks, Melanie, Duke, Kristen & Turetski, Daniella* (2022, November). “Anticipating Giving Feedback Changes Consumers’ Feedback,” Society for Judgment and Decision Making (SJDM), San Diego, CA.

Brucks, Melanie* & and Huang, Szu-chi (2022, August). “Does Practice Make Perfect? The Contrasting Effects of Repetition on Creativity,” Association of Management (AOM), Seattle, WA.

- Brucks, Melanie & Wu, Alisa*** (2022, March). *Language properties of successful collaborative conversations*. Paper presented at the Society for Consumer Psychology (SCP), online
- Kim, Sonia & **Brucks, Melanie*** (2022, March). *The Psychological Ownership of Ideas*. Paper presented at the Society for Consumer Psychology (SCP), online
- Song, Jaehwan*, **Brucks, Melanie**, Campbell, Margaret, and Huang, Szu-chi (2022, February), "Transformation Mindset Facilitates Authenticity Post Goal Attainment. Society of Personality and Social Psychology (SPSP), online
- Brucks, Melanie*** & Levav, Jonathan (2021, September). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Society for Consumer Psychology Boutique: Numerical Markers, Tucson, AZ
- Brucks, Melanie*** & Levav, Jonathan (2019, October). *Technology-Mediated Innovation*. Paper presented at the Association for Consumer Research (ACR), Atlanta, GA.
- Brucks, Melanie*** & Levav, Jonathan (2019, June). *Technology-Mediated Innovation*. Paper presented at Society for Consumer Psychology Boutique: Consumers and Technology, HEC Montreal, Canada.
- Brucks, Melanie*** & Huang, Szu-chi (2018, February). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Winter American Marketing Association (AMA), New Orleans, LA
- Brucks, Melanie*** & Levav, Jonathan (2018, February). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Society for Consumer Psychology (SCP), Dallas, TX.
- Brucks, Melanie*** & Levav, Jonathan (2017, October). *How the Kinesthetic Properties of a Response Scale Affect Judgment*. Paper presented at the Association for Consumer Research (ACR), San Diego, CA.
- Brucks, Melanie*** & Huang, Szu-chi. (2017, April). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Annual Whitebox Advisors Graduate Student Conference, New Haven, CT.
- Brucks, Melanie*** & Huang, Szu-chi. (2017, February). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Society for Consumer Psychology (SCP), San Francisco, CA.
- Brucks, Melanie*** & Huang, Szu-chi. (2016, October). *The Pursuit of Creativity in Idea Generation Contests*. Paper presented at the Association for Consumer Research (ACR), Berlin, Germany.
- Brucks, Melanie***, Giacobbi, P., & Mehl, M.R. (2014, February). *The Effects of Social Media Sharing on Physical Activity Adherence*. Poster presented at the 15th Annual Meeting of the Society for Personality and Social Psychology, Austin, TX.

TEACHING EXPERIENCE

Foundations of Product Innovation <i>Columbia Business School (MBA)</i>	2020–present
Marketing Decisions and Methods <i>Columbia Business School (PhD)</i>	Summer 2024
Introduction to Statistics in Psychology <i>Weekly Review Instructor, University of Arizona (undergraduate)</i>	2011–2013

ACADEMIC SERVICE

University Service

Stanford GSB Student Mentor	2015–2019
PhD Organization of Women, Officer	2017–2018

Ad Hoc Reviewing

American Psychologist	
Journal of the Association for Consumer Research	
Journal of Consumer Research	
Journal of Consumer Psychology	
Journal of Experimental Psychology: General	
Journal of Marketing	
Marketing Science	
Marketing Letters	
Nature	
Personality and Social Psychology Bulletin	
PLoS One	
Proceedings of the National Academy of Sciences	
Conference reviewer: Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making	

INVITED TALKS

Stanford Graduate School of Business	2026
Temple University	2025
Emory Marketing Camp	2025
University of Alberta	2025
Wharton Decision Processes Colloquia	2024
University of Toronto	2024
National Institutes of Health: Conference on the future of conferences	2024
London Business School	2024
Cornell University	2024
University of Texas at Austin	2024
Drexel University	2023

Chicago Booth School of Business's Center for Decision Research	2023
Yeshiva University	2023
Plenary Speaker Wharton Psychology of Technology Conference	2022
UCLA Behavioral Decision-Making Brown Bag	2021
Uber Behavioral Science Symposium	2019
University of California, Berkeley	2019
University of Arizona	2019
University of California, Los Angeles	2018
University of California, San Diego	2018
University of Pennsylvania	2018
University of Georgia	2018
Northwestern University	2018
Yale University	2018
Dartmouth College	2018
Columbia University	2018
University of Southern California	2018

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest:

- Event Speaker for PIP Consulting Group: “Hybrid Innovation: Navigating Idea Generation, Selection, and Communication Across Virtual and Physical Spaces”