

LORAIN LAU-GESK

Paul Merage School of Business
University of California, Irvine
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ACADEMIC POSITIONS

Graduate School of Management, University of California, Irvine, CA
Assistant Professor of Marketing (2004-present)
Carlson School of Management, University of Minnesota, Minneapolis, MN
Assistant Professor of Marketing and Logistics (2001-2004)

EDUCATION

Anderson Graduate School of Management, UCLA
Ph.D. Management, Marketing Concentration (1996-2001)
School of Management, California State University, Fullerton
B.A. Business Administration, Highest Honors (1991-1995)

AWARDS, GRANTS, AND HONORS

UCI, The Paul Merage School of Business, CORCLR Grant, 2004-
Young Contributor Award, *Society for Consumer Psychology*, Runner-up, 2003
University of Minnesota, Carlson School Teacher of the Year Award, Undergraduate, Finalist, 2003
University of Minnesota, Research and Artistry Grant, 2002-2004
University of Minnesota, Carlson School, International Programs Development, 2002
UCLA, Anderson School, Dissertation Fellowship, 2000-2001
UCLA, Anderson School Marketing Studies Center Dissertation Research Grant, 1999-2001
UCLA, Anderson School, Doctoral Student Fellowship, 1996-2001
AMA Doctoral Consortium Student Fellow, 1998
CIBER Research Grant, 1997-1998

JOURNAL PUBLICATIONS

1. Lau-Gesk, Loraine (2005), "Understanding Consumer Evaluations to Mixed Affective Experiences," *Journal of Consumer Research*, 32 (June), 23-28.
2. Lau-Gesk, Loraine (2003), "Activating Culture Through Persuasion Appeals: An Examination of the Bicultural Consumer," *Journal of Consumer Psychology*, 13 (December), 301-315, *Society for Consumer Psychology Young Contributor Award*, runner-up.

MANUSCRIPTS UNDER REVIEW

3. Lau-Gesk, Loraine and Aimee Drolet, "Embarrassing Consumers into Buying," under third review, *Journal of Consumer Research*.
4. Monga, Alokparna Basu and Loraine Lau-Gesk, "Blending Co-brand Personalities: A View Through the Self Lens," under second review, *Journal of Marketing Research*.
5. Kramer, Thomas and Loraine Lau-Gesk, "Clashing Cultures and Emotions: The Role of Framing" under review, *Journal of Marketing Research*.

WORK IN PROGRESS

6. Lau-Gesk, Loraine and Patti Williams, "Growing Older and Wiser: Emotional Decision Making," invited book chapter in preparation *The Aging Consumer*, ed. P. Suppes. Palo Alto, CA: Stanford University Press, 2007.

7. Sood, Sanjay, Loraine Lau-Gesk and Aimee Drolet, "Mixed Emotional Decision Making Among the Elderly," manuscript in preparation

"Mixed and Pure Emotional Appeals: A Processing Resource Story," with Joan Meyers-Levy

"Appraising Emotions," with Patti Williams

"Religion and Consumer Ambivalence," with Thomas Kramer

"Emotional Lying," with Andrea Morales

REFEREED CONFERENCE PROCEEDINGS

Drolet, Aimee and Loraine Lau-Gesk (2002), "Mixed Emotional Experiences: Mixed Reactions to Affective Reality," *Advances in Consumer Research*, eds. Stephan Hoch and Wes Hutchinson, Atlanta, GA: Association for Consumer Research Conference.

Lau, Loraine (1998), "The Dual Versus Mono Self: The Role of Language in Cognition, Processes and Memory," in *Advances in Society for Consumer Psychology*, eds. Margaret Campbell and Karen Macheleit, Austin, Texas: Society of Consumer Psychology.

Lau, Loraine and Jennifer L. Aaker, (1997), "Culture and Consumer Behavior: Trust, Language and the Self Expressive Use of Brands," in *Advances in Consumer Research*, Vol. XXXV, eds. Joseph Alba and J. Wesley Hutchinson, Denver, CO: Association of Consumer Research Conference.

Lau-Gesk, Loraine G. and Donnel Briley, (2001), "The Dynamic Nature of Culture and Consumer Behavior," in *Advances in Consumer Research*, eds. Susan Broniarczyk and Kent Nakamoto, Austin, TX: Association of Consumer Research Conference.

Williams, Patti A. and Loraine Lau, (2000), "Interactions Between Positive and Negative Affect in Consumer Behavior: How Consumers Respond to Mixed Emotional Experiences," in *Advances in Consumer Research*, Vol. XXVIII, eds. Mary Gilly and Joan Meyers-Levy, Salt Lake City, UT: Association of Consumer Research Conference.

REFEREED CONFERENCE PRESENTATIONS

Drolet, Aimee, Loraine Lau-Gesk, and Sanjay Sood (2005), "Age and Consumer Sequential Experiences," Association for Consumer Research Conference.

Lau-Gesk, Loraine, Sanjay Sood and Aimee Drolet (2005), "Growing Older and Emotionally Wiser," Society for Consumer Psychology Conference.

Lau-Gesk, Loraine and Aimee Drolet (2004), "Purchasing Embarrassing Products," Association for Consumer Research Conference.

Kramer, Thomas and Loraine Lau-Gesk (2004), "Framing and Emotional Persuasion Appeals," Association for Consumer Research Conference.

Lau-Gesk, Loraine and Joan Meyers-Levy (2003), "Mixed and Purely Negative Emotional Appeals: Beyond Valence," European Association of Consumer Research.

Lau-Gesk, Loraine and Joan Meyers-Levy (2002), "When Visual Cues Defy Message Claims: Mixed and Single Emotional Appeals," Association for Consumer Research Conference.

Lau, Loraine (2001), "Activating Cultures Through Persuasion Appeals," Association for Consumer Research Conference.

Lau, Loraine (2000), "Understanding Consumers' Mixed Affective Experiences: Examining Factors that Influence Overall Retrospective Evaluations," Association of Consumer Research Conference.

Lau, Loraine (1998), "The Dual Versus Mono Self: The Role of Language in Cognition, Processes and Memory," Society for Consumer Psychology Conference.

UNDERGRADUATE AND MBA TEACHING

Marketing Management, 2004-present, FEMBA , MBA core class
Introduction to Marketing, 2004-present, Undergraduate core class
Integrated Marketing Communications, 2001-2004, MBA elective class
Integrated Marketing Communications, 2001-2002, Undergraduate elective class
International Marketing, 2002, Undergraduate elective class

UNIVERSITY SERVICE

Faculty Advisor, Undergraduate Business Association, UCI, 2004-present
Ph.D. Committee, Marketing, University of Minnesota, 2003-2004
Ph.D. Committee Member for Alokparna Basu (Marketing, University of Minnesota), 2001-2004
Ph.D. Committee Member for Sharon Ng (Marketing, University of Minnesota), 2001-2004
Research Subject Pool Coordinator, University of Minnesota, 2002-2004
Recruiting Committee, University of Minnesota, 2002-2003
Discussant, C200 Conference, University of Minnesota, 2003

CURRENT PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology

SERVICE TO PROFESSIONAL ASSOCIATIONS

Service
Program Committee/Roundtable Discussion, Association for Consumer Research, 2004, 2005, 2006
Chair, "Culture and Consumer Behavior," AMA Doctoral Consortium, University of Minnesota, 2003

Reviewing
Ad Hoc Reviewer, *Journal of Consumer Research, Marketing Letters, Asian Journal of Social Psychology, Association for Consumer Research Conference, Staff Congress City University of New York (PSC CUNY) Research Award Program, Alan Clayton Dissertation Proposal*