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Education

PhD, Vanderbilt University, 1988. Marketing Management
MBA, Vanderbilt University, 1985. Major: Marketing Management
MS, Vanderbilt University, 1985. Major: General Psychology
BA, *Summa cum laude*, Bucknell University, 1981. Major: Psychology/Spanish

Professional Positions

Professor, Paul Merage School of Business, UC Irvine (2003-present; promoted to Step VI 6/2022).
Adjunct Professor, Environmental Health, Science and Policy, UC Irvine (2003-2006).
Associate Adjunct Professor, Environmental Health, Science and Policy, UC Irvine (1997-2003).
Associate Professor, Graduate School of Management, UC Irvine (1995-2003).
Assistant Professor, Graduate School of Management, UC Irvine (1988-1995).
Assistant Professor of Marketing, California State University Fullerton (1986 -1988).

Professional Memberships

American Marketing Association (AMA).
American Psychological Association (APA).
Association for Consumer Research (ACR).
Society for Consumer Psychology (SCP).
UCI Chao Family Comprehensive Cancer Center.

Awards and Honors

Reviewer Awards

Top 10 Reviewer Award, Journal of Consumer Psychology (2009 - 2010).
Journal of Marketing "Outstanding Reviewer" Award (2009).
Exceptional Contribution by Reviewer, Journal of Public Policy & Marketing (2004).
Journal of Consumer Research "Outstanding Reviewer" Award (2000).
Journal of Public Policy & Marketing "Exceptional Contribution by Reviewer" Award (1999).

Research Awards

Society for Consumer Psychology Fellow (2021). One of three fellows appointed in 2021.
Identification as an academic thought leader in marketing, Weinberg, Milne and Ryu paper (2021).
American Marketing Association-EBSCO Inaugural Responsible Research in Marketing Award,
Distinguished Winner, selected from a pool of over 70 nominations. (2020).
<https://www.ama.org/2020/02/15/ama-ebSCO-annual-award-for-responsible-research-in-marketing-inaugural-recipients-announced/>
UCI Paul Merage School of Business Senior Faculty Research Award (2020).
University of California Irvine Academic Senate Special Award for Impact on Society (2019-2020).
Best Conference Paper Award, China Marketing International Conference, with Wang, L., Wu, B., Wang, Y. (2019).
Nominee for Sheth Foundation Medal for Exceptional Contributions to Marketing Scholarship and Practice, Association for Consumer Research (2012).
Richard W. Pollay Prize for Intellectual Excellence in Research on Marketing in the Public Interest (2009).

Nominated to be President of the Association of Consumer Research (2008). 2-person slate.
Best Paper Award for Paper Published in 2002, Journal of Consumer Research (2005).
List of Top 50 Marketing Scholars (Based on citation counts) (2003).
Who's Who in Economics, Fourth Edition (Based on citation counts) (2002).
Business 2.0 "Key Professor" List, Article on 20 Top Technology-Savvy Business Schools (2001).

PhD Student Research Awards

PhD Chair, Nea North, Finalist in UCI Grand Slam Competition for PhD students across campus (2021).
PhD Chair, Nea North, UCI AGS Commitment to a Better Education Grant (2019-2020).
PhD Chair, Jesse Catlin, winner of UCI Public Impact Distinguished Fellowship (2012).
PhD Chair, James Leonhardt, winner of UCI Brython Davis Fellowship (2011).
PhD Chair, Dante Pirouz, winner of Marketing Science Institute Alden G. Clayton dissertation proposal award; and winner of SCP-Sheth dissertation proposal award (2009).
PhD Chair, Liangyan Wang, co-winner of ACR-Sheth dissertation proposal award (2006).
PhD Chair, Guangzhi Zhao, runner-up for SCP-Sheth dissertation proposal award (2004).
PhD Chair, Dipayan Biswas, winner of ACR-Sheth dissertation proposal award (2002).

Service Awards

Exceptional Faculty Service Award, UCI Graduate School of Management (2004).

Teaching Awards

Chancellor's Award for Excellence in Undergraduate Research Mentorship (2020-21).
Best Elective Course in Full Time MBA program, UCI (2003).
Charles and Twyla Martin Excellence in Teaching Award, UCI (2001).
BusinessWeek, B-Schools Rankings & Profiles, "Most Popular Electives" Listing (2000).
BusinessWeek, B-Schools Rankings & Profiles, "Most Popular Professors" Listing (2000).
Conexant Teaching Award, UCI (2000).
Lincoln Mercury Marketing Lab Sponsorship \$500,000, UCI (2000).

Other Recognitions

Who's Who (Numerous years and volumes).
Marketing Science Institute Alden G. Clayton dissertation award (1987).
American Marketing Association Doctoral Consortium Fellow (1986).
Alpha Lambda Delta National Honor Society in Psychology (1981).
Beta Gamma Sigma National Honor Society, in Management (1981).
Bucknell University Rhodes Scholar Nominee (1981).
President, Phi Beta Kappa National Honor Society (1981).

RESEARCH

Research Grants

Timberlake, D. (Principal Investigator), **Pechmann, C.** (Co-Investigator), Bruckner, T. (Co-Investigator)
"Exploring Cannabis Policies and Practices that Influence Adolescent Use: Evolution of Local Cannabis Law, Products, Sales and Marketing," California Bureau of Cannabis Control, \$1,315,556 (9/2021-9/2023).

Pechmann, C., UCI Cancer Center, Buddies in Online Support Groups \$2,135 (July 2019 – September 2019).

Pechmann, C. (Principal Investigator), Prochaska, J. J. (Co-Principal Investigator), "Social Media Technology for Treating Tobacco Addiction," National Cancer Institute, \$2,577,181. (March 1, 2016 - March 1, 2022).

- Used in 2018 and 2019 Professional Development Workshops by National Cancer Institute.

- Used again in 2021 in Professional Development Workshop hosted by the Diversity Training Branch in the Center to Reduce Cancer Health Disparities, National Cancer Institute.

- Pechmann, C.** (Principal Investigator), "Twitter-enabled Mobile Messaging for Smoking Relapse Prevention," National Institute on Drug Abuse, \$665,262 (July 1, 2011 - June 30, 2014).
- Pechmann, C.** (Co-Principal Investigator), Timberlake, D., "Marketing Smokeless Tobacco for Harm Reduction: Are Smokers the Targeted Audience," UCI CORCLR, \$16,000 (September 1, 2009 - August 31, 2010).
- Pechmann, C.** (Principal Investigator), Pirouz, D., "Reactivity of Addicted Users to Advertising Cues," UC Tobacco-Related Disease Program, \$30,000 (July 1, 2009 - June 30, 2010).
- Pechmann, C.** (Principal Investigator), "Use of Entertainment Education on TV to Deter Youth Smoking," UC Tobacco-Related Disease Program, \$479,500 (July 1, 2005 - June 30, 2009).
- Pechmann, C.** (Principal Investigator), "Use Of Entertainment Education On TV To Deter Youth Smoking - Hopper Supplement," UC Tobacco-Related Disease Program, \$29,820 (July 1, 2005 - June 30, 2009).
- Pechmann, C.** (Principal Investigator), Zhao, G. "Regulatory Focus and Framing of Antismoking Ads," UC Tobacco-Related Disease Program, \$25,000 (July 1, 2003 - June 30, 2004).
- Pechmann, C.** (Principal Investigator), "Regulatory Focus and Adolescent Smoking Prevention," University of California, Irvine Transdisciplinary Tobacco Use Research Center, \$25,000 (January 1, 2003 - December 31, 2003).
- Pechmann, C.** (Principal Investigator), "Dissuading At-risk Youths from Smoking via Mass Media," UC Tobacco-Related Disease Program, \$590,375 (July 1, 2000 - December 31, 2003).
- Pechmann, C.** (Principal Investigator), "Antismoking Ads in Movie Theaters," UC Tobacco-Related Disease Program, \$10,000 (January 1, 1999 - December 31, 1999).
- Pechmann, C.** (Principal Investigator), "Evaluation of Ad Strategies for Preventing Youth Tobacco Use," UC Tobacco-Related Disease Program, \$136,953 (July 1, 1997 - June 30, 1998).
- Pechmann, C.** (Principal Investigator), "Smoking Trends in Canada," Palmer Jarvis Advertising (for Health Canada), \$3,759 (January 1, 1996 - December 31, 1996).
- Pechmann, C.** (Principal Investigator), "Ad and Movie Imagery and Teens' Perceptions of Smokers," UC Tobacco-Related Disease Program, \$192,570 (July 1, 1993 - June 30, 1995).
- Pechmann, C.** (Principal Investigator), "Faculty Research Grant," University of California, Irvine Graduate School of Management, \$3,667 (July 1, 1993 - June 30, 1994).
- Pechmann, C.** (Principal Investigator), "Smoking-Related Advertising and Pre-Teens' Social Perception," UC Tobacco-Related Disease Program, \$72,837 (July 1, 1991 - June 30, 1992).
- Pechmann, C.** (Principal Investigator), "Faculty Career Development Grant," UCI, \$8,563 (July 1, 1990 - June 30, 1991).
- Pechmann, C.** (Principal Investigator), "Faculty Research Grant," UCI, \$3,600 (July 1, 1990 - June 30, 1991).

Journal Articles, Peer-Reviewed

- 76 Zhu, X., **Pechmann, C.** (2024), Political Polarization Triggers Conservatives' Misinformation Spread To Attain Ingroup Dominance, *Journal of Marketing*, forthcoming.
- 75 **Pechmann, C.** (2024), Calder, D., Timberlake, D., Rhee, J., Padon, A., Silver, L. (2024), Young Adult Retail Purchases of Cannabis, Product Category Preferences, and Sales Trends in California 2018-2021: Differences Compared to Older Adults, *Addiction*, forthcoming.
- 74 North, N., **Pechmann, C.** (2024), Improving Donation Service Design: Expanding Choice to Increase Perceived Justice and Satisfaction, *Journal of Services Marketing*, 38 (5), 564-577.
- 73 Roedder John, D., **Pechmann, C.**, Chaplin, L. N. (2024), Understanding the Past and Preparing for Tomorrow: Children and Adolescent Consumer Behavior Insights from Research in Our Field, *Journal of the Association for Consumer Research*, 9 (2), 107-118.
- 72 Lakon, C., Zheng, Y., **Pechmann, C.** (2024), Social Network Tie Functions of Social Support and Social Influence and Adult Smoking Abstinence, *PLoS ONE*, 19 (3), e0296458.
- 71 Timberlake, D., Bruckner, T., **Pechmann, C.**, Soroosh, J. Simard, B., Padon, A., Silver, L. (2024), Cannabis Vape Product Sales in California Following CDC's Initial Advisory About Lung Injuries, *Cannabis and Cannabinoid Research*, in press, published online November 7, 2023.
- 70 Davis, B., **Pechmann, C.** (2023), When Students Patronize Fast-food Restaurants Near School: The Effects of Identification with the Student Community, Social Activity Spaces and Social Liability Interventions, *International Journal of Environmental Research and Public Health*, 20(5), 4511.
- 69 Wang, L., Wu, B., **Pechmann, C.**, Wang, Y. (2023), The Performance Effects of Creative Imitation on Original Products: Evidence from Lab and Field Experiments. *Strategic Management Journal*, 44 (1), 171-96.
- In the SSRN's Top Ten download list in April 2018.
- 68 Giyahchi, T., Singh, S., Harris, I., **Pechmann, C.** (2023), Customized Training of Pretrained Language Models to Detect Post Intents in Online Health Support Groups, in *Multimodal AI in Healthcare*, Shaban-Nejad et al., ed.: Springer Nature, forthcoming.
- 67 Giyahchi, T., Singh, S., Harris, I., **Pechmann, C.** (2023), Customized Training of Pretrained Language Models to Detect Post Intents in Online Health Support Groups, *Proceedings of the AAAI Workshop on Health Intelligence*, forthcoming.
- 66 Phillips, C., **Pechmann, C.**, Calder, D., Prochaska, J.J. (2023), Understanding Hesitation to Use Nicotine Replacement Therapy: A Content Analysis of Posts in Online Tobacco-Cessation Support Groups, *American Journal of Health Promotion*, 37 (1), 30-38.
- 65 Esmaeeli, A., **Pechmann, C.**, Prochaska, J. J. (2022), Buddies as In-group Influencers in Online Support Groups: A Social Network Analysis of Processes and Outcomes. *Journal of Interactive Marketing*, 57 (2), 198–211.
- 64 Cheung, E., Romero, T., Crespi, C. M., Perez, C., Huang, J. E., **Pechmann, C.**, McCarthy, W. J. (2022), Undergraduate Support for University Smoke-free and Vape-free Campus Policies and Student Engagement: A Quasi-experimental Intervention. *Journal of American College Health*, 70 (4), 992-1000.
- 63 Cross, S., Gustafsson, A., **Pechmann, C.**, Winterich, K. P. (2021), Responsible Research in Business and Management (RRBM) and the Journal of Public Policy & Marketing: Connected through Impact. *Journal of Public Policy & Marketing*, 41 (1), 51-53.

- 62 Vogel, E. A., **Pechmann, C.** (2021), Application of Automated Text Analysis to Examine Emotions Expressed in Online Support Groups for Quitting Smoking. *Journal of the Association for Consumer Research*, 6(3), 315-323.
- 61 **Pechmann, C.**, Yoon, K. E., Trapido, D., Prochaska, J. J. (2021), Perceived Costs Versus Actual Benefits of Demographic Self-Disclosure in Online Support Groups. *Journal of Consumer Psychology*, 31(3), 450-477.
- Yoon won the JCP Early Career Contributor Award for this paper in 2022.
- 60 Leonhardt, J. M., **Pechmann, C.** (2021), Is This Product Easy to Control? Liabilities of Using Difficult-to-Pronounce Product Names. *Organizational Behavior and Human Decision Processes*, 165 (July), 90-102.
- Featured in the *Wall Street Journal* in 2021: [When Naming a New Product, Make it Easy to Pronounce. But Not Always. - WSJ](#)
- 59 Timberlake, D. S., **Pechmann, C.** (2020), Broadcast Reach and Self-Reported Exposure to Court-Ordered Corrective Statements on Cigarette Harms, *Preventive Medicine Reports*, 19 (May), 101127.
- 58 MacInnis, D. J., Morwitz, V. G. Botti, S., Hoffman, D., Kozinets, R. V., Lehmann, D. R., Lynch, J. G., Jr., and **Pechmann, C.** (2020). Creating Boundary-Breaking Marketing-Relevant Consumer Research. *Journal of Marketing*, 84 (2), 1-23.
- Selected by American Marketing Association for its Scholarly Insight Series <https://www.ama.org/2019/12/11/strategies-to-boost-the-impact-of-consumer-research-in-the-world/>
 - In the SSRN's Top Ten download list in October 2020.
- 57 **Pechmann, C.**, Phillips, C., Calder, D., Prochaska, J. J. (2020). Facebook Recruitment Using Zip Codes to Improve Diversity in Health Research: Longitudinal Observational Study. *Journal of Medical Internet Research* 22 (6), e17554.
- Featured in 2020 UCI Merage School of Business Research in Action publication, sent out to business school deans nationwide.
- 56 Davis, B., **Pechmann, C.** (2020). The Characteristics of Transformative Consumer Research and How it Can Contribute to and Enhance Consumer Psychology. *Journal of Consumer Psychology*, 30 (2), 365-367.
- 55 **Pechmann C.**, Calder D., Phillips C., Delucchi K., Prochaska J. J. (2020). The Use of Web-based Support Groups versus Usual Quit-smoking Care for Men and Women 21-59 Years Old: A Protocol for a Randomized Controlled Trial. *Journal of Medical Internet Research: Research Protocols*, 9 (1), e16417.
- 54 **Pechmann, C.**, Catlin, J. R., Zheng, Y. (2020). Facilitating Adolescent Well-Being: A Review of the Challenges and Opportunities and the Beneficial Roles of Parents, Schools, Neighborhoods, and Policymakers. *Journal of Consumer Psychology*, 30 (1), 149-177.
- Reprinted in *consumer-psychology-for-a-pandemic* (2020) [https://onlinelibrary.wiley.com/doi/toc/10.1002/\(ISSN\)1532-7663.consumer-psychology-for-a-pandemic](https://onlinelibrary.wiley.com/doi/toc/10.1002/(ISSN)1532-7663.consumer-psychology-for-a-pandemic).
 - Responsible Research in Business and Management Honor Roll Acceptance, 2023.
- 53 Pan, L., Pezzuti, T., Lu, W., **Pechmann, C.** (2019). Hyperopia and Frugality: Different Motivational Drivers and yet Similar Effects on Consumer Spending. *Journal of Business Research*, 95 (February), 347-356.

- 52 Timberlake, D. S., Nikitin, D., Garcia-Cano, J., Cino, S., Savkina, M., **Pechmann, C.** (2018). Linking the Content to Demographic Reach of Online Advertising of Electronic Nicotine Delivery Systems. *Tobacco Control*, 27(4), 463-469.
- 51 Anguiano, B., Brown-Johnson, C., Rosas, L., **Pechmann, C.**, Prochaska, J. (2017) Latino Adults' Perspectives on Treating Tobacco Use via Social Media. *Journal of Medical Internet Research MHealth and UHealth*, 5(2), e12.
- 50 **Pechmann, C.**, Catlin, J. R. (2016). The Effects of Advertising and other Marketing Communications on Health-related Consumer Behaviors. *Current Opinion in Psychology*, 10 (August), 44-49.
- 1 of the 5 most downloaded articles from Science Direct, January - July 2016.
- 49 Lakon, C. M., **Pechmann, C.**, Wang, C., Pan, L., Delucchi, K., Prochaska, J. J. (2016). Mapping Engagement in Twitter-Based Support Networks for Adult Smoking Cessation. *American Journal of Public Health*, 106(8), 1374-1380.
- 48 **Pechmann, C.**, Catlin, J. R. (2016). An Investigation of Consumer and Doctor Regulatory Beliefs and Regulatory Knowledge about Pharmaceutical Drug Promotions. *Journal of the Association for Consumer Research*, 1(3), 392-409.
- 47 **Pechmann, C.**, Delucchi, K., Lakon, C. M., Prochaska, J. J. (2017). Randomised Controlled Trial Evaluation of Tweet2Quit: A Social Network Quit-smoking Intervention. *Tobacco Control*, 26:188–194.
- Presented at External Advisory Board meeting, UCI Cancer Center, January 2018.
- 46 Catlin, J. R., **Pechmann, C.**, Brass, E. P. (2015). Dangerous Double Dosing: How Naive Beliefs Can Contribute to Unintentional Overdose with Over-the-Counter Drugs. *Journal of Public Policy & Marketing*, 34(2), 194-209.
- 45 **Pechmann, C.** (2015). Tendances de la Recherche en Marketing Social au Niveau de la Psychologie du Consommateur. *Recherche et Applications en Marketing*, 30(3), 128-132.
- 44 Pezzuti, T., Pirouz, D., **Pechmann, C.** (2015). The Effects of Advertising Models for Age-restricted Products and Self-concept Discrepancy on Advertising Outcomes among Young Adolescents. *Journal of Consumer Psychology*, 25(3), 519-529.
- 43 **Pechmann, C.**, Pan, L., Delucchi, K., Lakon, C. M., Prochaska, J. J. (2015). Development of a Twitter-based Intervention for Smoking Cessation that Encourages High-quality Social Media Interactions via Automessage. *Journal of Medical Internet Research*, e50 ed., 17(2).
- 42 Gomez, P., Borges, A., **Pechmann, C.** (2013). Avoiding Poor Health or Approaching Good Health: Does it Matter? *Journal of Consumer Psychology*, 23(4), 451-463.
- 41 Davis, B., **Pechmann, C.** (2013). Introduction to the Special Issue on Transformative Consumer Research. *Journal of Business Research*, 66(8), 1168–1170.
- 40 **Pechmann, C.**, Silk, T. (2013). Policy and Research Related to Consumer Rebates: A Comprehensive Review. *Journal of Public Policy & Marketing*, 32(2), 255-270.
- 39 Timberlake, D., **Pechmann, C.** (2013). Trends in the Use and Advertising of Discount versus Premium Snuff. *Nicotine and Tobacco Research*, 15(2), 474-481.

- 38 Prochaska, J. J., **Pechmann, C.**, Kim, R., Leonhardt, J. M. (2012). Twitter=Quitter? An Analysis of Twitter Quit Smoking Social Networks. *Tobacco Control*, 21, 447-449.
- 37 Biswas, D., **Pechmann, C.** (2012). What Do these Clinical Trial Results Mean? How Product Efficacy Judgments are Affected by Data Partitioning, Framing, and Quantification. *Organizational Behavior and Human Decision Processes*, 117(2), 341-350.
- 36 Catlin, J. R., **Pechmann, C.**, Brass, E. P. (2012). The Influence of Need for Cognition and Principal Display Panel Factors on Over-the-Counter Drug Facts Label Comprehension. *Health Communication*, 27(April), 264-272.
- 35 Leonhardt, J. M., Keller, L. R., **Pechmann, C.** (2011). Avoiding the Risk of Responsibility by Seeking Uncertainty: Responsibility Aversion and Preference for Indirect Agency When Choosing for Others. *Journal of Consumer Psychology*, 21(October), 405-413.
- 34 Timberlake, D. S., **Pechmann, C.**, Tran, S. Y., Au, V. (2011). A Content Analysis of Camel Snus Advertisements in Print Media. *Nicotine and Tobacco Research*, 13(6), 431-439.
- 33 **Pechmann, C.** et al. (2011). Navigating the Central Tensions in Research on At-Risk Consumers: Challenges and Opportunities. *Journal of Public Policy & Marketing*, 31(1), 23-30.
- 32 Carpenter, C., **Pechmann, C.** (2011). Exposure to the Above the Influence Antidrug Advertisements and Adolescent Marijuana Use in the United States, 2006-2008. *American Journal of Public Health*, 101(5), 948-954.
- 31 Kelly, K., **Pechmann, C.**, Reibling, E. T. (2011). The Opportunities and Challenges of School-Based Research for Social Marketers. *Social Marketing Quarterly*, 16(4), 2-17.
- 30 **Pechmann, C.** (2011). Smoking in Movies. *Health Communication*, 25(6-7), 578-579.
- 29 **Pechmann, C.**, Wang, L. (2010). Effects of Directly and Indirectly Competing Reference Group Messages and Persuasion Knowledge: Implications for Educational Placements. *Journal of Marketing Research*, 47(February), 134-145.
- 28 Zhao, G., **Pechmann, C.** (2007). The Impact of Regulatory Focus on Adolescents' Response to Antismoking Advertising Campaigns. *Journal of Marketing Research*, 44(November), 671-687 (summary posted on the Brand Science Institute's Research Blog, www.b-s-i.org/blog).
- 27 **Pechmann, C.**, Reibling, E. T. (2006). Antismoking Advertisements for Youth: An Independent Evaluation of Health, Counter-industry, and Industry Approaches. *American Journal of Public Health*, 96(May), 906-913 (included in staff training materials, Durham, NC Region Health Dept. 2007).
- 26 **Pechmann, C.**, Levine, L., Loughlin, S., Leslie, F. (2005). Impulsive and Self-conscious: Adolescents' Vulnerability to Advertising and Promotion. *Journal of Public Policy & Marketing*, 24(Fall), 202-221.
- 25 Foley, D., **Pechmann, C.** (2004). The National Youth Anti-Drug Media Campaign Copy Test System. *Social Marketing Quarterly*, X-Special Issue(2-Summer), 34-42.

- 24 **Pechmann, C.**, Zhao, G., Goldberg, M. E., Reibling, E. T. (2003). What to Convey in Antismoking Advertisements for Adolescents? The Use of Protection Motivation Theory to Identify Effective Message Themes. *Journal of Marketing*, 67(April), 1-18.
- 23 **Pechmann, C.**, Knight, S. J. (2002). An Experimental Investigation of the Joint Effects of Advertising and Peers on Adolescents' Beliefs and Intentions about Cigarette Consumption. *Journal of Consumer Research*, 29, 5-19.
- Selected Best Paper Published in 2002 by Journal of Consumer Research.
 - Reprinted in "Consumer Behavior II: The Meaning of Consumption, Volume 4 Advertising and Consumption" Margaret K. Hogg ed., London, UK: Sage Publications, 2006, pages 261-287.
 - Listed in "Essential Readings in Marketing" McAlister, Bolton and Rizley eds., Cambridge, MA: Marketing Science Institute, 2006.
 - Presented during trial of U.S. Attorney General versus tobacco firms, 2005.
 - ANOVA tables published in Reading Statistics and Research, 4th edition, S. Huck, Allyn & Bacon, 2003.
- 22 **Pechmann, C.** (2002). Overview of the Special Issue on Social Marketing Initiatives. *Journal of Public Policy & Marketing*, 21, 1-2.
- 21 Kelder, S., **Pechmann, C.**, Slater, M. D., Worden, J. K., Levitt, A. (2002). The National Youth Anti-drug Media Campaign. *American Journal of Public Health*, 92(8), 1211-1212. (Letter).
- 20 Ratneshwar, S., Barsalou, L. W., **Pechmann, C.**, Moore, M. (2001). Goal-Derived Categories: The Role of Personal and Situational Goals in Category Representations. *Journal of Consumer Psychology*, 10(3), 147-158.
- 19 **Pechmann, C.** (2001). A Comparison of Health Communication Models: Risk Learning Versus Stereotype Priming. *Media Psychology*, 3(2), 189-210.
- 18 **Pechmann, C.**, Reibling, E. T. (2000). Planning an Effective Anti-Smoking Mass Media Campaign Targeting Adolescents. *Journal of Public Health Management and Practice*, 6(3), 80-94.
- 17 **Pechmann, C.**, Reibling, E. T. (2000). Anti-Smoking Advertising Campaigns Targeting Youth: Case Studies from USA and Canada. *Tobacco Control, Supplement II, Volume 9*, ii18-ii31.
- 16 **Pechmann, C.**, Shih, C. F. (1999). Smoking Scenes in Movies and Antismoking Advertisements Before Movies: Effects on Youth. *Journal of Marketing*, 63, 1-13.
- Presented at California legislative hearings on smoking in movies.
 - Presented to National Association of Attorneys General.
 - Presented to National Association of Theater Owners.
 - Measurement scales published in the Marketing Scales Handbook Vol. IV (2003), G. C. Bruner).
- 15 **Pechmann, C.**, Dixon, P., Layne, N. (1998). An Assessment of the United States and Canadian Smoking Reduction Objectives for Year 2000. *American Journal of Public Health*, 88, 1362-1367.
- 14 **Pechmann, C.** (1996). Do Consumers Overgeneralize One-sided Comparative Price Claims and Are More Stringent Regulations Needed? *Journal of Marketing Research*, 33, 150-162.

- 13 Ratneshwar, S., **Pechmann, C.**, Shocker, A. D. (1996). Goal-Derived Categories and the Antecedents of Across-Category Consideration. *Journal of Consumer Research*, 23, 240-250.
- 12 **Pechmann, C.**, Esteban, G. (1994). Persuasion Processes Associated with Direct Comparative and Noncomparative Advertising and Implications for Advertising Effectiveness. *Journal of Consumer Psychology*, 2(4), 403-432.
- 11 **Pechmann, C.**, Ratneshwar, S. (1994). The Effects of Anti-Smoking and Cigarette Advertising on Young Adolescents' Perceptions of Peers Who Smoke. *Journal of Consumer Research*, 21, 236-251.
- 10 **Pechmann, C.**, Ratneshwar, S. (1992). Consumer Covariation Judgments: Theory or Data Driven? *Journal of Consumer Research*, 19, 373-386.
- 9 **Pechmann, C.** (1992). Predicting When Two-Sided Ads Will Be More Effective Than One-Sided Ads: The Role of Correlational and Correspondent Inferences. *Journal of Marketing Research*, 29, 441-453.
- 8 **Pechmann, C.**, Stewart, D. W. (1991). How Direct Comparative Ads Promoting Low, Moderate and High Share Brands Affect Brand Choice. *Journal of Advertising Research*, 31, 47-55.
- 7 **Pechmann, C.**, Ratneshwar, S. (1991). The Use of Comparative Advertising for Brand Positioning: Association versus Differentiation. *Journal of Consumer Research*, 18, 145-160.
- 6 **Pechmann, C.**, Stewart, D. W. (1990). The Effects of Comparative Advertising on Attention, Memory, and Purchase Intentions. *Journal of Consumer Research*, 17, 180-191.
- 5 Stewart, D. W., Hickson, G. B., **Pechmann, C.**, Koslow, S., Altemeier, W. A. (1989). Information Search and Decision Making in the Selection of Family Health Care. *Journal of Health Care Marketing*, 9(2), 29-39.
- 4 **Pechmann, C.**, Stewart, D. W. (1988). Advertising Repetition: A Critical Review of Wearin and Wearout. Leigh, J. H., Martin, C. R. (Eds.). *Current Issues and Research in Advertising*, 285-330.
- 3 Pichert, J. W., Hanson, S. L., **Pechmann, C.** (1985). A System For Assessing Use of Patients' Time. *Evaluation and The Health Professions*, 8(1), 39-54.
- 2 Stewart, D. W., **Pechmann, C.**, Ratneshwar, S., Stroud, J., Bryant, B. (1985). Methodological and Theoretical Foundations of Advertising Copytesting: A Review. Leigh, J. H., Martin, C. R. (Eds.). *Current Issues and Research in Advertising*, 1-74.
- 1 Pichert, J. W., Hanson, S. L., **Pechmann, C.** (1984). Modifying Dieticians' Use of Patient Time. *The Diabetes Educator*, 10(1), 43-46.

Journal Articles, Other

- O1 Pechmann, C. (2014). Editorial Regarding the New Submission Guidelines at the Journal of Consumer Psychology. *Journal of Consumer Psychology*, 24(1), 1-3.

Book Chapters, Peer-Reviewed

- BC12 **Pechmann, C.** (2019). How to Publish Consumer Research based on Experiments in the Top Marketing Journals. In Stewart, D. W. and Ladik, D. (Eds.) *How to Get Published in the Best Marketing Journals*, Chapter 5, Northampton, MA: Edward Elgar.
- BC11 Ozanne, J., Mick, D., **Pechmann, C.**, Pettigrew, S. (2012). Transformative Consumer Research. *Wiley Encyclopedia of Management* (3rd ed.). Chichester, UK: Wiley.
- BC10 Mick, D., Pettigrew, S., **Pechmann, C.**, Ozanne, J. (2012). Origins, Qualities and Envisionments of Transformative Consumer Research. In Mick, D., Pettigrew, S., **Pechmann, C.**, Ozanne, J. (Eds.) *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers* (pp. 1-24). NY, NY: Routledge.
- BC9 **Pechmann, C.**, Biglan, A., Grube, J. W., Cody, C. (2012). Transformative Consumer Research for Addressing Tobacco and Alcohol Consumption. In Mick, D., Pettigrew, S., **Pechmann, C.**, Ozanne, J. (Eds.) *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers* (pp. 353-389). NY, NY: Routledge.
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- BC3 **Pechmann, C.** (1997). Does Antismoking Advertising Combat Underage Smoking? A Review of Past Practices and Research. In Goldberg, M. E., Fishbein, M., Middlestadt, S. (Eds.) *Social Marketing: Theoretical and Practical Perspectives* (pp. 189-216). Hillsdale, NJ: Lawrence Erlbaum Associates.
- BC2 **Pechmann, C.**, Stewart, D. W. (1994). The Psychology of Comparative Advertising. In Clark, E. M., Brock, T. C., Stewart, D. W. (Eds.) *Attention, Attitude and Affect in Response to Advertising* (pp. 79-96). Hillsdale, NJ: Lawrence Erlbaum Associates.

- BC1 **Pechmann, C.**, Stewart, D. W. (1988). The Multidimensionality of Persuasive Communication: Theoretical and Empirical Foundations. In Tybout, A., Cafferata, P. (Eds.) *Cognitive and Affective Responses to Advertising* (pp. 31-65). Lexington, MA: Lexington Press.

Book Sections

- BS4 **Pechmann, C.** (2018). Consumer Research to Understand Smoking Behavior and Save Lives. In Hill, R., Lamberton, C.M, and Swartz, J. (Eds.), *Mapping Out Marketing 1st Edition*. UK: Routledge.
- BS3 **Pechmann, C.** (2018). Does Advertising Make Smoking Cool? In Moriarty, S., Mitchell, N. (Eds.) *Advertising Principles and Practice 11th Edition*. New Jersey: Prentice Hall. (also in prior editions).
- BS2 **Pechmann, C.** (2018). CB as I See It. In Solomon, M. (Ed.) *Consumer Behavior: Buying, Having, and Being*. New Jersey: Prentice Hall. (also in prior editions).
- BS1 **Pechmann, C.** (2009). CB as I See It. In Askegaard, S., Hogg, M., Bamossy, G. (Eds.) *Consumer Behaviour: A European Perspective*. New Jersey: Pearson/Prentice Hall.

Books Edited

- B3 Mick, D., Pettigrew, S., **Pechmann, C.**, Ozanne, J. (Eds.). (2012). *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers*. NY, NY: Routledge.
- B2 **Pechmann, C.**, Price, L. (Eds.). (2006). *Advances in Consumer Research*. (Vol. 33). Duluth, MN: Association for Consumer Research.
- B1 Grewal, D., **Pechmann, C.** (Eds.). (1998). *American Marketing Association Winter Educators' Conference Proceedings: Marketing Theory and Applications*. (Vol. 9). Chicago, Illinois: American Marketing Association.

Conference Proceedings Papers and Abstracts, Peer-Reviewed

- CP55 Vogel E. A., **Pechmann, C.** (2020). Associations between Emotional Expression and Abstinence in a Social Media-delivered Quit-smoking Intervention: Application of Text Analysis, Annual Meeting of American Public Health Association.
<https://apha.confex.com/apha/2020/meetingapp.cgi/Paper/476235>
- CP54 North, N., **Pechmann, C.** (2020). Material Hardship – How to Better Deliver Aid Using the Power of Choice. Annual American Marketing Association Marketing and Public Policy Conference (Abstract).
<https://amapublicpolicy20.exordo.com/submissions/mine/final>.
- CP53 Phillips, C., **Pechmann, C.**, Calder, D., Prochaska, J. J. (2019). A Comparison of Facebook Campaign Success in Recruiting Ethnically Diverse Smokers into a Social Media-based Tobacco Treatment Trial. Society for Research on Nicotine and Tobacco Conference Abstracts, page 70.
https://cdn.ymaws.com/www.srnt.org/resource/resmgr/SRNT19_Abstracts.pdf.
- CP52 Esmaeeli, A., **Pechmann, C.**, Prochaska, J. J. (2018). The Effects of Assigning Buddies on Tie Strength in Online Communities, INFORMS Annual Meeting.
<https://www.abstractsonline.com/pp8/#!/4701/presentation/3273>

- CP51 Wang, L., Wu, B., **Pechmann, C.**, Wang, Y. (2018). An Exploration of the Micro-Level Impacts of Shanzhai Products on the Originals in China. Academy of Management Annual Meeting. *AOM Annual Meeting Proceedings*. <https://journals.aom.org/journal/loi/amproc>.
- CP50 Wang, L., Wu, B., **Pechmann, C.**, Wang, Y. (2018). An Exploration of the Micro-Level Impacts of Shanzhai (Copycat) Products on the Originals in China. Strategic Management Society Annual Conference. file:///C:/Users/CPECHM~1/AppData/Local/Temp/Paris_Program-16a-web-file.pdf.
- CP49 Trapido, D., **Pechmann, C.**, Yoon, K. E., Prochaska, J. J. (2018). Unfurl the Rainbow: How Demographic Self-Disclosure Strengthens Community Ties. Academy of Management Meeting. *AOM Annual Meeting Proceedings*. <https://journals.aom.org/journal/loi/amproc>.
- CP48 Esmaeeli, A., **Pechmann, C.** (2017). The Effects of Assigning Buddies in Online Health Communities. INFORMS Annual Meeting. <https://www.abstractsonline.com/pp8/#!/4471/presentation/1358>.
- CP47 **Pechmann, C.**, Yoon, K. E., Trapido D., Prochaska J. J. (2017). Self-Disclosure Asymmetry in Online Communities: A Challenge of Demographic Diversity. Association for Consumer Research. In *Advances in Consumer Research* (Vol. 45, pp. 807-808).
- CP46 Yoon, K. E., **Pechmann, C.**, Prochaska J. J. (2017). Predictors and Outcomes of Dyadic Ties in Online Smoking Cessation Groups. Society of Behavioral Medicine. In *Annals of Behavioral Medicine*, 51: S1590 - S1590.
- CP45 Yoon, K. E., **Pechmann C.** (2016). How Self-Disclosure and Interpersonal Similarity Affect Goal Achievement in Social Media-Based Online Communities. Association for Consumer Research. In *Advances in Consumer Research* (Vol. 44, pp. 767).
- CP44 Sanders-Jackson, A., Zerbe, B., **Pechmann, C.**, Prochaska, J. (2016). Gender Differences in Language Disclosed in Twitter-based Quit Smoking Intervention. Society for Research on Nicotine & Tobacco. In *2016 Annual Meeting Abstracts* (pp. 77).
- CP43 Sanders-Jackson, A., Meng, J., **Pechmann, C.**, Prochaska, J. (2016). Tweet2Quit: Communication Networks and Smoking Abstinence in a Group-based Intervention. In *International Sunbelt Social Network Conference Presentation and Poster Abstract* (Vol. 36, pp. 186).
- CP42 Catlin, J. R., **Pechmann, C.**, Brass, E. P. (2015). Dangers of the 'Double Dip': How Naive Beliefs Can Contribute to Accidental Overdose on Over-the-Counter Drugs. American Marketing Association. In Baker, S., Mason, M. (Eds.), *Proceedings of Marketing and Public Policy Conference* (Vol. 25, pp. 24-25).
- CP41 Sanders-Jackson, A., Prochaska, J., **Pechmann, C.** (2014). Characterizing "Quit": Disclosures of Chips, Slips and Relapses in a Twitter Quit Smoking Group. Society for Research on Nicotine and Tobacco. In *Conference Proceedings*, pp. 62.
- CP40 Pan, L., Pezzuti, T., Lu, W., **Pechmann, C.** (2014). Influence of Hyperopia and Frugality on Spending and Saving. Society for Consumer Psychology Conference Proceedings.
- CP39 Leonhardt, J. M., **Pechmann, C.** (2014). The Name-control Effect in Consumer Judgment and Decision Making. Society for Consumer Psychology Conference Proceedings.

- CP38 **Pechmann, C.**, Lakon, C., Pan, L., Delucchi, K., Prochaska, J. (2013). Tweeting to Quit Tobacco: Findings from Two Pilot Investigations. Society of Behavioral Medicine. In *Annals of Behavioral Medicine* (Vol. 45, pp. s58).
- CP37 Wang, L., **Pechmann, C.**, Wang, Y. (2012). Decrease or Enhance? Assessment of the Effect of Shanzhai on the Original Products: Diminish or Enhance? Association for Consumer Research. In *Advances in Consumer Research* (Vol. 40, pp. 784-785).
- CP36 Davis, B., **Pechmann, C.** (2012). How Consumers Process Information about a Fast Food Restaurant's Spatial Location. In *Marketing and Public Policy Conference Proceedings* (pp. 159-160).
- CP35 Zhao, G., **Pechmann, C.** (2011). Consumers' Social Reference Point, Perspective-taking, and Persuasiveness of Charity Advertising. Society for Consumer Psychology Conference Proceedings (pp. 252-253).
- CP34 Pirouz, D., **Pechmann, C.**, Rodriguez, P. F. (2011). The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising (Vol. 8). Conference Proceedings, Society for Neuroeconomics. Evanston, IL:
- CP33 Pezzuti, T., **Pechmann, C.**, Borges, A., Pirouz, D. (2011). Sunglasses, Hierarchy, and Negotiations: Gender Differences in Eye Gaze During Interpersonal Communication. In Dahl, D. W., Johar, G. V., van Osselaer, S. M. J (Eds.), (Vol. 38). *Advances in Consumer Research*. Association for Consumer Research. Jacksonville, FL: (<http://www.acrwebsite.org/volumes/display.asp?id=16124>).
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- CP31 Zhao, G., **Pechmann, C.** (2011). An Empirical Study of the Effectiveness of Charity Advertising Appeals in the Context of Volunteerism. (pp. 348-349). Summer Educators' Conference Proceedings. Boston, MA: American Marketing Association.
- CP30 Biswas, D., **Pechmann, C.** (2010). What Do these Clinical Trial Results Mean? How Personally Relevant Decisions are Affected by Data Framing, Partitioning, and Quantification. In Campbell, M., Inman, J., Pieters, R. (Eds.), (Vol. 37). *Advances in Consumer Research*. Association for Consumer Research. Pittsburg, PA: (<http://www.acrwebsite.org/volumes/display.asp?id=15136>).
- CP29 Davis, B., **Pechmann, C.** (2010). Place, Prosocial Activity, and Unhealthy Consumption. In Campbell, M., Inman, J., Pieters, R. (Eds.), (Vol. 37). *Advances in Consumer Research*. Association for Consumer Research. Pittsburg, PA: (<http://www.acrwebsite.org/volumes/display.asp?id=15118>).
- CP28 Pezzuti, T., **Pechmann, C.**, Pirouz, D., Borges, A., Werle, C. (2010). The Effect of Referent Age on Interpersonal Influence in Domains Related to Factual Information, Values, and Style. In Campbell, M., Inman, J., Pieters, R. (Eds.), (Vol. 37). *Advances in Consumer Research*. Association for Consumer Research. Pittsburg, PA: (<http://www.acrwebsite.org/volumes/display.asp?id=15402>).
- CP27 **Pechmann, C.**, Pirouz, D., Pezzuti, T. (2010). Symbolic Interactionism and Adolescent Reactions to Cigarette Advertisements. In Campbell, M., Inman, J., Pieters, R. (Eds.), (Vol. 37). *Advances in Consumer Research*. Association for Consumer Research. Pittsburg, PA: (<http://www.acrwebsite.org/volumes/display.asp?id=15458>).

- CP26 Biswas, D., **Pechmann, C.** (2009). Personally Relevant Decisions for Product Efficacies: The Effects of Framing, Partitioning and Quantification (pp. 81-82). Summer Educators' Conference Proceedings. Chicago, IL: American Marketing Association.
- CP25 Leslie, F., Levine, L., Loughlin, S., **Pechmann, C.** (2009). Adolescents' Psychological and Neurobiological Development and Implications for Digital Marketing. Berkeley, CA: Berkeley Media Studies Group. (http://digitalads.org/documents/Leslie_et_al_NPLAN_BMSG_memo.pdf).
- CP24 **Pechmann, C.**, Wang, L. (2008). The Use of Entertainment Education to Deter Youth Smoking: Does Balance, Transformation, and a Public Service Announcement Epilogue Help or Hurt? In Lee, A., Soman, D. (Eds.), (Vol. 35, pp. 146-148). *Advances in Consumer Research*. Association for Consumer Research. Memphis, TN:
- CP23 **Pechmann, C.** (2008). Analysis of the Regulatory Environment for Direct-to-Consumer Prescription Drug Ads: A Case Study of Vioxx. In Lee, A., Soman, D. (Eds.), (Vol. 35, pp. 106-108). *Advances in Consumer Research*. Association for Consumer Research. Memphis, TN:
- CP22 **Pechmann, C.**, Johnson, E. (2007). Grant Funding Opportunities and Challenges for Transformative Consumer Research. In Fitzsimons, G., Morwitz, V. (Eds.), (Vol. 34). *Advances in Consumer Research*. Association for Consumer Research. Orlando, FL:
- CP21 **Pechmann, C.**, Wang, L. (2007). Entertainment Education or Entertainment Degradation? The Efficacy of Commercial Television at Conveying Smoking Prevention Messages. In, *Public Policy and Marketing Conference Proceedings*. American Marketing Association. Long Beach, CA:
- CP20 **Pechmann, C.**, Pirouz, D. (2007). The Dark Side of Attachment: Addiction, New Frontiers in Branding: Attitudes, Attachments, and Relationships. In Priester, J., MacInnis, D., Park, C. W. (Eds.), *26th Advertising and Consumer Psychology Conference Proceedings* (Vol. 76, pp. 76). Society for Consumer Psychology. Santa Monica, CA:
- CP19 **Pechmann, C.**, Wang, L. (2007). Entertainment Education to Deter Youth Smoking. (pp. 45-46). TRDRP Investigator Conference, Abstract Booklet. Sacramento, CA: (<http://www.trdrp.org/publications/conferences/2007/CON7absrtbk.pdf>).
- CP18 Zhao, G., **Pechmann, C.** (2006). Regulatory Focus, Feature Positive Effect, and Message Framing. In **Pechmann, C.**, Price, L. (Eds.), (Vol. 33, pp. 100). *Advances in Consumer Research*. Association for Consumer Research. San Antonio, TX:
- CP17 **Pechmann, C.**, Reibling, E. T. (2003). Research on Antismoking Advertising Messages for Youth. American Public Health Association 2003 Conference Abstracts. (http://apha.confex.com/apha/131am/techprogram/paper_59362.htm).
- CP16 **Pechmann, C.**, Goldberg, M. E., Reibling, E. T., Zhao, G. (2001). Antismoking Advertising Campaigns Targeting Youth in the U.S. and Canada. In Taylor, C. R. (Ed.), *Proceedings of the 2001 Conference of the American Academy of Advertising*. Villanova, PA: Villanova University.
- CP15 **Pechmann, C.** et al. (2001). Adolescents and Cigarette Advertising in Popular Magazines: The Fifteen Percent Rule and Beyond. In, *Marketing and Public Policy Conference Proceedings* (pp. 47-51). Chicago, Illinois: American Marketing Association.

- CP14 **Pechmann, C.**, Goldberg, M. E. (1999). Should Anti-smoking Ads Attempt to Denormalize Tobacco Use? Alternative Perspectives and Theoretical Frameworks. In Arnold, E., Scott, L. (Eds.), (Vol. 26, pp. 410-411). *Advances in Consumer Research*. Provo, Utah: Association for Consumer Research.
- CP13 **Pechmann, C.**, Shih, C. F. (1997). How Smoking in Movies and Antismoking Ads Before Movies may Affect Teenagers' Perceptions of Peers who Smoke. In Brucks, M., MacInnis, D. J. (Eds.), (Vol. 24, pp. 62-63). *Advances in Consumer Research*. Provo, Utah: Association for Consumer Research.
- CP12 **Pechmann, C.**, Knight, S. J. (1996). Cigarette Ads, Anti-Smoking Ads and Peers: Why Do Underage Youths Start Smoking Cigarettes? In Corfman, K. P., Lynch, J. (Eds.), (Vol. 23, pp. 267). *Advances in Consumer Research*. Provo, Utah: Association for Consumer Research.
- CP11 **Pechmann, C.** (1995). When and How Extraneous Reference Prices Deter Choice of Competitors: Alternative Mediation Paths and Implications for Consumer Deception. In Kardes, F. R., Sujan, M. (Eds.), (Vol. 21, pp. 430-431). *Advances in Consumer Research*. Provo, Utah: Association for Consumer Research.
- CP10 Ratneshwar, S., **Pechmann, C.**, Shocker, A. D. (1994). Consumer Consideration Sets and Choice Across Nominal Categories: The Role of Individual and Situational Goals. In Allen, C. T., Roedder John, D. (Eds.), (Vol. 22, pp. 589). *Advances in Consumer Research*. Provo, Utah: Association for Consumer Research.
- CP9 **Pechmann, C.**, Ratneshwar, S. (1993). Smoking-Related Advertising and Its Effects on Preteens: A Social Cognitive Perspective. In McAlister, L., Rothschild, M. (Eds.), *Advances in Consumer Research* (Vol. 20, pp. 265). Provo, Utah: Association for Consumer Research.
- CP8 **Pechmann, C.**, Esteban, G. (1991). How Comparative Ads Affect Persuasion: The Moderating Role of Prior Motivation. In, *Proceedings of the Society for Consumer Psychology* (pp. 11). Washington, DC: American Psychological Association.
- CP7 **Pechmann, C.** (1990). How Do Consumer Inferences Mediate the Effectiveness of Two-Sided Messages? In Goldberg, M., Gorn, G., Pollay, R. (Eds.), *Advances in Consumer Research* (Vol. 17, pp. 337-341). Provo, Utah: Association for Consumer Research.
- CP6 **Pechmann, C.**, Ratneshwar, S. (1990). The Use of Comparative Advertising for Positioning Unfamiliar Brands: The Moderating Role of Attribute Typicality. In, *Proceedings of the Society for Consumer Psychology* (pp. 35-36). Washington, DC: American Psychological Association.
- CP5 **Pechmann, C.**, Stewart, D. W. (1989). A Learning Perspective of How Advertising Works: The Accumulation Model of Advertising Response. In, *Proceedings of the Division of Consumer Psychology* (pp. 97-99). Washington, DC: American Psychological Association.
- CP4 **Pechmann, C.**, Stewart, D. W. (1989). Nonverbal Communication in a Natural Context: Consumer Markets. In, *Proceedings of the Division of Consumer Psychology* (pp. 68-71). Washington, DC: American Psychological Association.
- CP3 Stewart, D. W., Hickson, G. B., Ratneshwar, S., **Pechmann, C.**, Altemeier, W. (1985). Information Search and Decision Strategies Among Health Care Consumers. In Hirschman, E. C., Holbrook, M.

B. (Eds.), *Advances in Consumer Research* (Vol. 12, pp. 252-257). Provo, Utah: Association for Consumer Research.

CP2 Stewart, D. W., **Pechmann, C.**, Ratneshwar, S., Stroud, J., Bryant, B. (1985). Advertising Evaluation: A Review of Measures. In Houston, M. J., Lutz, R. J. (Eds.), *Marketing Communications - Theory and Research* (pp. 3-6). Chicago, IL: American Marketing Association.

CP1 **Pechmann, C.** (1983). A System For Assessing Use of Time in Clinic. In, *Diabetes* (pp. 20). New York, NY: American Diabetes Association.

Newsletter Articles

N4 **Pechmann, C.** (2006). Cigarette ads prime adolescents' beliefs about smokers. *American Academy of Advertising Newsletter*, 2, 4-5.

N3 **Pechmann, C.** (2002). A powerful tool for improving marketing strategies. *University of California, Irvine, Graduate School of Management Newsletter, Focus on Change in a Technology-Driven Economy*. (August issue).

N2 **Pechmann, C.** (1999). Unselling tobacco: An overview of counteradvertising campaigns. *TRDRP Newsletter, News from Tobacco-Related Disease Research Program*, 2, 6-8.

N1 **Pechmann, C.** (1999). Identifying enemy is key theme in JM. *Marketing News*, 45.

Technical Reports

T1 **Pechmann, C.**, Goldberg, M. E. (1998). *Evaluation of Ad Strategies for Preventing Youth Tobacco Use* (Technical Report). California Tobacco Related Disease Research Program. (Highlighted in Tobacco-Related Disease Research Program "Report of Research 1990 – 2000," p. 20).

Accepted Presentations at Professional Meetings

3/1/2022 "Customized Training of Pretrained Language Models to Detect Post Intents in Online Health Support Groups." The 6th International Workshop on Health Intelligence (W3PHIAI-22). With Tootiya Giyahchi, T., Sameer Singh, S., Ian Harris, I.

10/2021 Confab pre-arranged meeting with ACR attendees. Annual Association for Consumer Research Conference. (Virtual due to COVID.)

10/2021 "Party Competition: When Democrats and Republicans are Motivated to Post Misinformation on Social Media." Annual Association for Consumer Research Conference (Poster). With Zhu, X. (Virtual due to COVID.)

10/2021 "Delivery of Material Aid: Effects of Aid Restrictiveness on Perception of Justice and Satisfaction Among Consumers of Varying Power Levels." Annual Association for Consumer Research Conference. With North N. (Virtual due to COVID.)

6/2021 "When Marketing Backfires: Unintended Consequences and Vulnerable Segments." Annual American Marketing Association Marketing and Public Policy Conference. Special Session with North, N. et al. (Virtual due to COVID.)

10/2020 "Associations between Emotional Expression and Abstinence in a Social Media-delivered Quit-smoking Intervention: Application of Text Analysis." Poster presented at Annual Meeting of American Public Health Association. With Vogel E.A. (Virtual due to COVID.)

5/2020 "Material Hardship – How to Better Deliver Aid Using the Power of Choice." Annual American Marketing Association Marketing and Public Policy Conference. With N. North. (Virtual due to COVID.)

3/2020 "Social Brokerage in Twitter-enabled Social Support Networks Predicts Sustained Abstinence," Society for Research on Nicotine & Tobacco (SRNT) Annual Meeting, Rapid Response Session-Clinical, Podium Presentation. With Danchev, V., Prochaska J., Calder, D., Phillips, C. (Presentation cancelled due to COVID.)

8/2019 "An Exploration of the Micro-Level Impacts of Shanzhai Products on the Originals in China", Academy of Management Annual Meeting. With Wang, L., Wu, B., Wang, Y.

7/2019 "An Exploration of the Micro-Level Impacts of Shanzhai Products on the Originals in China," China Marketing International Conference. With Wang, L., Wu, B., Wang, Y. (Won Best Session Paper Award.)

3/2019 "Should I Hide being Different? Demographic Self-disclosure and Tie Strength in Community Organizations," INFORMS Organization Science Winter Conference. With Trapido, D., Yoon, K. E., Prochaska, J. J.

2/2019 "A Comparison of Facebook Campaign Success in Recruiting Ethnically Diverse Smokers into a Social Media-based Tobacco Treatment Trial," Society for Research on Nicotine and Tobacco (SRNT). With Phillips, C., Calder, D., Prochaska, J. J.

11/2018 "The Effects of Assigning Buddies on Tie Strength in Online Communities", INFORMS Annual Meeting. With Esmaeeli, A. and Prochaska, J. J.

9/2018 "An Exploration of the Micro-Level Impacts of Shanzhai (Copycat) Products on the Originals in China", Strategic Management Society Annual Conference, With Wang, L., Wu, B., Wang, Y.

8/2018 "Unfurl the Rainbow: How Demographic Self-Disclosure Strengthens Community Ties", Academy of Management Meeting. With Trapido, D., Yoon, K. E., Prochaska, J. J.

8/2018 "Unfurl the Rainbow: How Demographic Self-Disclosure Strengthens Community Ties", American Sociological Association. With Trapido, D., Yoon, K. E., Prochaska, J. J.

10/2017 "The Effects of Assigning Buddies in Online Health Communities", INFORMS Annual Meeting. With Esmaeeli, A.

10/2017 "Self-Disclosure Asymmetry in Online Communities: A Challenge of Demographic Diversity", Association for Consumer Research. With Yoon, E. K., Trapido D, Prochaska J. J.

10/2016 "How Self-Disclosure and Interpersonal Similarity Affect Goal Achievement in Social Media-Based Online Communities," Association for Consumer Research. With Yoon, K. E.

1/2012 "Pictographs and Probability", Judgment and Decision Making Preconference of Society for Personality and Social Psychology. With Leonhardt, J. M., Keller, L.

2/2011 "The Subtle Marketing of Nicotine Content in Smokeless Tobacco", Society for Research on Nicotine and Tobacco Conference. With Timberlake, D., Tran, S., Au, V.

2/2011 "Twitter = Quitter? An Analysis of Twitter Quit Smoking Social Networks", Society for Research on Nicotine and Tobacco Conference. With Prochaska, J., Kim, R., Leonhardt, J. M.

1/2011 "Avoiding Risk by Seeking Uncertainty", Birnbaum's Bayesian Research Conference. With Leonhardt, J. M., Keller, L.

10/2010 "The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising", Addictions Conference, Arlington VA. With Pirouz, D., Rodriguez, P.

9/2010 "The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising", Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA. With Pirouz, D., Rodriguez, P.

Abbreviated Listing of Additional Accepted Presentations at Professional Meetings

5/2010 Marketing and Public Policy Conference. (2 papers).
10/2009 Association for Consumer Research Conference. (4 papers).
8/2008 American Marketing Association Conference.
10/2007 Association for Consumer Research Conference.
4/2007 Advertising and Consumer Psychology Conference.
10/2006 Association for Consumer Research Conference.
5/2006 Public Policy and Marketing Conference.
10/2005 Association for Consumer Research Conference.
8/2005 American Marketing Association Conference.
8/2004 American Marketing Association Conference.
11/2003 American Public Health Association Conference.
5/2001 Public Policy and Marketing Conference.
3/2001 American Academy of Advertising Conference.
5/2000 Public Policy and Marketing Conference.
10/1998 Association for Consumer Research Conference.
8/1998 American Psychological Association Conference.
2/1997 Society for Consumer Psychology Conference.
10/1996 Association for Consumer Research Conference.
10/1995 Association for Consumer Research Conference.
4/1995 Advertising and Consumer Psychology Conference.
10/1994 Association for Consumer Research Conference.
8/1994 American Psychological Association Conference.
5/1994 Public Policy and Marketing Conference.
10/1993 Association for Consumer Research Conference.
10/1992 Association for Consumer Research Conference.
8/1992 American Psychological Association Conference.
3/1992 American Academy of Advertising Conference.
10/1991 Association for Consumer Research Conference.
8/1991 American Psychological Association Conference.
10/1990 Association for Consumer Research Conference.
8/1990 American Psychological Association Conference.
10/1989 Association for Consumer Research Conference.
8/1989 American Psychological Association Conference.
3/1989 American Academy of Advertising Conference.
2/1989 American Marketing Association Conference.
10/1988 Association for Consumer Research Conference.
2/1988 American Marketing Association Conference.
10/1987 Association for Consumer Research Conference.
4/1987 Advertising and Consumer Psychology Conference.
2/1987 American Marketing Association Conference.
2/1986 American Marketing Association Conference.
4/1985 Advertising and Consumer Psychology Conference.
2/1985 American Marketing Association Conference.
1983 American Diabetes Association Conference.

- 1982 Evaluation Network/Evaluation Research Society Conference.
1982 American Psychological Association Conference.

Invited Presentations at Educational or Governmental Institutions

- 8/2020 "AMA-EBSCO Responsible Research in Marketing Honoree Presentations." Annual American Marketing Association Conference. Special Session with Catlin, J. R., Brass, E. (Virtual due to COVID.)
- 8/2020 Institute of Marketing Management, Zürcher Hochschule für Angewandte Wissenschaften, Switzerland on a project funded by the Tobacco Control Fund which is part of the Federal Office of Public Health in Switzerland. (Virtual.)
- 11/2020 Mini marketing camp on "Celebrating Research on Consumer Welfare." Fox School of Business, Temple University. (Virtual due to COVID.)
- 10/2020 Association for Consumer Research Knowledge Forum on "Creating Boundary-Breaking, Marketing-Relevant Consumer Research." (Virtual due to COVID.)
- 10/2020 Association for Consumer Research Early Career Workshop online on strategies for success. (Virtual due to COVID.)
- 8/2020 PhD Project Marketing Doctoral Student Association online session on "Becoming Creative: How to Come Up with Big Ideas for Awesome Research." (Virtual due to COVID.)
- 5/2020 Marketing and Public Policy Conference, Doctoral Student Workshop, Loyola Marymount University. (Cancelled due to COVID.)
- 2/2020 "Perceived Concerns versus Actual Benefits of Demographic Self-Disclosure in Online Support Groups," Argyros School of Business and Economics, Chapman University, Orange, California.
- 12/2019 "Developing Web-based Peer Support Groups that Work: The Case of Tweet2Quit," ANZMAC Conference, Wellington, New Zealand. <https://confer.nz/anzmac2019/> KEYNOTE ADDRESS.
- 8/2019 "Using Consumer Research to Save Lives: Lessons Learned from Tweet2Quit," SCP Boutique Conference in Seattle, Washington on the Psychology of Consumer Addiction and Maladaptive Consumption. KEYNOTE ADDRESS.
- 5/2019 "Using Consumer Research to Save Lives: Lessons Learned from Tweet2Quit," Northwest Marketing Research Symposium, Oregon State University, Portland, Oregon. KEYNOTE ADDRESS.
- 6/2018 "Alteryx for Good: Innovating the Future of Analytics in Academia at University of California Irvine," Alteryx Inspire User Conference.
- 8/2017 "Insights into Transformative Consumer Research", Ethics, Social Responsibility and Social Marketing Conference, University of Grenoble, France. KEYNOTE ADDRESS.
- 8/2017 "Self-disclosure Asymmetry in Online Communities: The Challenge of Demographic Diversity", Harnessing the Power on Social Media for Social Marketing Conference, University of Grenoble, France. KEYNOTE ADDRESS.
- 11/2016 "Self-disclosure Inhibition in Online Communities: Evidence of Causes and Consequences", Payne Symposium, University of Arizona, Eller College of Management, Department of Marketing. KEYNOTE ADDRESS.
- 6/2016 "Improving Consumer Welfare", American Marketing Association Doctoral Consortium, Notre Dame University.
- 6/2016 "Grant-Based Research in Marketing", Public Policy and Marketing Doctoral Consortium, American Marketing Association, Cal Poly San Luis Obispo.
- 5/2016 "Applying the Theory of Identity-based vs. Bond-based Groups to Improve Online Communities", UCLA, UCI, UCR, USC Annual Marketing Colloquium, USC.
- 3/2016 "Applying the Theory of Identity-based vs. Bond-based Groups to Improve Online Communities", Marketing Research Conference, University of Texas Arlington.
- 2/2016 "Applying the Theory of Identity-based vs. Bond-based Groups to Improve Online Communities", Marketing Colloquium, Cal Poly San Luis Obispo.
- 9/2015 "Student Response to Fast Food Restaurants' Spatial Proximity", Marketing Colloquium, University of Leuven Belgium.
- 10/2014 "Journal of Consumer Psychology", Meet the Editors, Association for Consumer Research, Doctoral Consortium, Baltimore, Maryland.

- 9/2014 "Journal of Consumer Psychology", Meet the Editors, AEMARK conference, Elche Spain.
- 7/2014 "Journal of Consumer Psychology", Meet the Editors, Association for Consumer Research, Tecnologico de Monterrey, Guadalajara Mexico.
- 6/2014 "Journal of Consumer Psychology", Meet the Editors, American Marketing Association Sheth Doctoral Consortium, Northwestern University.
- 12/2013 "How to Create Engaged Virtual Communities", University of Southern California.
- 10/2013 "Journal of Consumer Psychology", Meet the Editors, Association for Consumer Research.
- 9/2013 "Adolescent Reactions to Model Ages in Cigarette Advertising", Washington State University.
- 6/2013 "Journal of Consumer Psychology", Meet the Editors, American Marketing Association Sheth Doctoral Consortium, University of Michigan.
- 4/2013 "Twitter-enabled Virtual Quit Smoking Groups", Loyola Marymount University.
- 3/2013 "Tweeting to Quit: Leveraging Twitter to Treat Tobacco Dependence", Stanford University.
- 2/2013 "Journal of Consumer Psychology", Meet the Editors, Society for Consumer Psychology.
- 2/2013 "Doing Research that Matters and Getting it Published", Virtual PhD Seminar, University of Oregon.
- 10/2012 "Journal of Consumer Psychology", Meet the Editors, Association for Consumer Research.
- 9/2012 "Symbolic Interactionism and Adolescent Reactions to Model Ages in Cigarette Advertising", Iowa State University.
- 8/2012 "Journal of Consumer Psychology", Meet the Editors, American Marketing Association Summer Educators' Conference.
- 6/2012 "Publishing Substantive Consumer Research", American Marketing Association Sheth Doctoral Consortium, University of Washington.
- 2/2012 "Journal of Consumer Psychology", Meet the Editors, Society for Consumer Psychology.
- 3/2011 "Facial Maturity and Interpersonal Influence", Ben-Gurion University, Beer-Sheva, Israel.
- 12/2010 "Effects of Referent Age on Interpersonal Influence", Boston University.
- 11/2010 "Effects of Referent Age on Interpersonal Influence", Guelph University, Canada.
- 11/2010 "Effects of Referent Age on Interpersonal Influence", University of Western Ontario, Canada.
- 8/2010 UCI Early Start Program.
- 4/2010 "Digital Marketing," National Institute for Child Health and Human Development.
- 9/2009 "Developing a New Mobile Therapy: Twitter for Tobacco Treatment," NIDA.
- 8/2009 "Consumer Behavior Research," Antai Management School, Shanghai Jiao Tong University, China.
- 8/2009 Conference of Business School Deans and Marketing Dept. Chairs, Antai Management School, Shanghai Jiao Tong University, China. KEYNOTE ADDRESS
- 6/2009 "Digital Media and Marketing to Children", National Policy & Legal Analysis Network to Prevent Childhood Obesity & Berkeley Media Studies Group, Berkeley. California.
- 6/2009 Research Colloquium on Social Entrepreneurship, Duke University Fuqua School of Business.
- 6/2009 Second Transformative Consumer Research Conference, Villanova University.
- 4/2009 UCLA/USC/UCI/UCR Marketing Colloquium, University of California, Los Angeles.
- 3/2009 Pollay Prize Presentation and PhD Master Class, University of British Columbia, Canada.
- 12/2007 "Adolescent OTC Drug Product Use: A Public Workshop", Food and Drug Administration, National Institutes of Health, & Consumer Healthcare Products Assoc.
- 12/2007 Tobacco-Related Disease Research Program, Annual Investigator Meeting.
- 7/2007 Transformative Consumer Research Conference, Dartmouth College.
- 6/2007 Conference on Beneficial Consumption, Boston College, School of Management.
- 3/2007 Baylor University, School of Business.
- 2/2007 California State University Northridge.
- 2/2007 High School Journalism Competition, Simi Valley, CA.
- 11/2006 Conference on "Social Marketing, Looking Forward", University of Arizona.
- 11/2006 Oklahoma State University.
- 6/2006 Research on Risk, Public Policy & Marketing Preconference, University of Southern California.
- 2/2006 Reims Management School, Reims France.
- 2/2006 BUZZ, An Executive Women's Think Tank.
- 1/2006 Stanford University, Department of Marketing.
- 7/2005 HCEMBA luncheon talk, University of California Irvine.
- 4/2005 INSEAD, France, Department of Marketing.

1/2005 University of Southern California, Annenberg School for Communication.
11/2004 Colorado State University, Ft. Collins, Marketing Dept.
10/2004 University of Missouri, Columbia, Marketing Dept.
5/2004 Researching Risk Workshop, University of Utah.
4/2003 University of California, Irvine Transdisciplinary Tobacco Use Research PhD trainee program.
6/2002 Conference on “Reducing Adolescent Risk”, University of Pennsylvania, Annenberg Center.
4/2002 UCLA/USC/UCI Marketing Colloquium, University of California, Los Angeles.
4/2002 University of Oregon, Department of Marketing.
10/2001 University of California, Irvine Transdisciplinary Tobacco Use Research undergraduate class.
5/2001 Corporate Partners, University of California, Irvine, Graduate School of Management.
5/2001 Pennsylvania State University, Dept. of Marketing, talks on tobacco research and grant funding.
10/2000 University of California, Irvine Transdisciplinary Tobacco Use Research undergraduate class.
10/2000 University of California, Irvine, Psychology & Social Behavior Dept., School of Social Ecology.
7/2000 Institute for Health Promotion & Disease Prevention Research, University of Southern California.
4/2000 Georgetown University, School of Business.
3/2000 Tri-County Regional Team, Tobacco Education and Prevention, Ventura CA.
1/2000 Health Research Seminar, University of California, Irvine, School of Social Ecology.
5/1999 Tobacco Control Policies Project, University of California, San Diego.
1/1999 Marketing Camp, University of California, Los Angeles.
12/1998 University of Alabama, Department of Marketing.
12/1998 Tobacco-Related Disease Research Program, Annual Investigator Meeting. (Plenary Session).
11/1998 High School Journalism Competition, Simi Valley, CA.
10/1998 California State Senate Judiciary Committee Hearing on “Antismoking Advertising”.
6/1998 Depiction of Tobacco and Illicit Drug Use in Entertainment Forum, Centers for Disease Control.
5/1998 Project Directors’ Meeting, California Department of Health Services.
4/1998 University of Pennsylvania, Wharton School of Business Administration.
3/1998 Tobacco Research Mini-Conference, University of California, Irvine.
12/1997 Tobacco-Related Disease Research Program, Annual Investigator Meeting.
12/1997 Dartmouth University, Medical School, Cancer Center.
10/1997 California State Senate Judiciary Committee Hearing on “Smoking in the Movies”.
4/1997 Seminar on Conducting Applied Research, California Dept. of Health Services.
4/1997 University of Houston, Department of Marketing.
1996 National High School Journalism Convention, California Dept. of Health Services.
10/1995 PhD Student Information Session, Association for Consumer Research Conference.
6/1995 UCLA/USC/UCI Marketing Colloquium, University of Southern California.
6/1995 University of California, Irvine. Graduate School of Management, Corporate Partners.
3/1995 University of Washington, Department of Marketing.
12/1993 Tobacco-Related Disease Research Program, Annual Investigator Meeting.
12/1993 Tobacco-Related Disease Research Program, First Scientific Conference.
1/1993 Washington State University, Department of Marketing.
11/1992 University of Southern California, Institute for Health Promotion & Disease Prev. Research.
6/1991 UCLA/USC/UCI Marketing Colloquium, University of Southern California.
5/1990 University of California, Santa Barbara, Department of Psychology.

Press Articles About Research

Orange County Register, Teri Sforza, <https://www.ocregister.com/2022/04/08/will-californians-go-after-gun-manufacturers-the-way-states-did-with-tobacco-companies/>. (April 2022).

KPCC Southern California Public Radio Take Two. Host A. Martinez. Radio interview on Facebook ads to encourage people be vaccinated for COVID. (February 24, 2021; re-aired March 1, 2021).

- KPCC has one of the largest NPR audiences in the USA, reaching 950k+ listeners each week.

How Facebook can make up for disinformation and help get everyone vaccinated for COVID-19, Fast Company, a business and technology magazine. (February 16, 2021).

- This Fast Company article reached 2.4 million impressions and generated 38 tweets from 26 accounts. Fast Company shared the piece on Facebook with its 1.2 million followers. The PR firm Footnote tweeted about the article which generated 100K+ potential impressions.

- The article also received attention from the “This Week in Virology” podcast (episode 722), a podcast with 83K subscribers on YouTube and a 5-star review on Apple Podcasts.
- Dean’s Newsletter, UCI Merage School of Business, A New Strategy for Delivering Health Information to Diverse Communities on Facebook, Drew Farrington. (August 26, 2020).
- KPCC Southern California Public Radio Take Two. Host A. Martinez. Radio interview on public service messages to persuade people to wear masks to combat COVID. (July 8, 2020).
- KPCC Southern California Public Radio Take Two. Host A. Martinez. Radio interview on anti-vaping messages for adolescents. (October 29, 2019).
- KPCC has one of the largest NPR audiences in the USA, reaching 950k+ listeners each week.
- UCI Merage Research in Action, E-cigarette ads and demographic targeting. (May, 2018).
- The End Game: Aiming to Extinguish Tobacco’s Harms for Good, Stanford Medicine Summer 2016. Ruthann Richter. <http://stanmed.stanford.edu/2016summer/the-end-game.html>. (August 1, 2016).
- UCI-Stanford Study Finds Cessation Program Delivered on Twitter to Be Twice as Effective as Other Methods for Quitting Smoking, 46 media outlets worldwide including ABC, Public Radio, Sky Delta, Science Daily, Tech Times, Time. (March 30, 2016).
- Teen Smoking Is On The Decline, But Restrictions On Advertising Most Likely Had Little To Do With This, Medical Daily. <http://www.medicaldaily.com/teen-smoking-decline-restrictions-advertising-most-likely-had-little-do-351358>. (September 1, 2015).
- Are You Taking Too Much NyQuil? The Surprising Futility of Drug Labeling, 19 media outlets nationwide including Examiner, Glamour, Men’s Health, Pharma and MedTech Business Intelligence, Prevention, PsyPost, Salon, Science Daily. (June 2, 2015).
- Twitter Helps Smokers Kick the Habit, UCI-Stanford Study Finds. Hybrid Approach Combines Automated Messages with Social Media Platform, 13 media outlets worldwide including Digital Journal, OC Weekly, Mirror Co, PsychCentral, Star Online. (March 5, 2015).
- #Tweeting to Quit, Merage Magazine. Connie Clark. (March 1, 2015).
- Want to Stop Puffing? It Might Help to Start Tweeting, Merage Magazine. Connie Clark. (August 1, 2014).
- Pro-smoking Apps Causing Parents Concern, ABC 7 News. Denise Dador. (February 4, 2013).
- Virtual Smoking: There’s an App for That, CBS 2 News. Ed Curran. (January 10, 2013).
- Allergan and Latisse, Orange County Business Journal. Vita Reed. (January 1, 2009).
- Case Study of the National Youth Anti-drug Ad Campaign, Department of Communication, George Mason University, Fairfax, VA. (January 1, 2009).
- The Marketing of Cigarettes in South Korea, Munhwa Broadcasting Corporation (MBC). A major national South Korean television network. (January 1, 2009).
- Where there’s smoke. Marketing professor Connie Pechmann has become the go-to expert on deterring teens from cigarettes, UCI University Communications. Kathryn Bold. (July 1, 2009).
- Alumna wins Pollay prize, Bucknell Alumni News. Heather Johns. (March 10, 2009).
- How kids make the choice not to smoke (and make it stick), Current Health 1 Magazine. Polly Sparling. Published monthly by Weekly Reader and used in schools nationwide. (January 1, 2008).
- Pechmann to speak at FDA public workshop, UCI Brief. (December 5, 2007).
- Teens urged to beware of tobacco’s role in movies, Ventura County Star. Marjorie Hernandez. (February 24, 2007).
- Silent bits may scream. Teens are susceptible to marketing and advertising of tobacco products, University of California, Irvine, Transdisciplinary Tobacco Use Research Center. Louri Groves (Communications Director). (January 1, 2006).
- Can teens handle the anti-smoking Truth? Baker, Sam. (July 27, 2006).
- Pechmann to Research Impact of Anti-Smoking Messages in Sitcoms, UCI Brief. (January 1, 2005).
- Antismoking Messages in TV Sitcoms, REAL ORANGE, KOCE-TV. Interview. (July 15, 2005).
- Effectiveness of anti-smoking messages in sit coms, Brandweek.com. Mike Beirne. (July 5, 2005).
- Will “Clueless” give clues about which anti-smoking messages work with teens?, University of California, Irvine, Graduate School of Management. iMagazine. Katie Ismael. (January 1, 2005).
- Groundbreaking Research on Antismoking Ads, i Magazine, UC Irvine Graduate School of Management, Issue 4, p. 4. Gregory, John. (January 1, 2004).
- Certain Themes in Anti-smoking Ads Deter Teens, Marketing News, p. 30. Burton, Scot et al. (April 14, 2003).
- Study Slams Philip Morris Ads Telling Teens Not to Smoke, Wall Street Journal, B1. Gordon Fairclough. (March 29, 2002).

Ahead of the Curve, Daily Pilot, of LA Times. Newman, Deirdre. (February 26, 2002).
A Q&A With Connie Pechmann, Orange County, CA Edition, Spring, 3-4. Prevention File. (January 1, 2001).
Diversity Comes with Division, LA Times, B1 & B5. Martelle, Scott & Yi, Daniel. (April 15, 2001).
Butt-Kicking Advertising, AdWeek, p. 28. Dill, Mallorre. (November 6, 2000).
Messages that Cut Through the Smoke, LA Times, B2. Rose, Jaimee. (August 20, 2000).
Appeared In: Orange County Newschannel. Prime Story, Report on Antismoking Advertising Campaigns Targeting Youth. (August 15, 2000).
Study Dissects Anti-smoking Campaigns' Effect on Teens, Irvine Spectrum News, A5 & A7. Johansson, Catrine. (July 28, 2000).
Movie Ratings Board Gets an 'F' on Smoking, USA TODAY.com. Morgan, John. (May 26, 2000).
Rendezvous with Cornelia (Connie) Pechmann, Philippe Boucher's Rendezvous. Boucher, Philippe. www.tobacco.org. (May 15, 2000).
Silver Smoke Screen. Reality Bites Back, Brill's Content, p.120. Pollay, Jeff. (January 1, 2000).
Unselling Tobacco: An Overview of Counteradvertising Campaigns, TRDRP Newsletter, News from Tobacco-Related Disease Research Program, Vol. 2, No. 3, p. 6-8. Beck, Jerome. (November 1, 1999).
Identifying Enemy is Key Theme in JM, Marketing News, p.45. (July 19, 1999).
Antismoking Ads that Curb Teen Smoking, American Psychological Association Monitor, p. 14. Azar, Beth. (January 1, 1999).
US Anti-Smoking Drive Falling Short, LA Times, Metro 1. Garvey, Megan. (September 9, 1998).
Anti-Smoke Screen: L. A. County Films Ads to Counter Cigarettes' 'Cool' Movie Image --but Few Theaters Show Them, LA Times, D1 & D5. Gellene, Denise. (December 11, 1997).
Sunday Morning News Show. Canadian Broadcast Service. Depictions of Smoking in Movies. (November 1, 1997).
Report on Depictions of Smoking in Movies. ABC World News This Morning. (October 28, 1997).
Studios Asked to Deglamorize Smoking: State Legislator Wants Films to Stop Gratuitous Tobacco Use, San Francisco Chronicle, A1. Russell, Sabin. (October 28, 1997).
KABC-TV, LA. Eyewitness News. Report on Depictions of Smoking in Movies. (October 27, 1997).
Lawmaker Targets On-Screen Smoking, LA Times, A3. Vanzi, Max. (October 26, 1997).
Is Anybody Getting the Picture? Despite Ads, Teen-Age Smoking is Unabated, The New York Times, C1 & C6. Adelson, Andrea. (July 16, 1997).
Push Against Smoking Opens on Silver Screen, Wall Street Journal, B1 & B6. Parker-Pope, Tara. (May 19, 1997).
California Takes on the Tobacco Industry with a \$22 Million Campaign to Discourage Smoking, The New York Times, C2. Adelson, Andrea. (April 4, 1997).
Teens Pick Up on Move Smoking. Study: Turn Them Off with Anti-tobacco Ads, USA Today, D1. Peterson, Karen S. (January 6, 1997).
Up in Smoke, The Washington Post, C5. Alsberg, Peter. (December 29, 1996).
Anti-Tobacco Ads 'Inoculate' Teen Filmgoers in UCI Study, LA Times, B1 & B6. Archibold, Randal C. (December 20, 1996).
New California antismoking ads, California Department of Health Services, and Rogers and Associates. Televised press conference. (January 1, 1995).

TEACHING

Courses Taught

Micromarketing with Digital Footprints (MBA, FEMBA)
Introduction to Marketing (MBA, undergraduate)
Database Marketing (MBA)
Experimental Design (PhD)
Perception, Judgment and Choice (PhD)

Special Pedagogical Activities

Alteryx (Software) Community Educational Blog: <https://community.alteryx.com/t5/Alter-Nation/Teaching-Data-Analytics-University-Educators-Innovate-with/ba-p/639361>. (September 2020).
Executive Education University of St. Gallen Program. (September 2019).
Experiential Learning Team Advisor, UPS. (March 2018 - June 2018).
Experiential Learning Team Advisor, Kaiser Permanente. (September 2016 - December 2016).
Google Online Marketing Project, Advisor. (April 2016 - June 2016).
Autodesk projects, Madhura Krishnan, Advisor. (September 2013 - June 2014).
Experiential Learning Team Advisor, HireRight. (September 2013 - December 2013).
Experiential Learning Team Advisor, Wal-Mart. (September 2012 - December 2012).
Google Online Marketing Challenge UCI Team. (Advisor, March 2011 - June 2011).
Experiential Learning Team Advisor, Wet Seal. (September 2010 - December 2010).
Experiential Learning Team Advisor, Wet Seal. (September 2008 - December 2008).

Doctoral Committee Chair or Co-chair

September 2017 - June 2021, Nea North, Chair, Marketing PhD student
September 2016 - June 2020, Ali Esmaeeli Co-Chair, Operations Research PhD student
September 2014 - June 2019, Dominique Braxton, Co-Chair, Marketing PhD student
November 2013 - June 2019, Kelly EunJung Yoon, Chair, Marketing PhD student
September 2008 - June 2013, James Leonhardt, Co-Chair, Marketing PhD student
September 2007 - June 2012, Jesse Catlin, Chair, Marketing PhD student
September 2007 - June 2012, Todd Pezzuti, Chair, Marketing PhD student
September 2004 - June 2010, Dante Pirouz, Chair, Marketing PhD student
September 2005 - June 2008, Brennan Davis, Chair, Marketing PhD student
September 2003 - June 2008, Liangyan Wang, Chair, Marketing PhD student
September 2001 - June 2005, Guangzhi Zhao, Chair, Marketing PhD student
September 2001 - June 2004, Dipayan Biswas, Chair, Marketing PhD student
September 1999 - June 2004, Ellen Reibling, Chair, Social Ecology PhD student
September 1995 - June 2000, Eric Shih, Chair, Marketing PhD student
September 1989 - June 1993, A. Gabriel Esteban, Chair, Marketing PhD student

Doctoral Candidacy Committees

August 2021, Qu Yan (Operations and Decision Technologies, UCI)
August 2019, Steve Carlson (Psychology and Social Behavior, UCI)
December 2017, Tyrha Lindsey (Rutgers University)
December 2017, Justin Wilford (Public Health, UCI)
May 2014, Robert Garcia (Marketing, UCI)
December 2013, Lauren Louie (Marketing, UCI)
August 2012, Kyle Chang (Psychology and Social Behavior, UCI)
April 2010, Ofer Mintz (Marketing, UCI)

Post-doctoral Mentor

January 2021 – present. Mentor of junior marketing scholar Beatriz Pereria, Iowa State University, as part of ACR / PhD Project Mentorship program for underrepresented students and faculty.

Master's Thesis Committees

February 2020 - June 2020, Carisa Carlton, Chair, Demographic & Social Analysis
September 2015 - June 2016, Maya Kantak, Chair, Demographic & Social Analysis
September 2013 - June 2014, Raissa Covit, Chair, Demographic & Social Analysis
September 2012 - June 2013, Paulina Phan, Chair, Demographic & Social Analysis
September 2010 - June 2011, Andrea Amurao, Chair, Demographic & Social Analysis
September 2009 - June 2010, Lindsey Yossef, Chair, Demographic & Social Analysis

Undergraduate Honors Theses

January 2020 – March 2021, Aimee Han, Chair
September 2017 - June 2018, Amy Hu, Chair
June 2016 - June 2017, Madisen Clanton, Chair
September 2015 - June 2016, Rebecca Bhai, Chair
July 2014 - August 2015, Wendy Hu, Chair
January 2013 - December 2013, Rebecca Shelton, Chair

Visiting Scholars

July 2016 - June 2017, Bo Wang, Mentor, Visiting Chinese scholar
July 2016 - June 2017, Yu Zheng, Mentor, Visiting Chinese scholar
January 2012 - December 2012, Sunny Pan, Advisor, Visiting Marketing PhD student
July 2007 - December 2007, Adilson Borges, Visiting French scholar
July 2007 - September 2007, Carolina Werle, Visiting French scholar

SERVICE

School Service

Chair, Non-Senate Personnel Committee or NSPC (July 1, 2022 – June 30, 2025).
Member, Merage Global Strategic Task Force, Dean's Office (Fall 2023 – Winter 2024).
Member, Undergraduate Program Committee. (July 1, 2022 – June 30, 2024).
Chair, Personnel Action Committee or PAM. (July 1, 2017 - June 30, 2018).
Member, Personnel Action Committee or PAM. (July 1, 2016 - June 30, 2017).
Faculty Advisory Committee. (July 1, 2016 - June 30, 2018).
Member, LSOE/PLSOE Task Force. (January 2017 – June 2017).
Marketing Area Coordinator. (July 2015 - June 2017).
Member, PhD Program Task Force. (January 2016 - September 2016).
Chair, Masters' Program Committee. (July 1, 2015 - June 30, 2016).
Member, Undergraduate Committee. (March 2015 - June 2015).
Chair, Personnel Action Committee or PAM. (July 1, 2013 - June 30, 2014).
Member, Personnel Action Committee or PAM. (July 1, 2012 - June 30, 2013).
Member, PhD Committee. (July 1, 2013 - June 30, 2014).
Member, PhD Committee. (June 1, 2012 - June 30, 2013).
Chair, Masters' Program Committee. (July 1, 2011 - June 30, 2012).
Chair, Masters' Program Committee. (April 1, 2011 - June 30, 2011).
Member, Masters' Program Committee. (July 1, 2010 - April 1, 2011).
Marketing Area Coordinator. (July 1, 2006 - June 30, 2011).
Faculty Mentor Committee. (2008 - 2010).

Chair, AACSB Assurance of Learning/Assessment Committee. (2007 - 2008).
Chair, Masters' Program Committee. (2006 - 2007).
Faculty Chair. (2004 - 2005).
Faculty Advisory Committee. (2003 - 2005).
Chair, Strategic Planning Committee. (2003 - 2005).
Chair, Faculty Advisory Committee. (2003 - 2004).
Member, Masters' Program Committee. (2002 - 2003).
Chair, Masters' Program Committee. (2001 - 2002).
Masters' Program Committee. (1999 - 2001).
Chair, Information Technology and Management Program Committee. (1998 - 2001).
Computing Committee. (1997 - 1999).
Faculty Advisor to Director of Marketing. (1993 - 1998).
Masters' Program Committee. (1995 - 1996).
Affirmative Action Committee. (1993 - 1996).
Marketing Area Coordinator. (1994 - 1995).
Undergraduate Educational Policy Committee. (1994).
Faculty Executive Committee. (1990 - 1993).
Masters' Program Committee. (1989 - 1990).
Faculty Recruiting Committee. (1988 - 1989).

University Service

Reserve Committee on Academic Personnel (RCAP). (July 2022 - June 2023).
Committee on Academic Personnel (CAP). (July 2019 - June 2022).
Member of three-person extramural review team that reviewed University of California Riverside Management PhD program for the Academic Senate Graduate Council. (February 2021).
Mentor, DECADE Graduate Program Mentor. (November 2015 - June 2017).
DECADE Representative, Graduate Dean's Dissertation Fellowship Review Committee. (April 2016 - May 2016).
Academic Senate, Committee on Committees. (2011 - 2014).
Member, Merage School of Business Dean Search Committee. (September 2013 - June 2014).
Member, Merage School of Business Dean Search Committee. (September 2012 - June 2013).
Academic Senate, Council on Faculty Welfare. (2007 - 2010).
Chair and Cabinet Member, Academic Senate, Council on Faculty Welfare. (2008 - 2009).
Chancellor's Task Force on Curricular and Programmatic Alternatives. (2008 - 2009).
Academic Senate, Council on Research, Computing & Library Resources. (2003 - 2007).
Academic Senate, University-wide Committee on Research Policy. (2006).
Ad-hoc Reviewer, Faculty Career Development Awards. (2005).
Chair and Cabinet Member, Academic Senate, Council on Research, Computing & Library Resources. (2004 - 2005).
Vice-Chair, Human Subjects' Institutional Review Board. (2001 - 2002).
Member, Human Subjects' Institutional Review Board. (1998 - 2001).
Advisory Board, Extension Program in Marketing Communications. (1988 - 1998).
Advisory Committee on Research Infrastructure and Computing. (1995 - 1996).
Faculty Mentor, Pre-graduate Mentorship Program. (1995 - 1996).
Fulbright Campus Committee. (1994).
Chancellor's Advisory Committee on Intercollegiate Athletics. (1990 - 1993).

Professional Service

Advisory Boards

American Marketing Association, AMA-EBSCO-RRBM Award Committee (2022-2025).
Responsible Research in Business and Management Dare to Care Dissertation Scholarship, reviewer for annual dissertation awards (2022-present).
Society for Consumer Psychology, SCP Journal Ethics Committee, Co-Chair (2021-2024).

- Investigates allegations of author misconduct
- Responsible Research in Business & Management Dissertation Scholarship Committee (2021-2022).
Society for Consumer Psychology, Publications Committee Task Force (2021). Created 3 policy docs.
- Author Guidelines and Research and Data Policy (March 2, 2021).
 - Author Misconduct Policy (March 2, 2021).
 - Ethical Standards, Society for Consumer Psychology (March 2, 2021).
- Society for Consumer Psychology, Publications Committee (2017 - 2021).
Association for Consumer Research, Advisory Committee on Transformative Consumer Research. (Chair 2016 - 2018 Chair; Member 2019 - present).
Scientific Advisory Committee, Texas Tobacco Center of Regulatory Science on Youth and Young Adults. (2014-2018).
American Marketing Association, Editor-in-Chief Selection Committee, Journal of Marketing. (2017).
Association for Consumer Research, Advisory Board for the Journal of the Association for Consumer Research (J-ACR). (2014).
Association of Consumer Research, Board of Directors, Elected. (2011 - 2014).
Association of Consumer Research, Board of Directors, Elected. (2006 - 2008).
Association of Consumer Research, Constitution and Bylaws Task Force, Chair. (2006 - 2007).

Conference Co-Chair

- Transformative Consumer Research Conference, Co-Chair. (2011).
Association for Consumer Research North American Conference, Co-Chair. (2005).
American Marketing Association Winter Educators' Conference, Co-Chair. (1998).
Society for Consumer Psychology Annual Conference, Co-Chair. (1997).
Tobacco-Related Disease Research Program, Second Scientific Conference, Co-Chair. (1997).

Conference Program Committee or Track Chair

- Association for Consumer Research, Conference Program Committee. (1997).
American Marketing Association Winter Educators' Conference, Track Chair. (1995).
Association for Consumer Research, Conference Program Committee. (1995).
American Psychological Association Annual Conference, Division 23, Track Chair. (1994).
Association for Consumer Research, Conference Program Committee. (1993).
Association for Consumer Research, Conference Program Committee. (1991).

National Institutes of Health (NIH) or Related Reviewer

- National Institutes of Health, National Institute of Allergy and Infectious Diseases, K01 review (April 2023).
National Institutes of Health, Research in Vaccine Hesitancy and Uptake. (November 2021).
Swiss National Science Foundation, Humanities and Social Sciences division. (November 2021).
National Institutes of Health, Biomedical Computing and Health Informatics. (March 2019).
National Institutes of Health, Interventions to Prevent and Treat Addictions. (October 2018).
National Institutes of Health, Extramural Funding. (June 2014).

Editorships

- Journal of Marketing, Area Editor. (2018 - Present).
Journal of the Association for Consumer Research (JACR), Special Issue Editor, Children and Adolescent Consumer Behavior. (April 2024 special issue).
Journal of Consumer Psychology, Special Section Editor, Transformative Consumer Research. (April 2020).
- A paper in my special issue is the first at JCP to win the AMA-EBSCO-RRBM Award for Responsible Research in Marketing.
- Journal of Consumer Psychology, Guest Editor or Associate Editor. (2019-2020).
Journal of Marketing, Guest Associate Editor. (2013, 2016).

Journal of Marketing Research, Guest Associate Editor. (2016, 2017, 2019).
Journal of Consumer Psychology, Editor-in-Chief. (2012 - 2015).
Journal of Business Research Volume 66, Issue 8, Guest Editor. (August 2013).
Journal of Marketing, Associate Editor. (2011 - 2012).
Journal of Services Marketing, Guest Editor. (2008 - 2009).
Social Influence, Guest Editor. (2008).
Journal of Public Policy & Marketing, Special Issue, Social Marketing Initiatives, Editor. (2002).

Editorial Review Board or Reviewer

2-3 promotion letters a year on average, Outside Personnel Action. (2010 - Present).
Journal of Consumer Psychology, Editorial Review Board Member. (2015 - Present).
Journal of Public Policy & Marketing, Editorial Review Board Member. (2015 - Present).
Journal of Marketing, Reviewer. (2015 – 2018, now Area Editor).
Journal of Marketing Research, Reviewer. (2015 - Present).
American Journal of Public Health, Health Psychology, Health Education Research, International Journal of Research in Marketing, Journal of Advertising, Journal of Business Research, Journal of American Medical Association (JAMA), Journal of Adolescent Health, Journal of Communication, Journal of Health Communication, Journal of International Marketing, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, Marketing Letters, National Cancer Institute, Nicotine and Tobacco Research, Preventive Medicine, Prevention Research Center, Psychology and Marketing, Sloan Management Review, Tobacco Control, Perspectives on Psychological Science, Ad Hoc Reviewer. (periodically, 1990 - Present).
Association for Consumer Research, Reviewer for Early Career Award. (September 2016).
Journal of Consumer Research, Editorial Review Board Member. (July 2015 - December 2017).
Journal of Consumer Psychology, Editorial Review Board Member. (2005 - 2012).
Current Issues and Research in Advertising, Editorial Review Board Member. (1998 - 2012).
Journal of Public Policy & Marketing, Editorial Review Board Member. (1993 - 2012).
Journal of Consumer Research, Editorial Review Board Member. (1992 - 2012).
Marketing Science Institute, Research Proposal Reviewer. (2011).
Journal of Marketing, Editorial Review Board Member. (2008 - 2011).
Journal of Consumer Psychology, Best Paper Award, Reviewer. (2009).
Social Influence, Editorial Review Board Member. (2005 - 2008).
Media Psychology, Editorial Review Board Member. (1995 - 2006).
Journal of Marketing, Editorial Review Board Member. (1996 - 2005).
Journal of Marketing Research, Editorial Review Board Member. (1999 - 2003).
Journal of Consumer Psychology, Editorial Review Board Member. (1996 - 2000).
Academy of Marketing Science, American Marketing Association, John A. Howard Dissertation Competition, SCP-Sheth Foundation Dissertation Proposal Competition, Marketing Science Institute, Procter & Gamble, Reviewer. (1990 - 2000).
Association for Consumer Research, American Marketing Association, American Academy of Advertising, Academy of Marketing Science, Public Policy and Marketing, Society for Consumer Psychology, Advertising and Consumer Psychology, Reviewer. (1990 - 2000).
Prentice Hall, Harper Collins, South-Western Publishing Company, Textbook Reviewer. (1990 - 2000).

Consulting

Litigation/Expert Witness, Hare Wynn Newell & Newton (2013 - 2016).
Litigation/Expert Witness, Robinson, Calcagnie & Robinson (2010 - 2013).
PRISM Awards Reviewer (EIC, NIDA, Robert Wood Johnson) (1997 - 2011).
White House Office of National Drug Control Policy, National Youth Anti-Drug Media Campaign (1998 - 2004 and 2008 - 2009).
Sentinel Awards Reviewer (Hollywood, Health & Society, CDC, NCI) (2005 - 2009).
Litigation/Expert Witness, Robinson, Calcagnie & Robinson (2006 - 2007).
Litigation/Expert Witness, Beasley, Allen, TX (2006).

Litigation/Expert Witness, Blizzard, McCarthy & Nabers, Houston, TX (2006).
Litigation/Expert Witness, Wilmer Cutler Pickering Hale & Dorr, Washington DC (2004 - 2005).
Media Literacy Project, University of Southern California (2000 - 2005).
Litigation/Expert Witness, Robinson, Calcagnie & Robinson (2004).
Expert Panel, American Legacy Foundation, Media and Countermarketing (2000 - 2004).
Youth Media Expert Panel, Antismoking Advertising, University of Vermont (2001 - 2003).
Litigation/Expert Witness, Blumenthal & Markham, San Diego, CA (1999 - 2003).
Don Helme antismoking advertising research project, Cooper Institute, CO (2001 - 2002).
Advisory Committee of Professional Associations, US Census Bureau (1998 - 2002).
California Air Resources Board (ICAT Program). Review of ICAT Proposals (1997 - 1998).
James Sargent smoking in movies project, Dartmouth University, Medical School (1997 - 1998).
Litigation/Expert Witness, Munger, Tolles & Olsen. Orange County bankruptcy litigation (1996 - 1998).
Campaign for Tobacco-Free Kids. Tobacco-related issues (1997).
American Psychological Association. Tobacco-related issues (1995 - 1997).
American Savings Bank, Irvine, CA (1990).
CommerceBank, Newport Beach, CA (1990).
Houston Effler Favat Advertising (for Massachusetts Dept. Health). Antismoking advertising (1990).
San Clemente Savings and Loan, Irvine, CA (1990).
Nashville Consulting Group, Nashville, TN (1980).
Neighborhood Housing Services, Nashville, TN (1980).
Comparative advertising litigation, Osler, Hoskin and Harcourt, Toronto, Canada (1980).
Program Evaluation Laboratory, Vanderbilt University, Nashville, TN (1980).
Sales litigation, Rogers & Sheffield, Attorneys at Law, Santa Barbara, CA (1980).
Vanderbilt University Diabetes Research and Training Center, Nashville, TN (1980).
Veterans Administration Hospital, Nashville, TN (1980).