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EDUCATION

- PhD in Business Administration-Marketing, University of Florida, 1994
- MA in Marketing, University of Florida, 1992
- Licentiate in Applied Economics (with Great Distinction), Catholic University of Louvain-Mons, Belgium, 1987

EMPLOYMENT

- Kravis Professor of Business, Columbia University, 2007-Present
 - Research Director of Center on Global Brand Leadership, Columbia Business School, 2014-present
 - Co-Faculty Director, Brand Leadership Program, Columbia Executive Education, 2014-present; Faculty Director, Strategic Customer Insight, Columbia Executive Education, 2021-present; Faculty Director, Strategic Marketing Management Program, Columbia Executive Education, 2002-2013 (Associate Faculty Director, 1995-2002)
- Professor of Business (Marketing), Columbia University, 2003-2007
- Associate Professor of Business (Marketing), Columbia University, 1998-2003 (with tenure since 2002)
- Assistant Professor of Business (Marketing), Columbia University, 1994-1998
- Research Assistant-Instructor, Catholic University of Louvain-Mons, 1987-1990

VISITING APPOINTMENTS

- Fellow of the Institute for Asian Consumer Insight (ACI), Singapore (2016-2018)
- Visiting Scholar, INSEAD-Fontainebleau, January-July 2015
- Distinguished Visiting Professor of Marketing, Lee Kong Chian School of Business, Singapore Management University (Summer 2012, 2013, 2014)
- Visiting Professor of Marketing, Institut d'Administration des Entreprises (IAE), University of Paris 1 Panthéon – Sorbonne (May 2009)
- Ford Foundation Visiting Professor of Marketing, University of Chicago (Fall 2005)
- Visiting Professor of Marketing, Hong Kong University of Science & Technology (2004-2005)
- Visiting Professor, China Europe International Business School (short visits, 2003-present)
- Visiting Professor, Catholic University of Leuven, Belgium (Spring 1997)

ACADEMIC HONORS

- Among top 1% of all scientists worldwide in career-long citation impact according to the 2022 Elsevier-Stanford ranking (Ioannidis 2022)
- Finalist 2019 Paul E. Green Award, JMR (2020)
- La Londe Conference Best Paper Award (2019)
- European ACR Conference Co-Chair (2018)
- Fellow, Society for Consumer Psychology (2015), “For Outstanding Contributions to the Field of Consumer Psychology”
- Identified as one of the most published authors in the *Journal of Consumer Research* (Wang, Bendle, and Cotte 2015) and one of the most influential scholars in consumer behavior from 2003 to 2012 (Elbeck and Vander Schee 2014)
- President, Society for Consumer Psychology (2012-2013)
- La Londe Conference Co-Chair (2011)
- La Londe Conference Best Paper Award (2009)
- Finalist JCR Best Article Award (2004)
- ACR Doctoral Symposium Faculty (2001, 2003, 2005, 2006, 2009, 2012, 2013, 2015, 2018, 2019, 2022)
- SCP Doctoral Symposium Faculty (2010, 2012, 2014, 2016)
- AMA Doctoral Consortium Faculty (2000, 2002, 2007, 2014, 2017)
- MSI Young Scholar (2001), MSI Scholar Reunion (2006)
- JCR Outstanding Reviewer (2002)
- Robert Ferber Award, Honorable Mention (1999)
- Beta Gamma Sigma (1995)
- AMA Doctoral Consortium Fellow (1993)
- Fellow of the Intercollegiate Center for Management Science, Belgium (1990-1993)
- EDEN Fellow of the European Institute for Advanced Studies in Management (1988, 1989)

PUBLISHED RESEARCH

Selected Publications (reverse chronological order)

1. Oh, Travis Tae and Michel Tuan Pham (2022), "A Liberating Engagement Theory of Consumer Fun," *Journal of Consumer Research*, Vol. 49 (1), 46-73.
2. Pham, Michel Tuan and Travis Tae Oh (2021), "On Not Confusing the Tree of Trustworthy Statistics with the Greater Forest of Good Science: A Comment on Simmons et al.'s Perspective on Preregistration," *Journal of Consumer Psychology*, 31 (January), 181-185.

3. Pham, Michel Tuan and Travis Tae Oh (2021), "Preregistration Is Neither Sufficient, Nor Necessary for Good Science," *Journal of Consumer Psychology*, 31 (January), 163-176.
4. Melumad, Shiri and Michel Tuan Pham (2020), "The Smartphone as a Pacifying Technology," *Journal of Consumer Research*, 47 (August), 237-255. (Best Paper Award, 2019 La Londe Conference; Ferber Award Honorable Mention, 2021)
5. Pham, Michel Tuan and Jennifer J. Sun (2020), "On the Experience and Engineering of Consumer Pride, Consumer Excitement, and Consumer Relaxation in the Marketplace," *Journal of Retailing*, 96 (March), 101-127.
6. He, Daniel, Shiri Melumad, and Michel Tuan Pham (2019), "The Pleasure of Assessing and Expressing Our Likes and Dislikes," *Journal of Consumer Research*, 46 (October), 545-563.
7. Melumad, Shiri, Jeffrey J. Inman, and Michel Tuan Pham (2019), "Selectively Emotional: How Smartphone Use Changes User-Generated Content," *Journal of Marketing Research*, 56 (April), 259-275. (Finalist, 2019 Paul E. Green Award)
8. Chen, Charlene Y. and Michel Tuan Pham (2019), "Affect Regulation and Consumer Behavior," *Consumer Psychology Review*, 2, 114-144.
9. Chang, Hannah H. and Michel Tuan Pham (2018), "Affective Boundaries of Scope Insensitivity," *Journal of Consumer Research*, 45 (August), 403-428.
10. Aydinli, Aylin, Yangjie Gu, and Michel Tuan Pham (2017), "An Experience Utility Explanation of the Preference for Larger Assortments," *International Journal of Research in Marketing*, 34 (3), 746-760.
11. Faraji-Rad, Ali and Michel Tuan Pham (2017), "Uncertainty Increases the Reliance on Affect in Decisions," *Journal of Consumer Research*, 44 (June), 1-21. (Lead article)
12. Pham, Michel Tuan, Ali Faraji-Rad, Olivier Toubia, and Leonard Lee (2015), "Affect as an Ordinal System of Utility Assessment," *Organizational Behavior and Human Decision Processes*, 132 (November), 81-94.
13. Pham, Michel Tuan, Maggie Geuens, and Patrick De Pelsmaker (2013), "The Influence of Ad-Evoked Feelings on Brand Evaluations: Empirical Generalizations from Consumer Responses to More Than 1,000 TV Commercials," *International Journal of Research in Marketing*, 30(4), 383-394.
14. Pham, Michel Tuan (2013), "The Seven Sins of Consumer Psychology," *Journal of Consumer Psychology*, 23 (October), 411-423. (Invited; among most-cited articles published in this journal that year)
15. Chang, Hannah H. and Michel Tuan Pham (2013), "Affect as a Decision-Making System of the Present," *Journal of Consumer Research*, 40 (June), 42-63. (Best Paper Award, 2009 La Londe Conference)
16. Avnet, Tamar, Michel Tuan Pham, and Andrew T. Stephen (2012), "Consumers' Trust in Feelings as Information," *Journal of Consumer Research*, 39 (December), 720-735.

17. Pham, Michel Tuan, Leonard Lee, and Andrew T. Stephen (2012), "Feeling the Future: The Emotional Oracle Effect," *Journal of Consumer Research*, 39 (October), 461-477.
18. Pham, Michel Tuan, Iris Hung, and Gerald Gorn (2011), "Relaxation Increases Monetary Valuations," *Journal of Marketing Research*, 48 (October), 814-826. (Featured in *Wall Street Journal*, *Forbes*, *Daily Finance*, *New York Magazine, Inc.*, CBSNews.com)
19. Greifeneder, Rainer, Herbert Bless, and Michel Tuan Pham (2011), "When Do People Rely on Affective and Cognitive Feelings in Judgment? A Review," *Personality and Social Psychology Review*, 15(2), 107-141. (Lead article)
20. Pham, Michel Tuan and Hannah Chang (2010), "Regulatory Focus, Regulatory Fit, and the Search and Consideration of Choice Alternatives," *Journal of Consumer Research*, 37 (December), 626-640.
21. Pham, Michel Tuan, Caroline Goukens, Donald R. Lehmann, and Jennifer A. Stuart (2010), "Shaping Customer Satisfaction through Self-Awareness Cues," *Journal of Marketing Research*, 47 (October), 920-932.
22. Pham, Michel Tuan and Tamar Avnet (2009), "Rethinking Regulatory Engagement Theory," *Journal of Consumer Psychology*, 19(2), 115-123.
23. Pham, Michel Tuan and Tamar Avnet (2009), "Contingent Reliance on the Affect Heuristic as a Function of Regulatory Focus," *Organizational Behavior and Human Decision Processes*, 108(2), 267-278.
24. Pham, Michel Tuan (2009), "The Lexicon and Grammar of Affect-as-Information in Consumer Decision Making: The GAIM," in *Social Psychology of Consumer Behavior*, ed. Michaela Wänke, New York: Psychology Press, 167-200.
25. Stephen, Andrew T. and Michel Tuan Pham (2008), "On Feelings as a Heuristic for Making Offers in Ultimatum Negotiations," *Psychological Science*, 19(10), 1051-1058.
26. Cohen, Joel B., Michel Tuan Pham, and Eduardo Andrade (2008), "The Nature and Role of Affect in Consumer Behavior," in *Handbook of Consumer Psychology*, ed. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, Hillsdale, NJ: Lawrence Erlbaum, 297-348.
27. Pham, Michel Tuan (2007), "Emotion and Rationality: A Critical Review and Interpretation of Empirical Evidence," *Review of General Psychology*, 11(2), 155-178. (Most-cited article published in this journal that year)
28. Johnson, Eric J., Michel Tuan Pham, and Gita V. Johar (2007), "Consumer Behavior and Marketing," *Social Psychology: Handbook of Basic Principles* (2nd Edition), ed. E. Tory Higgins and Arie W. Kruglanski, New York: Guilford Press, 869-887.
29. Johar, Gita V., Michel Tuan Pham, and Kirk Wakesfield (2006), "How Event Sponsors Are Identified: A (Baseball) Field Analysis," *Journal of Advertising Research*, 46, 183-198.

30. Raghunathan, Rajagopal, Michel Tuan Pham, and Kim P. Corfman (2006), "Informational Properties of Anxiety and Sadness, and Displaced Coping," *Journal of Consumer Research*, 32 (March), 596-602.
31. Pham, Michel Tuan and E. Tory Higgins (2005), "Promotion and Prevention in Consumer Decision Making: The State of the Art and Theoretical Propositions," in *Inside Consumption: Consumer Motives, Goals, and Desires*, ed. S. Ratneshwar and David Glen Mick, London, UK: Routledge, 8-43. (Lead chapter)
32. Pham, Michel Tuan (2004), "The Logic of Feeling," *Journal of Consumer Psychology*, 14(4), 360-369. (Second most-cited article published in this journal that year)
33. Zhou, Rongrong and Michel Tuan Pham (2004), "Promotion and Prevention across Mental Accounts: How Financial Products Dictate Consumers' Investment Goals," *Journal of Consumer Research*, 31 (June), 125-135.
34. Pham, Michel Tuan and Tamar Avnet (2004), "Ideals and Oughts and the Weighting of Affect versus Substance in Persuasion," *Journal of Consumer Research*, 30 (March), 503-518. (Among most-cited articles published in this journal that year)
35. Pham, Michel Tuan and A.V. Muthukrishnan (2002), "Search and Alignment in Judgment Revision: Implications for Brand Positioning," *Journal of Marketing Research*, 39(1), 18-30.
36. Pham, Michel Tuan, Joel B. Cohen, John Pracejus, and G. David Hughes (2001), "Affect Monitoring and the Primacy of Feelings in Judgment," *Journal of Consumer Research*, 28 (September), 167-188. (Lead article; Finalist for the 2004 JCR Best Article Award; among most-cited articles published in this journal that year)
37. Gorn, Gerald, Michel Tuan Pham, and Leo Yatming Sin (2001), "When Arousal Influences Ad Evaluation and Valence Does Not (and Vice Versa)," *Journal of Consumer Psychology*, 11(1), 43-55. (Among most-cited articles in this journal that year)
38. Muthukrishnan, A.V., Michel Tuan Pham, and Amitabh Mungalé (2001), "Does Greater Amount of Information Always Bolster Attitudinal Resistance?" *Marketing Letters*, 12(2), 131-144.
39. Pham, Michel Tuan, Tom Meyvis, and Rongrong Zhou (2001), "Beyond the Obvious: Chronic Imagery Vividness and Decision Making," *Organizational Behavior and Human Decision Processes*, 84 (March), 226-253.
40. Pham, Michel Tuan and Gita V. Johar (2001), "Prominence Biases in Sponsor Identification: Processes and Consequentiality," *Psychology & Marketing*, Special Issue on Commercial Sponsorship, 18(2), 123-143.
41. Muthukrishnan, A.V., Michel Tuan Pham, and Amitabh Mungalé (1999), "Comparison Opportunity and Judgment Revision," *Organizational Behavior and Human Decision Processes*, 80 (December), 228-251.
42. Johar, Gita V. and Michel Tuan Pham (1999), "Relatedness, Prominence, and Constructive Sponsor Identification," *Journal of Marketing Research*, 36 (August), 299-312. (Lead article)

43. Raghunathan, Rajagopal and Michel Tuan Pham (1999), "All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness in Decision Making," *Organizational Behavior and Human Decision Processes*, 71 (July), 56-77. (Most-cited article published in this journal that year)
44. Pham, Michel Tuan (1998), "Representativeness, Relevance, and the Use of Feelings in Decision Making," *Journal of Consumer Research*, 25 (September), 144-159. (1999 Robert Ferber Award: Honorable Mention. Among most-cited articles published in this journal that year.)
45. Pham, Michel Tuan and Marc Vanhuele (1997), "Analyzing the Memory Impact of Advertising Fragments," *Marketing Letters*, 8(4), 407-417.
46. Pham, Michel Tuan and Gita V. Johar (1997), "Contingent Processes of Source Identification," *Journal of Consumer Research*, 23 (December), 249-265. (Lead article)
47. Pham, Michel Tuan (1996), "Heuristiques et Biais Décisionnels en Marketing," *Recherche et Applications en Marketing*, 11(4), 53-69.
48. Pham, Michel Tuan (1996), "Cue Representation and Selection Effects of Arousal in Persuasion," *Journal of Consumer Research*, 22 (March), 373-387.
49. Derbaix, Christian and Michel Tuan Pham (1991), "Affective Reactions to Consumption Situations: A Pilot Investigation," *Journal of Economic Psychology*, 12, 325-355. (Second most-cited article in this journal that year)
50. Derbaix, Christian and Michel Tuan Pham (1989), "Pour un Développement des Mesures de l'Affectif en Marketing: Synthèse des Prérequis," *Recherche et Applications en Marketing*, 4(4), 71-87.*

* Reprinted as Derbaix, C. and M. Pham (1998), "For the Development of Measures of Emotion in Marketing: Summary of Prerequisites," in *European Perspectives in Consumer Behaviour*, ed. M. Lambkin, G. Foxall, F. van Raaij, and B. Heilbrunn, Englewood Cliffs, NJ: Prentice Hall, 140-155.

Other Publications, Proceedings, and Reports

1. Geuens, Maggie, Mario Pandelaere, Michel Tuan Pham, and Iris Vermeer; Editors (2018), *European Association for Consumer Research, Vol. 11*, Association for Consumer Research, Duluth: MN.
2. Pham, Michel Tuan (2016), "The Forgotten Working-class Consumer," *Journal of Consumer Psychology*, 26 (October), 566-567. (Editorial Note)
3. Pham, Michel Tuan (2015), "Is it OK to Dichotomize? A Research Dialogue," *Journal of Consumer Psychology*, 25 (October), 650-651. (Editorial Note)

4. Pham, Michel Tuan (2015), "Effects of Ad-evoked Feelings on Brand Attitudes," in *Empirical Generalizations about Marketing Impact*, ed. Dominique M. Hanssens, Marketing Science Institute, Cambridge, MA, 167.
5. Pham, Michel Tuan (2015), "L'Importance de l'Affectif - Introduction," in *Les Réactions Affectives du Consommateur : Ces Raisons du Cœur que la Raison Ignore, Mélanges en l'honneur du Professeur Christian Derbaix*, eds. Ingrid Poncin and Jean-Luc Herrmann, Presses Universitaires de Louvain, 19-22.
6. Pham, Michel Tuan (2015), "On Consumption Happiness: A Research Dialogue," *Journal of Consumer Psychology*, 25 (January), 150-151. (Editorial Note)
7. Pham, Michel Tuan (2014), "Using Consumer Psychology to Fight Obesity," *Journal of Consumer Psychology*, 24 (July), 411-412. (Editorial Note)
8. Geuens, Maggie, Patrick De Pelsmacker, and Michel Tuan Pham (2014), "Do Pleasant Emotional Ads Make Consumers Like Your Brand More?" *GfK Marketing Intelligence Review*, 6(1) (May), 40-45.
9. Pham, Michel Tuan (2014), "Feels Right ... Go Ahead? When to Trust your Feelings in Judgments and Decisions," *GfK Marketing Intelligence Review*, 6(1) (May), 22-27.
10. Pham, Michel Tuan (2013), "Introduction to Research Dialogue on Evolutionary Psychology and Consumer Behavior," *Journal of Consumer Psychology*, 23 (July), 349-350. (Editorial Note)
11. Pham, Michel Tuan and Siegfried Dewitte (2013), "The Internationalization of Marketing Communications and Consumer Research," *Journal of Business Research*, 66(7), 871-873. (Special Issue Editorial)
12. Pham, Michel Tuan (2011), "The Influence of Feelings and Emotions on Consumers' Judgments," in *Consumer Insights: Findings from Behavioral Research*, ed. Joseph W. Alba, Cambridge, MA: Marketing Science Institute, 69-70.
13. Pham, Michel Tuan and Rongrong Zhou (2004), "Advances in the Psychology of Investing," in *Advances in Consumer Research*, 31, ed. Barbara Khan and Mary-Frances Luce, Provo, UT: Association for Consumer Research, 604-606.
14. Pham, Michel Tuan and Jennifer L. Aaker (2002), "Consumers as Motivated Beings: The Influence of Self-Regulation on Judgment and Persuasion," in *Advances in Consumer Research*, 29, ed. Susan M. Broniarczyk and Kent Nakamoto, Provo, UT: Association for Consumer Research, 308-311.
15. Pham, Michel Tuan (2001), "The Instantiation, Shaping, and Handling of Consumer Displeasure (and Pleasure)," in *Advances in Consumer Research*, 28, ed. Mary C. Gilly and Joan Meyers-Levy, Provo, UT: Association for Consumer Research, 43.
16. Pham, Michel Tuan and Patti Williams (1999), "Teasing Processes Apart in Consumer Research: Novel Experimental Methodologies," in *Advances in Consumer Research*, 26, ed. Eric Arnould and Linda Scott, Provo, UT: Association for Consumer Research, 372.

17. Pham, Michel Tuan (1997), "Really-Low Involvement Consumer Learning," in *Advances in Consumer Research*, ed. Merrie Brucks and Deborah MacInnis, Provo, UT: Association for Consumer Research, 24, 121-122.
18. Pham, Michel Tuan (1995), "Anticipations and Consumer Decision Making," in *Advances in Consumer Research*, 22, ed. Mita Sujan and Frank Kardes, Provo, UT: Association for Consumer Research, 275-276.
19. Pham, Michel Tuan, G. David Hughes, and Joel B. Cohen (1993), "Validating a Dial-Turning Instrument for Real-Time Measurement of Affective and Evaluative Responses to Advertising," *Marketing Science Institute*, Report No. 93-116.
20. Pham, Michel Tuan (1992), "Effects of Involvement, Arousal, and Pleasure on the Recognition of Sponsorship Stimuli," in *Advances in Consumer Research*, 19, ed. John F. Sherry and Brian Sternthal, Provo, UT: Association for Consumer Research, 85-93.
21. Pham, Michel Tuan (1991), "The Evaluation of Sponsorship Effectiveness: A Model and Some Methodological Considerations," *Gestion 2000*, 7(4), 47-66.
22. Pham, Michel Tuan and Luk Warlop (1990), "Assessing the Mediating Role of Affective States and Involvement on Responses to Sponsorship Stimuli," in *Advanced Research in Marketing: Proceedings of the 19th Annual Conference of the European Marketing Academy*, ed. Hans Mühlbacher and Christoph Jochum, Innsbruck: EMAC.

CITATION IMPACT

- Social Science Citation Index (Web of Science): 4,613 citations as of January 5, 2023; h-index = 31
 - 13 articles with 100+ SSCI citations: Raghunathan and Pham (1999: 664 citations); Pham (1998: 460 citations); Pham and Avnet (2004: 330 citations); Pham, Cohen, Pracejus, and Hughes (2001: 315 citations); Pham (2007: 271 citations); Johar and Pham (1999: 214 citations); Zhou and Pham (2004: 209 citations); Pham (2004: 205 citations); Greifeneder, Bless and Pham (2011: 186 citations); Gorn, Pham, and Sin (2001: 150 citations); Raghunathan, Pham, and Corfman (2006, 114 citations); Pham & Johar (2001: 106 citations); Pham (2013: 104 citations)
- Google Scholar: 13,471 citations as of January 5, 2023; h-index = 40; 35 articles with 100+ GS citations
- Among top 1% of all scientists worldwide in career-long citation impact according to 2021 Elsevier-Stanford ranking (Baas, Boyack, & Ioannidis 2021)

PAPERS UNDER REVIEW/WORKING PAPERS

1. Pham, Michel Tuan, Yinghao (Alisa) Wu, and Danqi Wang, "Benchmarking Consumer Scholarship: A Comparison of Alternative Metrics."

2. Chen, Charlene & Michel Tuan Pham, "Pleasure from Negative Affect: Implications for Counter-hedonic Consumer Behavior."
3. Oh, Travis Tae, Michel Tuan Pham, and Kamel Jedidi, "The Make-Up of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands over 20 Years."
4. Puccinelli, Nancy M., Dhruv Grewal, Scott Motyka, Susan A. Andrzejewski, Tamar Avnet, and Michel Tuan Pham "Affect Congruency in Consumer Evaluation: How Much, When, And Why? A Meta-Analytic Integration.
5. Faraji-Rad, Ali and Michel Tuan Pham, "Why Does Fluency Affect Perceived Beauty? An Uncertainty-Reduction Hypothesis."

RESEARCH IN PROGRESS

1. "On the Tension between Romance and Commercialization" (conceptualization and data analysis; with Sonia Seung Eun Kim)
2. "A Theory of Special Consumption Experiences" (with Jennifer S. Sun)
3. "Deep Insight" (book in preparation)
4. "The Meaning of Hope" (three studies conducted; with Jennifer J. Sun)
5. "Positional Fit Effects in Retail Arrangements (three studies conducted; with Jennifer J. Sun)
6. "The Consumer Psychology of Source Identification and Source Confusion in Trademark Matters" (manuscript in preparation)

CONFERENCE SESSIONS ORGANIZED & CHAIRED

1. "Meet the Editors," Special Session, European Association for Consumer Research Conference, Ghent, Belgium, June 2018.
2. "The Neglected Dimension of Affective States: New Findings on the Effects of Relaxation, Anxiety, and Arousal on Consumer Behavior," Special Session, Association for Consumer Research Conference, Jacksonville, October 2010.
3. "The Neglected Dimension of Affective States: New Findings on the Effects of Relaxation, Anxiety, and Arousal on Consumer Behavior," Special Session, Society for Consumer Psychology Conference, St. Petersburg, February 2010.
4. "How Environmental Cues Impact Consumer Judgments," Special Session, Association for Consumer Research Conference, Pittsburgh, October 2009 (co-chaired with Leonard

Lee).

5. "Advances in Regulatory Focus and Regulatory Fit Theory: Effects on Consumer Search, Satisfaction, And Self-Control," Special Session, Association for Consumer Research Conference, Memphis, October 2007 (co-chaired with Remi Trudel).
6. "Consumer Behavior Goes to Wall Street: New Insights into the Psychology of Investing," Special Session, Society for Consumer Psychology Conference, San Francisco, February 2004.
7. "Advances in the Psychology of Investing," Special Session, Association for Consumer Research Conference, Toronto, October 2003 (co-chaired with Rongrong Zhou).
8. "Consumers as Motivated Beings: The Influence of Self-Regulation on Judgment and Persuasion," Special Session, Association for Consumer Research Conference, Austin, October 2001 (co-chaired with Jennifer Aaker).
9. "The Instantiation, Shaping, and Handling of Consumer Displeasure (and Pleasure)," Special Session, Association for Consumer Research Conference, Salt Lake City, October 2000.
10. "Shades of Pain: Consumer Responses to Anger, Sadness, Anxiety, and Fear," Special Session, Association for Consumer Research Conference, Columbus, October 1999 (co-chaired with Laurette Dubé).
11. "Teasing Processes Apart: Novel Experimental Methods," Special Session, Association for Consumer Research Conference, Montreal, October 1998 (co-chaired with Patti Williams).
12. "Really-Low Involvement Consumer Learning," Special Session, Association for Consumer Research Conference, Tucson, October 1996.
13. "Consumers' Anticipation in Decision Making," Special Session, Association for Consumer Research Conference, Boston, October 1994.

CONFERENCE PRESENTATIONS

(* Presentation led by co-author)

1. Panelist, Mid-Career Workshop, Association for Consumer Research Conference, October 2022.
2. Discussant, Society for Consumer Psychology Conference (virtual), March 2022.
3. "A Liberating Engagement Theory of Consumer Fun," Plenary Presentation, Society for Consumer Psychology Boutique Conference on Consumption Experiences, Gainesville, Florida, January 2022.
4. "Publishing in the Top Journals and Generating New Research Ideas," Panel Discussion, Haring Cyber Symposium, Indiana University, April 2021.

5. "Why Are Smartphones so Addictive? The Adult Pacifier Hypothesis," La Londe Conference on Marketing Communication and Consumer Behavior, La Londe, France, June 2019. (Best Paper Award; with Shiri Melumad).
6. "The Makeup of Brand Character," Yale Customer Insight Conference, Yale, New Haven, CT, May 2019. (Travis Oh and Kamel Jedidi)
7. "The Consumer Psychology of Source Identification and Source Confusion in Trademark Matters," *Legal Applications of Marketing Theory* Conference, Harvard Law School, May 2019.
8. "The Psychology of Fun: Inquiry into Consumers' Fun Experiences," Association for Consumer Research Conference, Dallas, TX, October 2018 (with Travis Oh*).
9. "The Fuel for Successful Business Relationships: Feelings," Panel Discussion, Advertising Week - New York Conference, New York, October 2018.
10. "The Makeup of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands Over 20 Years," Society for Consumer Psychology Conference, Dallas, TX, February 2018 (with Travis Oh*).
11. "Understanding the Psychology of Smartphone Usage: The Adult Pacifier Hypothesis," Association for Consumer Research Conference, San Diego, CA, October 2017 (with Shiri Melumad*).
12. "Building Strong Brands," ACI-NTUC SME Executive Seminar, Singapore, July 2017.
13. "On Developing Strong Consumer Behavior Theory," 52nd AMA-Sheth Foundation Doctoral Consortium, University of Iowa, Iowa City, IA, June 2017.
14. "The Pleasure of Liking (or Disliking)," La Londe Conference on Marketing Communication and Consumer Behavior, La Londe, France, June 2017. (With Shiri Melumad and Daniel He).
15. "Why Do Consumers Prefer Larger Assortments, Really?," Yale Customer Insight Conference, Yale, New Haven, CT, May 2017. (With Aylin Aydinli and Yangjie Gu)
16. "Does Your Brand Have Character?," Plenary speech, BRITE Conference, Columbia University, March 2017.
17. "Feelings and Emotions in Consumer Behavior: Recent and Future Directions," Spotlight Session on Affect and Emotion, Society for Consumer Psychology, San Francisco, February 2017.
18. "Uncertainty Increases the Reliance on Affect in Decisions," Spotlight Session on Affect and Emotion, Society for Consumer Psychology, San Francisco, February 2017. (With Ali Faraji-Rad)
19. "What Every Marketer Should Know about Consumer Emotions," ACI-Nanyang MIB Executive Seminar, Singapore, July 2016

20. "The Pleasure of Liking (or Disliking)," Yale Customer Insight Conference, New Haven, CT, May 2016.
21. "The Battle for Talents: Managing Brand Reputation in an Omnichannel World," BRITE '16 Conference, Columbia University, New York, March 2016.
22. "Best Practices in Experiment Design and Data Collection," Society of Consumer Psychology June and David Schumann Doctoral Consortium, St Petersburg, FL, February 2016.
23. "The Distinct Psychology of Smartphone Use: Smartphone-Generated Content as Emotional Expression," Association for Consumer Research Conference, New Orleans, LA, October 2015 (with Shiri Melumad* and Jeffrey Inman).
24. "Affect as an Ordinal System of Utility Assessment," 2015 Swiss Consumer Research Summit, Kleine Scheidegg, Switzerland, September 2015 (with Ali Faraji-Rad, Olivier Toubia, and Leonard Lee).
25. "Affect as an Ordinal System of Utility Assessment," La Londe Conference on Marketing Communication and Consumer Behavior, France, June 2015 (with Ali Faraji-Rad, Olivier Toubia, and Leonard Lee).
26. "States of Uncertainty Increase the Reliance on Affect in Decisions," La Londe Conference on Marketing Communications and Consumer Behavior, La Londe, France, June 2015 (with Ali Faraji-Rad*).
27. "An Experience Utility Explanation of the Preference for Larger Assortments," La Londe Conference on Marketing Communications and Consumer Behavior, France, June 2015 (with Aylin Aydinli and Yangjie Gu).
28. "Affect as an Ordinal System of Utility Assessment," HEC-INSEAD-ESSEC Conference, March 2015 (with Ali Faraji-Rad, Olivier Toubia, and Leonard Lee).
29. "Fellow Address: A 28-Year Academic Journey on (Mostly) Affect and Consumer Behavior," Society for Consumer Psychology Conference, Phoenix, February 2015.
30. "Affect as an Ordinal System of Utility Assessment," Society for Consumer Psychology Conference, Phoenix, February 2015 (with Ali Faraji-Rad,* Olivier Toubia, and Leonard Lee).
31. "Feelings and Emotions in Consumer Behavior: Marketing Implications & Challenges," Marketing Science Institute Immersion Conference, Boston, September 2014.
32. "Feelings and Emotions in Consumer Behavior: Future Directions," 49th AMA–Sheth Foundation Doctoral Consortium, Kellogg School of Management, Northwestern University, Evanston, IL, June 2014.
33. "The Pleasure of Liking (or Disliking)," Society for Consumer Psychology Conference, Miami, March 2014 (with Daniel He and Shiri Melumad*).

34. "Conversation on Affect," Society for Consumer Psychology Conference, Miami, March 2014.
35. "Transparency in Consumer Psychology Research," Society for Consumer Psychology Doctoral Consortium, Miami, March 2014.
36. "The Pleasure of Liking (or Disliking)," Association for Consumer Research Conference, Chicago, October 2013 (with Daniel He* and Shiri Melumad).
37. "Feelings in Judgments and Decisions," Association for Consumer Research Conference, Chicago, October 2013.
38. "Research Diversity vs. Programmatic Focus," ACR Doctoral Symposium, Chicago, October 2013.
39. "Presidential Address: The Seven Sins of Consumer Psychology," Society for Consumer Psychology Conference, San Antonio, March 2013.
40. "The Preference for Larger Assortments in Feeling-based Decisions," Society for Consumer Psychology Conference, San Antonio, March 2013 (with Aylin Aydinli* and Yangjie Gu).
41. "Keynote Address: Perspectives on the State of Consumer Psychology," Advertising and Consumer Psychology Conference: The Asian Consumer, Singapore, December 2012.
42. "The Preference for Larger Assortments in Feeling-based Decisions," Association for Consumer Research Conference, Vancouver, Canada, October 2012 (with Aylin Aydinli and Yangjie Gu*).
43. "Uncertainty Increases People's Reliance on Feelings," Association for Consumer Research Conference, Vancouver, Canada, October 2012 (with Ali Faraji-Rad).
44. "Programmatic Research on Affect and Motivation: The Power of Metaphors," ACR Doctoral Symposium, Vancouver, Canada, October 2012.
45. "Relaxation Increases Monetary Valuations," Yale SOM Conference on Customer Insight, New Haven, May 2012.
46. "On the Rationality (Irrationality) of Feelings," Society for Consumer Psychology Conference, Las Vegas, February 2012.
47. "How Does Research Become Programmatic: Top-down vs. Bottom-up," Society for Consumer Psychology Doctoral Consortium, Las Vegas, February 2012.
48. "Sunny Days, Risky Ways: Sunlight Increases Risk Taking," Association for Consumer Research Conference, St. Louis, October 2011 (with Nicholas Reinholtz* and Leonard Lee).
49. "Relaxation and Monetary Valuations," La Londe Conference on Marketing Communication and Consumer Behavior, La Londe, France, June 2011 (with Iris Chung and Gerald Gorn*).

50. "Relaxation Inflates Monetary Valuations," Society for Judgment and Decision Making Conference, St. Louis, November 2010 (with Iris Chung and Gerald Gorn).
51. "The Evolving Definition of Rationality," Discussion Panel, Association for Consumer Research Conference, Jacksonville, October 2010.
52. "Relaxation Inflates Monetary Valuations," Association for Consumer Research Conference, Jacksonville, October 2010 (with Iris Chung* and Gerald Gorn).
53. "Affective Evaluations Are More Ordinal," Association for Consumer Research Conference, Jacksonville, October 2010 (with Olivier Toubia and Claire Lin).
54. "Product Involvement vs. Product Motives as Moderators of the Effects of Ad-evoked Feelings: An Analysis of Consumer Responses to 1,100 TV Commercials," Association for Consumer Research Conference, Jacksonville, October 2010 (with Maggie Geuens* and Patrick De Pelsmaker).
55. "Scope-Insensitivity across Time Perspectives: Affect as a Decision-Making System of the Present," Association for Consumer Research Conference, Jacksonville, October 2010 (with Hannah Chang*).
56. "Protecting Your Brand's Trademarks: The adidas vs. Payless Case," Columbia Branding Forum, September 2010.
57. "The Relaxed Consumer and the Emotional Oracle," Columbia-NYU-Wharton-Yale 4-Schools Conference, April 2010.
58. "Using Self-Awareness Cues to Shape Customer Satisfaction," Society for Consumer Psychology Conference, St. Petersburg, February 2010 (with Caroline Goukens, Jennifer A. Stuart, and Donald R. Lehmann).
59. "The Emotional Oracle: Predicting Crowd Behavior with Feelings," Society for Consumer Psychology Conference, St. Petersburg, 2010 (with Leonard Lee* and Andrew T. Stephen).
60. "Relaxation Inflates Monetary Valuations," Society for Consumer Psychology Conference, St. Petersburg, February 2010 (with Iris Chung and Gerald Gorn*).
61. "Theoretical Directions for Affect and Emotion Research," David Schuman Doctoral Symposium, Society for Consumer Psychology Conference, St. Petersburg, February 2010.
62. "The Emotional Oracle: Predicting Crowd Behavior with Feelings," Society for Judgment and Decision-Making Conference, Boston, November 2009 (with Leonard Lee* and Andrew T. Stephen).
63. "Differential Reliance on Feelings in the Present vs. the Future (or Past): Affect as a Decision-Making System of the Present," Association for Consumer Research Conference, Pittsburgh, October 2009 (with Hannah Chang*).

64. "The Uncompromising Heart: How the Reliance on Feelings Reduces Preference for Compromise Options," Association for Consumer Research Conference, Pittsburgh, October 2009 (with Jeffrey Parker*).
65. "Positive Effects of Negative Emotions and Emotional Rationality—Discussant Comments," Association for Consumer Research Conference, Pittsburgh, October 2009.
66. "Using Self-Awareness Cues to Shape Customer Satisfaction," Association for Consumer Research Conference, Pittsburgh, October 2009 (with Caroline Goukens, Jennifer A. Stuart, and Donald R. Lehmann).
67. "The Emotional Oracle: Predicting Crowd Behavior with Feelings," Association for Consumer Research Conference, Pittsburgh, October 2009 (with Leonard Lee and Andrew T. Stephen*).
68. "Affect and Consumer Happiness," Doctoral Symposium, Association for Consumer Research Conference, Pittsburgh, October 2009.
69. "Differential Reliance on Feelings in the Present vs. the Future (or Past): Affect as a Decision-Making System of the Present," La Londe Conference in Marketing Communications and Consumer Behavior, La Londe, France, June 2009 (with Hannah Chang; received the Conference's Best Paper Award).
70. "Using Self-Awareness to Shape Customer Satisfaction," La Londe Conference in Marketing Communications and Consumer Behavior, La Londe, France, June 2009 (with Caroline Goukens,* Jennifer A. Stuart, and Donald R. Lehmann).
71. "On the Inability to Predict the Directional Influence of Distinct Emotional States," Society for Consumer Psychology Conference, San Diego, February 2009 (with Rajagopal Raghunathan*).
72. "Affect is an Ordinal System of Judgment," Society for Judgment and Decision-Making Conference, Chicago, November 2008 (with Olivier Toubia and Claire Lin).
73. "To Trust or Not to Trust One's Feelings in Judgment and Decision Making," Northwestern Conference on Metacognition, September 2008.
74. "Affect as a Decision-Making System of the Present," Society for Consumer Psychology Conference, New Orleans, February 2008 (with Hannah Chang).
75. "To Trust or Not to Trust One's Feelings in the Ultimatum Game," Society for Judgment and Decision-Making Conference, Long Beach, October 2007 (with Andrew Stephen).
76. "Affect as a Decision Making System of the Present," Society for Judgment and Decision-Making Conference, Long Beach, October 2007 (with Hannah Chang).
77. "Metacognitive and Nonmetacognitive Reliance on Affect as Information in Judgment," Association for Consumer Research Conference, Memphis, October 2007 (with Tamar Avnet).

78. "Motivation Research in Consumer Behavior: Discussant Comments," Association for Consumer Research Conference, Memphis, October 2007.
79. "Effects of Regulatory Focus and Regulatory Fit on Consumer Search and Consideration Set Formation," Association for Consumer Research Conference, Memphis, October 2007 (with Hannah Chang*).
80. "To Trust or Not to Trust One's Feelings in the Ultimatum Game," Association for Consumer Research Conference, Memphis, October 2007 (with Andrew Stephen*).
81. "Effects of Regulatory Focus on Consumer Search and Consideration Set Formation," Society for Consumer Psychology Conference, Las Vegas, February 2007 (with Hannah Chang*).
82. "Affect and Motivation in Consumer Research," Association for Consumer Research Doctoral Symposium, Orlando, September 2006.
83. "The Science of Psychological Marketing," CEIBS Business Forum, Beijing, July 2006.
84. "Affect as Information in Consumer Decision Making?" MSI Young Scholar Reunion Conference, Santa Fe, May 2006.
85. "The Logic of Feelings in Consumer Judgment and Decision Making," Association for Consumer Research Doctoral Symposium, San Antonio, September-October 2005.
86. "Promotion and Prevention in Consumer Decision Making: A Propositional Inventory," Association for Consumer Research Conference, San Antonio, September-October 2005 (with E. Tory Higgins).
87. "The Consumption Regulation of Discrete Emotions," Discussant comments. Association for Consumer Research Conference, San Antonio, September-October 2005.
88. "Should I Trust My Feelings or Not? The Meta-Cognition of Affect-as-Information in Judgment," Association for Consumer Research Conference, Portland, OR, October 2004 (with Tamar Avnet).
89. "Promotion and Prevention across Mental Accounts: When Financial Products Dictate Consumers' Investment Goals," Society for Consumer Psychology Conference, San Francisco, February 2004 (with Rongrong Zhou).
90. "Ideals and Oughts and the Use of Feelings in Judgment," Association for Consumer Research Conference, Toronto, October 2003 (with Tamar Avnet).
91. "Promotion and Prevention across Mental Accounts: When Financial Products Dictate Consumers' Investment Goals," Association for Consumer Research Conference, Toronto, October 2003 (with Rongrong Zhou*).
92. "Affect and Motivation in Consumer Research," Plenary Session, Doctoral Symposium of the Association for Consumer Research, Toronto, October 2003.

93. "Mixed Emotions and Juxtaposed Representations," Discussant Comments, Association for Consumer Research Conference, Atlanta, October 2002.
94. "On the Functional Independence of Feeling and Thinking," Association for Consumer Research Conference, Atlanta, October 2002 (with Rajagopal Raghunathan and Tamar Avnet).
95. "Opportunities for Impactful Consumer Research," 2002 Sheth-AMA Doctoral Consortium, Atlanta, June 2002.
96. "Implicit Self-Regulation and the Mechanics of Persuasion," Association for Consumer Research Conference, Austin, October 2001 (with Tamar Avnet*).
97. "Motivational Influences of Negative Affect on Consumer Decision Making," European Association for Consumer Research Conference, Berlin, June 2001 (with Rajagopal Raghunathan* and Kim P. Corfman).
98. "Emotional Rationality," Columbia/NYU/Wharton/Yale Colloquium, May 2001.
99. "How Do Vivid Imagers Process Vivid Information in Decision Making?" Society for Consumer Psychology Winter Conference, Scottsdale, February 2001 (with Tom Meyvis and Rongrong Zhou).
100. "How Do Vivid Imagers Process Vivid Information in Decision Making?" (First) MSI Young Scholar Conference, Park Slope, UT, January 2001.
101. "On the Primacy of Affect Monitoring in Judgment and Decision Making," Association for Consumer Research Conference, Salt Lake City, October 2000 (with Joel B. Cohen and John W. Pracejus).
102. "Contextually Shaping Consumer Happiness," Association for Consumer Research Conference, Salt Lake City, October 2000 (with Jennifer Ames).
103. "Efficient Designs for Process Inferences," 2000 AMA Doctoral Consortium, London, Canada, August 2000.
104. "Hidden Influencers: What Sponsor Recall Really Means," IEG Event Marketing Conference, Chicago, March 2000 (featured speaker).
105. "All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness in Decision Making," Association for Consumer Research Conference, Columbus, OH, October 1999 (with Rajagopal Raghunathan*).
106. "Feelings and Consumer Decision Making," Ferber Award Session, Association for Consumer Research Conference, Columbus, OH, October 1999.
107. "All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness in Decision Making," Marketing Science Conference, Syracuse, May 1999 (with Rajagopal Raghunathan*).

108. "Disentangling Processes of Sponsor Identification: A Process Decomposition Approach," Association for Consumer Research Conference, Montreal, October 1998 (with Gita V. Johar).
109. "Attitude Reconstruction and Contingent Resistance," Association for Consumer Research Conference, Denver, October 1997 (with A.V. Muthukrishnan and Amitabh Mungale).
110. "When Cued Retrieval Fails: The Interplay Between Accessibility and Diagnosticity in Source Identification," Association for Consumer Research Conference, Denver, October 1997 (with Gita V. Johar).
111. "Subtle Communication Effects of Incidental and Uninvolving Exposure to Advertising Fragments," Association for Consumer Research Conference, Tucson, October 1996.
112. "Seeing How It Feels: Affect as Information in Decision about Future Consumption Episodes," Association for Consumer Research Conference, Boston, October 1994.
113. "Revisiting the Effects of Reduced Cognitive Capacity: Selection and Representation Effects of Arousal in Persuasion," Special session on "New Research on Limited Cognitive Capacity," Annual Conference of the Association for Consumer Research, Boston, October 1994.
114. "Testing a Dynamic Model of Affective Responses to Advertising," Special session on "New Research in Processing Tracing of Responses to Dynamic Stimuli," Annual Conference of the Association for Consumer Research, Nashville, October 1993 (with Joel B. Cohen and G. David Hughes).
115. "Using a Dial-Turning Instrument for Measuring Affective and Evaluative Responses to Communications," Conference on "New Methods in Consumer Research," Marketing Science Institute, Boston, September 1993 (with G. David Hughes).
116. "Effects of Involvement, Arousal, and Pleasure on the Recognition of Sponsorship Stimuli," Annual Conference of the Association for Consumer Research, Chicago, October 1991.
117. "Methodological Considerations for the Evaluation of Sponsorship Effectiveness," Stichting Marketing Seminar on "Sponsoring: Investissement ou Gaspillage?" Brussels, September 1990.
118. "The Mediating Effects of Involvement and Arousal on the Recognition of Sponsorship Stimuli," 19th Annual Conference of the European Marketing Academy, Innsbruck, May 1990.
119. "Affective Reactions to Consumption Situations: An Investigation into Sex Differences," Workshop on "Consumer Behavior: Extending the Cognitive Structure Perspective," European Institute for Advanced Studies in Management, Brussels, November 1989 (with Christian Derbaix).
120. "Sponsoring et Communication: Etat de la Question et Perspectives de Recherche à venir," IREP Seminar on "La Recherche en Communication: Acquis et Perspectives," Paris, October 1988.

INVITED COLLOQUIA (Selected)

- University of North Carolina-Charlotte, April 2022
- Northwestern University, Kellogg, March 2022
- Pace University, November 2021
- Iowa State University, April 2021 (Distinguished Speaker Series)
- University of Cincinnati, Marketing Camp, April 2019
- University of Southern California, Marshall School of Business, March 2019
- Vrije Universiteit Amsterdam (VU), Marketing Camp, June 2018
- Hong Kong University of Science and Technology (HKUST), Marketing Camp, December 2017
- University of Florida, September 2017
- Rice University, Marketing Camp, April 2017
- Nanyang Business School, July 2016, July 2017
- Lehigh University, April 2016
- Washington University, St. Louis, April 2016
- University of Miami, February 2016 (Marketing Camp)
- University of Illinois, October 2014
- University of Toronto, January 2014
- WU Vienna University of Economics and Business Administration, December 2013
- Fudan University, August 2013
- Hong Kong University of Science & Technology, May 2013
- University of Washington, April 2013 (Marketing Camp)
- Chinese University of Hong Kong, December 2012
- Wharton, University of Pennsylvania, October 2012 (Decision Processes Colloquia)
- Singapore Management University, July 2012
- University of Missouri, March 2012 (Distinguished Speaker Series)
- Essec Business School, France, December 2011 (Marketing Camp)
- Skema Business School, France, May 2011 (Marketing Camp)
- Columbia University, Psychology Department, September 2010
- University of Illinois, September 2010 (Distinguished Speaker Series)
- London Business School, July 2010 (Marketing Camp)
- New York University, May 2010 (Marketing Camp)
- Yale University, April 2010
- Katholieke Universiteit Leuven, December 2009 (Marketing Camp)
- University of Paris I-Sorbonne, IAE, May 2009
- University of California at Berkeley, January 2009
- Duke University, December 2008
- Wharton, University of Pennsylvania, April 2007
- Northwestern University, February, 2007
- University of Chicago, October 2005
- National University of Singapore, March 2005
- University of Maryland, April 2004
- Rutgers-Camden, April 2004
- University of Michigan, February 2004
- University of Houston, January 2004
- Vanderbilt University, January 2004
- University of Ghent, Belgium, June 2003
- University of Kansas, October 2002 (Distinguished Speaker Series)

- University of Texas, Austin, April 2002 (Marketing Camp)
- Tilburg University, The Netherlands, December 2001 (Marketing Camp)
- INSEAD, November 2001
- London Business School, November 2001
- University of Chicago, April 2001
- University of California at Los Angeles, April 2000
- Ohio State University, September 1999 (Marketing Camp)
- Duke University, December 1998
- University of California at Berkeley, December 1998
- McGill University, November 1998
- Concordia University, November 1998
- University of Mainz, Germany, April 1998
- INSEAD, March 1998
- Stanford University, February 1998
- China-Europe International Business School, August 1997
- University of Connecticut, October 1996
- Hong Kong University of Science and Technology, August 1996
- MIT, November 1995
- Katholieke Universiteit Leuven, November 1995
- Cornell University, March 1995
- University of Laval, Canada, November 1993
- University of Toronto, Canada, November 1993
- INSEAD, October 1993
- HEC, France, October 1993
- Université Catholique de Louvain, October 1993
- University of Chicago, October 1993
- University of British Columbia, Canada, October 1993

RESEARCH INTERESTS

- Consumer and managerial decision-making (especially influence of feelings)
- Branding and trademark psychology (especially issues of source identification and confusion)
- Marketing communications (especially under low involvement and sponsorship)
- Behavioral research methodology (especially experimental methods)

TEACHING INTERESTS

MBA and EMBA: Strategic Marketing, Strategic Consumer Insight, Branding Strategy, Vietnam's Business Environment

Executive Education: Strategic Marketing and Management, Branding Strategy, Decision Making, Customer Insights

PhD: Consumer Psychology, Judgment and Decision Making, Experimental Design and Analysis

PUBLISHED CASES

- Pham, Michel Tuan (2008), “The U.S. 2004 Presidential Election: Politics or Marketing?,” Columbia CaseWorks, Case #070501.
- Pham, Michel Tuan (2009), “How Much are adidas's Three Stripes Worth? adidas vs. Payless and its \$300 Million Verdict,” Columbia CaseWorks, Case #090520.
- Harris, Trevor and Pham, Michel Tuan (2011), “GM Brands: Too much of a Good Thing?,” Columbia CaseWorks, Case #112107.

GRANTS

- Center for Research on the Marketing of Financial Service Grant (2000, 2001, 2006)
- Yoshida Hideo Memorial Foundation Grant (1999)

DOCTORAL AND POSTDOCTORAL MENTORING

Primary advisor or co-advisor to the following researchers (initial placement in parentheses/current affiliation if different):

- Rajagopal Raghunathan (U. of Texas-Austin), PhD defended at NYU (2000), Co-Chair
- Rongrong Zhou (HKUST), PhD defended at Columbia University (2001), Chair
- Jennifer Ames Stuart (Novartis/UNC Charlotte), PhD defended at Columbia University (2003), Co-Chair
- Tamar Avnet (U. of Toronto/Yeshiva University), PhD defended at Columbia University (2004), Chair
- Hannah Chang (Singapore Mgt. Univ.), PhD defended at Columbia University (2008), Chair
- Ali Faraji-Rad (Nanyang Tech. Univ./University of Maryland), Postdoc (2012-2014), Postdoctoral Advisor
- Charlene Chen (Nanyang Tech. Univ.), PhD defended at Columbia University (2015), Chair
- Shiri Melumad (Wharton, U. Penn.), PhD defended at Columbia University (2017), Chair
- Travis Tae Oh (Yeshiva Univ.), PhD defended at Columbia University (2020), Chair
- Jennifer J. Sun, Columbia University, PhD expected in 2023, Chair

Other doctoral/post-doctoral student involvement:

- Catherine Yeung, HKUST (2003), External Examiner
- Joseph F. Cesario, Columbia University (Psychology) (2006), Defense Committee
- Tineke Faseur, University of Ghent, Belgium (2008), External Examiner
- Andrew Stephens, Columbia University (2009), Behavioral Advisor
- Raphaelle Butori, University Paris Dauphine (2009), Visiting Scholar Sponsor
- Aylin Aydinli, London Business School (PhD 2014), Visiting Scholar Sponsor, 2011
- Francine Espinoza, ESMT, Visiting Scholar Sponsor, 2013
- Eugene Chan, University of Toronto, External Examiner, July 2014
- Jaeyeon Chung, Columbia University (2018), Initial Advisor
- Mark Conley, Columbia University (Psychology), Defense Committee, April 2018
- Michael Kelly, University of North Carolina-Charlotte, Secondary Advisor, DBA expected 2022

PROFESSIONAL ACTIVITIES/SERVICES

- Area Editor: *Journal of Consumer Psychology*, Research Dialogue Section (2012-2015)
- Guest Editor: *Journal of Business Research* (2011)
Journal of the Association for Consumer Research (2017-2019)
- Editorial Boards: *Journal of Consumer Research* (2001-2008, 2015-present)
Journal of Marketing Research (2003-2015) (Guest Editor, August 2008)
Journal of Consumer Psychology (2001-present)
Consumer Psychology Review (2015-2020)
Recherche et Applications en Marketing (1998-2018)
International Journal of Research in Marketing (2007-2009)
- Ad Hoc Reviewer: *Journal of Marketing Research* (1993-2003)
Journal of Consumer Research (1995-2000, 2008-present)
Journal of Consumer Psychology (1992-2001)
Journal of Marketing
Marketing Science
Journal of Personality and Social Psychology
Marketing Letters
International Journal of Research in Marketing
Journal of Advertising
Journal of Business Research
Journal of Behavioral Decision Making
Journal of Retailing
Review of General Psychology
Journal of Applied Social Psychology
Psychology and Marketing
Cognition and Emotion
Social Cognition
Psychological Reports
Asia Pacific Management Journal
AMA Best Dissertation Award
ACR Conference
ACR Sheth Foundation Dissertation Grants
AMA Summer Educators' Conference
SCP Conference
MSI Doctoral Dissertation Proposal Competition
National Science Foundation
Research Grant Council, Hong Kong
- Member: Association for Consumer Research
Society for Consumer Psychology

External Services

- Selection Committee of the Advertising Education Foundation Visiting Professor Program (1996, 1998, 2002)

- Education Committee of the Advertising Education Foundation (1999-2003)
- Interactive Committee of the Advertising Education Foundation (1999-2003)
- Program Committee, ACR Conference (2000, 2005, 2007, 2012, 2016, 2017, 2020)
- Program Committee, SCP Conference (2022)
- Associate Editor, ACR Conference (2011, 2013)
- Program Committee, Monaco Symposium on Luxury (2018, 2020, 2023)
- *Journal of Consumer Psychology* Best Young Contributor Award Committee (2005; Chair 2010)
- Scientific Affairs Committee, *Recherche et Applications en Marketing* (2009-2019)
- Conference Co-Chair, La Londe Conference on Marketing Communication and Consumer Behavior, 2011
- Chair of the 2011 Association for Consumer Research Early Career Award Committee
- External Faculty Reviewer, Hong Kong University of Science and Technology, 2013
- JCP Diffusion Taskforce, Society for Consumer Psychology, 2014-2015
- Scientific Committee, La Londe Conference (2013-present)
- SCP Fellows Committee (2017-2020)
- Co-Chair of the 2018 European ACR Conference in Ghent, Belgium (2017-2018)
- SCP task force on data policies (2020-2021)
- *Journal of Consumer Research*, Evaluating Theory-based Empirical Contributions (2021)
- *Journal of Consumer Research*, Analysis of Diversity of Authorship (2021)
- Frequent Promotion and Tenure letter writer for many universities

Services to the Business School and University

Standing Committees

- Promotion & Tenure Committee, Columbia Business School, Columbia University (2019-2021)
- Curriculum & Instruction Committee, Columbia Business School, Columbia University (2013-2019)
- PhD Program in Marketing, Graduate School of Business, Columbia University
 - Co-coordinator (1998-2000)
 - Chair (2018-2019)
 - Committee member (2002-2006, 2013-2019)
- Faculty Communications Liaison Committee, Columbia Business School, Columbia University (2017-2018)
- CaseWorks Faculty Advisory Committee, Graduate School of Business, Columbia University (2009-2013)

- University Institutional Review Board, Columbia University (2005-2007)
- Behavioral Lab Committee, Graduate School of Business, Columbia University
 - Director (2011)
 - Member (2009-2011)
- Communication Committee, Graduate School of Business, Columbia University (2002-2004)

Faculty Search Committees

- Marketing Faculty Search Committee, Graduate School of Business, Columbia University
 - Member (1996, 1998, 2011, 2020-2021)
 - Chair (2008, 2022)
- Negotiation and Decision-Making Faculty Search Committee, Graduate School of Business, Columbia University (2010, 2012-13)

Ad Hoc Committees

- Executive MBA Strategy Committee, Graduate School of Business, Columbia University (1998, 1999)
- Social Intelligence Committee, Graduate School of Business, Columbia University (2006)
- PhD Program Review Committee, Columbia Business School, Columbia University (2016-2017)

Other

- Founder of the Research on Emotion and Decisions (RED) Lab at Columbia University (2008-present)
- Coordinator visiting scholar program in marketing, Graduate School of Business, Columbia University (2002-2006)

Other Outside Activities (as per Columbia Business School policies on conflicts of interest)

Consulting/Training/Expert Witness Engagements (2007-present)

adidas (resulted in Columbia CaseWorks Case #090520); New York Police Department (through Columbia Executive Education); Autotrader.com/TPI Holdings; Hanes Brand, Inc.; Sherwood Outdoors, Inc.; Brighton Collectibles; American Eagle Outfitters; The Walt Disney Company; The Coca-Cola Company; Gucci America; Federal Home Loan Bank of New York; Bayer Healthcare; Converse; Bath & Body Works; Singapore Airlines; Pfizer; DNAInfo; Pernod Ricard (through the Columbia Center on Global Brand Leadership), GfK Academy; Lonza; Nike; Reebok; Global Business Experts Group, Kind Healthy Snacks; Aramis Inc.; large software company (identity to remain confidential); CCM Hockey; Dropbox; VMWare; Eli Lilly; Dick's Sporting Goods; Patagonia; Theia Group; Tory Burch; GOLO; Verizon (through the Columbia Center on Global Brand Leadership); Peloton; Sales Team Expansion.

Board Membership

- Board of Directors of the Advertising Education Foundation (1998-2003)
- Board of Directors of the Society for Consumer Psychology (2011-2014)
- Academic Advisory Board of the Lee Kong Chian School of Business, Singapore Management University (2012-2014)
- President of the Scientific Council, International University of Monaco (2016-present)
- Advisory Board, Canvs AI (2019-present)
- Policy Board of *Journal of Consumer Research* (representing Society for Consumer Psychology) (2019-present)