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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 (2003-2012).

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, Paul Merage School of Business, UC Irvine (1995-2003).

Assistant Professor, Paul Merage School of Business, UC Irvine (1988-1995).

Assistant Professor of Marketing, California State University - Fullerton, School of Business
Administration and Economics. (September 1, 1986 - June 30, 1988).

Professional Memberships

American Academy of Advertising (AAA).
American Marketing Association (AMA).
American Psychological Association (APA).
American Public Health Association (APHA).
Association for Consumer Research (ACR).
Society for Consumer Psychology (SCP).

Awards and Honors

Who's Who. (Numerous years and volumes).
Editor-in-chief, Journal of Consumer Psychology. (January 1, 2012 - June 30, 2015).
Chair of Jesse Catlin's dissertation, winner of UCI Public Impact Distinguished Fellowship. (2012).
Associate Editor, Journal of Marketing. (2011 - December 31, 2012).

Nominee for Sheth Foundation Medal for Exceptional Contributions to Marketing Scholarship and Practice, Association for Consumer Research. (November 2012).

Advisor to PhD student James Leonhardt, winner of UCI Brython Davis Fellowship. (2011).

Co-Chair of 3rd Biennial Transformative Consumer Research Conference. (2011).

Top 10 Reviewer Award, Journal of Consumer Psychology. (2009 - 2010).

Chair of Dante Pirouz's dissertation, winner of Marketing Science Institute Alden G. Clayton dissertation proposal award. (2009).

Chair of Dante Pirouz's dissertation, winner of SCP-Sheth dissertation proposal award. (2009).

Journal of Marketing "Outstanding Reviewer" Award. (2009).

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.

Chair of Liangyan Wang's dissertation, co-winner of ACR-Sheth dissertation proposal award. (2006).

Best Paper in 2002, Journal of Consumer Research. (2005).

Co-Chair of Association for Consumer Research Conference. (October 2005).

Chair of Terry Zhao's dissertation, runner-up for SCP-Sheth dissertation proposal award. (2004).

Exceptional Contribution by Reviewer, Journal of Public Policy & Marketing. (2004).

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

Best Elective Course in Full Time MBA program, Graduate School of Management. (2003).

List of Top 50 Marketing Scholars (Based on citation counts). (2003).

Chair of Dipayan Biswas' dissertation, winner of ACR-Sheth dissertation proposal award. (2002).

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).

Charles and Twyla Martin Excellence in Teaching Award, University of California, Irvine, Graduate School of Management. (2001).

BusinessWeek, B-Schools Rankings & Profiles, "Most Popular Electives" Listing. (2000).

BusinessWeek, B-Schools Rankings & Profiles, "Most Popular Professors" Listing. (2000).

Conexant Teaching Award, University of California, Irvine, Graduate School of Management. (2000).

Journal of Consumer Research "Outstanding Reviewer" Award. (2000).

Lincoln Mercury Marketing Lab Sponsorship, University of California, Irvine, Graduate School of Management. (2000).
\$500,000

Journal of Public Policy & Marketing "Exceptional Contribution by Reviewer" Award. (1999).

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

Publications

Book Chapters, Peer-Reviewed

- 11 Ozanne, J., Mick, D., **Pechmann, C.**, Pettigrew, S. (2012). Transformative Consumer Research. *Wiley Encyclopedia of Management* (3rd ed.). Chichester, UK: Wiley.
- 10 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.

- 9 **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.
- 8 **Pechmann, C.**, Andrews, J. C. (2011). Copy Test Methods to Pretest Advertisements. In Belch, M. A., Belch, G. E. (Eds.) *Wiley International Encyclopedia of Marketing* (Vol. 4, Advertising and Integrated Marketing Communication, pp. 54-62). Chichester, UK: Wiley.
- 7 **Pechmann, C.**, Andrews, C. (2010). Methodological Issues and Challenges in Conducting Social Impact Evaluations. In Bloom, P. N., Skloot, E. (Eds.) *Scaling Social Impact: New Thinking* (pp. 219-234). NY, NY: Palgrave Macmillan.
- 6 **Pechmann, C.**, Slater, M. D. (2005). Social Marketing Messages That May Motivate Irresponsible Consumption Behavior. In Mick, D., Ratneshwar, S. (Eds.) *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires* (pp. 185-207). London, UK: Routledge.
- 5 **Pechmann, C.**, Fitzsimons, L., Chamie, A. (2003). Using Geographic Information Systems for Marketing Research (Ch. Chapter 5). In Parasuraman, A., Grewal, D., Krishnan, R. (Eds.) *Marketing Research* (pp. 128-155). Houghton Mifflin Co.
- 4 **Pechmann, C.** (2002). Changing Adolescent Smoking Prevalence: Impact of Advertising Interventions. In Burns, D. (Ed.) *Changing Adolescent Smoking Prevalence: Where It Is and Why* (pp. 171-181). Silver Spring, MD: National Cancer Institute.
- 3 **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.
- 2 **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.
- 1 **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

- 4 **Pechmann, C.** (2012). Does Advertising Make Smoking Cool? In Moriarty, S., Mitchell, N. (Eds.) *Advertising Principles and Practice 10th Edition*. New Jersey: Prentice Hall.
- 3 **Pechmann, C.** (2011). Does Advertising Make Smoking Cool? In Moriarty, S., Mitchell, N. (Eds.) *Advertising Principles and Practice* (pp. 168). Prentice Hall.
- 2 **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.
- 1 **Pechmann, C.** (2008). CB as I See It. In Solomon, M. (Ed.) *Consumer Behavior: Buying, Having, and Being*. New Jersey: Prentice Hall.

Books Edited

- 3 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.
- 2 **Pechmann, C.**, Price, L. (Eds.). (2006). *Advances in Consumer Research*. (Vol. 33). Duluth, MN: Association for Consumer Research.
- 1 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/Workshop/Symposium Proceedings, Peer-Reviewed

- 44 Sanders-Jackson, A., Zerbe, B., **Pechmann, C.**, Prochaska, J. (2016). Gender Differences in Language Disclosed in Twitter-based Quit Smoking Intervention [Conference]. In, *2016 Annual Meeting Abstracts* (pp. 77). Society for Research on Nicotine & Tobacco.
- 43 Sanders-Jackson, A., Meng, J., **Pechmann, C.**, Prochaska, J. (2016). Tweet2Quit: Communication Networks and Smoking Abstinence in a Group-based Intervention [Conference]. In, *International Sunbelt Social Network Conference Presentation and Poster Abstract* (Vol. 36, pp. 186).
- 42 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 [Conference]. In Baker, S., Mason, M. (Eds.), *Proceedings* (Vol. 25, pp. 24-25). Marketing and Public Policy Conference. American Marketing

Association.

- 41 Sanders-Jackson, A., Prochaska, J., **Pechmann, C.** (2014). Characterizing "Quit": Disclosures of Chips, Slips and Relapses in a Twitter Quit Smoking Group. In, *Conference Proceedings* (pp. 62). Society for Research on Nicotine and Tobacco.
- 40 Pan, L., Pezzuti, T., Lu, W., **Pechmann, C.** (2014). Influence of Hyperopia and Frugality on Spending and Saving. Society for Consumer Psychology.
- 39 Leonhardt, J., **Pechmann, C.** (2014). The Name-control Effect in Consumer Judgment and Decision Making. Society for Consumer Psychology.
- 38 **Pechmann, C.**, Lakon, C., Pan, L., Delucchi, K., Prochaska, J. (2013). Tweeting to Quit Tobacco: Findings from Two Pilot Investigations. In, *Annals of Behavioral Medicine* (Vol. 45, pp. s58). Society of Behavioral Medicine.
- 37 Wang, L., **Pechmann, C.**, Wang, Y. (2012). Decrease or Enhance? Assessment of the Effect of Shanzhai on the Original Products: Diminish or Enhance? In, *Advances in Consumer Research* (Vol. 40, pp. 784-785). Association for Consumer Research.
- 36 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).
- 35 Zhao, T., **Pechmann, C.** (2011). Consumers' Social Reference Point, Perspective-taking, and Persuasiveness of Charity Advertising. (pp. 252-253). Conference Proceedings, Society for Consumer Psychology.
- 34 Pirouz, D. M., **Pechmann, C.**, Rodriguez, P. F. (2011). The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising [Conference]. (Vol. 8). Conference Proceedings, Society for Neuroeconomics. Evanston, IL:
- 33 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>).
- 32 Pirouz, D. M., **Pechmann, C.**, Rodriguez, P. F. (2011). The Dark Side Of Product Attachment: An fMRI Study of Reactivity of Users and Non-Users to Addictive Advertising Cues [Conference]. 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=16200>).
- 31 Zhao, T., **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.
 - 30 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>).
 - 29 Brennan, D., **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>).
 - 28 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>).
 - 27 **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>).
 - 26 Biswas, D., **Pechmann, C.** (2009). Personally Relevant Decisions for Product Efficacies: The Effects of Framing, Partitioning and Quantification [Conference]. (pp. 81-82). Summer Educators' Conference Proceedings. Chicago, IL: American Marketing Association.
 - 25 Leslie, F., Levine, L., Loughlin, S., **Pechmann, C.** (2009). Adolescents' Psychological and Neurobiological Development and Implications for Digital Marketing [Conference]. Berkeley, CA: Berkeley Media Studies Group. (http://digitalads.org/documents/Leslie_et_al_NPLAN_BMSG_memo.pdf).
 - 24 **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:
 - 23 **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:
- 22 **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:
- 21 **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:
- 20 **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:
- 19 **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>).
- 18 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:
- 17 **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).
- 16 **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.
- 15 **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.
- 14 **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.

- 13 **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.
- 12 **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.
- 11 **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., Suhan, M. (Eds.), (Vol. 21, pp. 430-431). *Advances in Consumer Research*. Provo, Utah: Association for Consumer Research.
- 10 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.
- 9 **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.
- 8 **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.
- 7 **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.
- 6 **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.
- 5 **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.
- 4 **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.

- 3 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.
- 2 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.
- 1 **Pechmann, C.** (1983). A System For Assessing Use of Time in Clinic. In, *Diabetes* (pp. 20). New York, NY: American Diabetes Association.

Journal Articles, Other

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

Journal Articles, Peer-Reviewed

- 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*, 44-49.
- 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)*.
- 47 **Pechmann, C.**, Delucchi, K., Lakon, C. M., Prochaska, J. J. (2016). Randomised Controlled Trial Evaluation of Tweet2Quit: A Social Network Quit-smoking Intervention. *Tobacco Control, published online*, 1-6.
- 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 and 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 and 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 and 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 and 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 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 and 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.

Newsletter Articles

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

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).

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

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

Technical Reports

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).

Presentations Given

Invited presentations at educational, governmental institutions (or similar organizations)

5/2016 "Applying the Theory of Identity-based vs. Bond-based Groups to Improve Online Communities", Pechmann, C. UCLA, UCI, UCR, USC Annual Marketing Colloquium, USC.

3/2016 "Applying the Theory of Identity-based vs. Bond-based Groups to Improve Online Communities", Pechmann, C. Marketing Research Conference, University of Texas Arlington.

2/2016 "Applying the Theory of Identity-based vs. Bond-based Groups to Improve Online Communities", Pechmann, C. Marketing Colloquium, Cal Poly San Luis Obispo.

- 9/2015 "Student Response to Fast Food Restaurants' Spatial Proximity", Pechmann, C. Marketing Colloquium, University of Leuven Belgium.
- 12/2013 "How to Create Engaged Virtual Communities", Pechmann, C. University of Southern California.
- 9/2013 "Adolescent Reactions to Model Ages in Cigarette Advertising", Pechmann, C. Washington State University.
- 4/2013 "Twitter-enabled Virtual Quit Smoking Groups", Pechmann, C. Loyola Marymount University.
- 3/2013 "Tweeting to Quit: Leveraging Twitter to Treat Tobacco Dependence", Pechmann, C. Stanford University.
- 2/2013 "Doing Research that Matters and Getting it Published", Pechmann, C. Invited Virtual PhD Seminar, University of Oregon.
- 9/2012 "Symbolic Interactionism and Adolescent Reactions to Model Ages in Cigarette Advertising", Pechmann, C. Iowa State University.
- 3/2011 "Age-related Facial Maturity and Interpersonal Influence in Different Decision Domains", Pechmann, C. Ben-Gurion University of the Negev, Beer-Sheva, Israel.
- 12/2010 "What Faces Tell? The Effects of Referent Age on Interpersonal Influence in Different Decision Domains", Pechmann, C. Boston University.
- 11/2010 "What Faces Tell? The Effects of Referent Age on Interpersonal Influence in Different Decision Domains", Pechmann, C. Guelph University, Canada.
- 11/2010 "What Faces Tell? The Effects of Referent Age on Interpersonal Influence in Different Decision Domains", Pechmann, C. University of Western Ontario, Canada.
- 8/2010 Pechmann, C. UCI Early Start Program.
- 4/2010 Pechmann, C. Meeting on "Digital Marketing", National Institute for Child Health and Human Development.
- 8/2009 Pechmann, C. Antai Management School, Shanghai Jiao Tong University, China. (Talk to faculty and PhD students).
- 8/2009 Pechmann, C. (Keynote Speaker). Conference of Business School Deans and Marketing Dept. Chairs, Antai Management School, Shanghai Jiao Tong University, China.
- 6/2009 Pechmann, C. Second Research Colloquium on Social Entrepreneurship, Duke University Fuqua School of Business.
- 6/2009 Pechmann, C. Second Transformative Consumer Research Conference, Villanova University.
- 4/2009 Pechmann, C. UCLA/USC/UCI/UCR Marketing Colloquium, University of California, Los Angeles.
- 3/2009 Pechmann, C. Pollay Prize Presentation and PhD Master Class, University of British Columbia, Canada.
- 7/2007 Pechmann, C. Transformative Consumer Research Conference, Dartmouth College.
- 6/2007 Pechmann, C. Conference on "Beneficial Consumption", Boston College, School of Management.

- 3/2007 Pechmann, C. Baylor University, School of Business.
- 2/2007 Pechmann, C. California State University Northridge.
- 2/2007 Pechmann, C. High School Journalism Competition, Simi Valley, CA.
- 11/2006 Pechmann, C. Conference on "Social Marketing, Looking Forward", University of Arizona.
- 11/2006 Pechmann, C. Oklahoma State University.
- 6/2006 Pechmann, C. Research on Risk, Public Policy & Marketing Preconference, University of Southern California.
- 2/2006 Pechmann, C. Reims Management School, Reims France.
- 1/2006 Pechmann, C. Stanford University, Department of Marketing.
- 7/2005 Pechmann, C. HCEMBA luncheon talk, University of California Irvine.
- 4/2005 Pechmann, C. INSEAD, France, Department of Marketing.
- 1/2005 Pechmann, C. University of Southern California, Annenberg School for Communication.
- 11/2004 Pechmann, C. Colorado State University, Ft. Collins, Marketing Dept.
- 10/2004 Pechmann, C. University of Missouri, Columbia, Marketing Dept.
- 5/2004 Pechmann, C. Researching Risk Workshop, University of Utah.
- 4/2003 Pechmann, C. (Guest Speaker). University of California, Irvine Transdisciplinary Tobacco Use Research PhD trainee program.
- 6/2002 Pechmann, C. Conference on "Reducing Adolescent Risk", University of Pennsylvania, Annenberg Center.
- 4/2002 Pechmann, C. UCLA/USC/UCI Marketing Colloquium, University of California, Los Angeles.
- 4/2002 Pechmann, C. University of Oregon, Department of Marketing.
- 10/2001 Pechmann, C. (Guest Speaker). University of California, Irvine Transdisciplinary Tobacco Use Research undergraduate class.
- 5/2001 Pechmann, C. Corporate Partners, University of California, Irvine, Graduate School of Management.
- 5/2001 Pechmann, C. Talks on tobacco research and information technology for marketing, Pennsylvania State University, Dept. of Marketing.
- 10/2000 Pechmann, C. (Guest Speaker). University of California, Irvine Transdisciplinary Tobacco Use Research undergraduate class.
- 10/2000 Pechmann, C. University of California, Irvine, Psychology & Social Behavior Dept., School of Social Ecology.

- 7/2000 Pechmann, C. Institute for Health Promotion & Disease Prevention Research, University of Southern California.
- 4/2000 Pechmann, C. Georgetown University, School of Business.
- 1/2000 Pechmann, C. Health Research Seminar, University of California, Irvine, School of Social Ecology.
- 5/1999 Pechmann, C. Tobacco Control Policies Project, University of California, San Diego.
- 1/1999 Pechmann, C. Marketing Camp, University of California, Los Angeles.
- 12/1998 Pechmann, C. University of Alabama, Department of Marketing.
- 11/1998 Pechmann, C. High School Journalism Competition, Simi Valley, CA.
- 10/1998 Pechmann, C. California State Senate Judiciary Committee Hearing on "Antismoking Advertising".
- 5/1998 Pechmann, C. Project Directors' Meeting, California Department of Health Services.
- 4/1998 Pechmann, C. University of Pennsylvania, Wharton School of Business Administration.
- 3/1998 Pechmann, C. Tobacco Research Mini-Conference, University of California, Irvine.
- 12/1997 Pechmann, C. Dartmouth University, Medical School, Cancer Center.
- 10/1997 Pechmann, C. California State Senate Judiciary Committee Hearing on "Smoking in the Movies".
- 4/1997 Pechmann, C. Seminar on Conducting Applied Research, California Dept. of Health Services.
- 4/1997 Pechmann, C. University of Houston, Department of Marketing.
- 1996 Pechmann, C. National High School Journalism Convention, California Dept. of Health Services, and Rogers and Assoc.
- 10/1995 Pechmann, C. Ph.D. Student Information Session, Association for Consumer Research Conference.
- 6/1995 Pechmann, C. UCLA/USC/UCI Marketing Colloquium, University of Southern California.
- 6/1995 Pechmann, C. University of California, Irvine. Graduate School of Management, Corporate Partners and Faculty Speaker Series.
- 3/1995 Pechmann, C. University of Washington, Department of Marketing.
- 1/1993 Pechmann, C. Washington State University, Department of Marketing.
- 11/1992 Pechmann, C. University of Southern California, Institute for Health Promotion & Disease Prev. Research.
- 6/1991 Pechmann, C. UCLA/USC/UCI Marketing Colloquium, University of Southern California.
- 5/1990 Pechmann, C. University of California, Santa Barbara, Department of Psychology.

Invited Presentations at Professional Meetings

- 6/2016 "Improving Consumer Welfare", Pechmann, C. American Marketing Association Doctoral Consortium, Notre Dame University.
- 6/2016 "Grant-Based Research in Marketing", Pechmann, C. Public Policy and Marketing Doctoral Consortium, American Marketing Association, Cal Poly San Luis Obispo.
- 10/2014 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, Association for Consumer Research, Doctoral Consortium, Baltimore, Maryland.
- 9/2014 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, AEMARK conference, Elche Spain.
- 7/2014 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, Association for Consumer Research, Tecnologico de Monterrey, Guadalajara Mexico.
- 6/2014 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, American Marketing Association Sheth Doctoral Consortium, Northwestern University.
- 10/2013 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, Association for Consumer Research.
- 6/2013 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, American Marketing Association Sheth Doctoral Consortium, University of Michigan.
- 2/2013 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, Society for Consumer Psychology.
- 10/2012 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, Association for Consumer Research.
- 8/2012 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, American Marketing Association Summer Educators' Conference.
- 6/2012 "Publishing Substantive Consumer Research", Pechmann, C. American Marketing Association Sheth Doctoral Consortium, University of Washington.
- 2/2012 "Journal of Consumer Psychology", Pechmann, C. Meet the Editors Session, Society for Consumer Psychology.
- 9/2009 Pechmann, C. Meeting on "Developing a New Mobile Therapy: Twitter for Tobacco Treatment", National Institute on Drug Abuse.
- 6/2009 Pechmann, C. The Second NPLAN/BMSG Meeting on "Digital Media and Marketing to Children", National Policy & Legal Analysis Network to Prevent Childhood Obesity & Berkeley Media Studies Group, Berkeley. California.
- 12/2007 "Adolescent OTC Drug Product Use: A Public Workshop", Pechmann, C. Food and Drug Administration, National Institutes of Health, & Consumer Healthcare Products Assoc.
- 12/2007 Pechmann, C. Tobacco-Related Disease Research Program, Annual Investigator Meeting.
- 2/2006 Pechmann, C. BUZZ, An Executive Women's Think Tank.
- 3/2000 Pechmann, C. Tri-County Regional Team, Tobacco Education and Prevention, Ventura CA.

12/1998 Pechmann, C. Tobacco-Related Disease Research Program, Annual Investigator Meeting. (Plenary Session).

6/1998 Pechmann, C. The Depiction of Tobacco and Illicit Drug Use in Entertainment Forum, Centers for Disease Control and Prevention.

12/1997 Pechmann, C. Tobacco-Related Disease Research Program, Annual Investigator Meeting.

12/1993 Pechmann, C. Tobacco-Related Disease Research Program, Annual Investigator Meeting.

12/1993 Pechmann, C. Tobacco-Related Disease Research Program, First Scientific Conference.

Accepted Presentations at Professional Meetings

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

11/2011 "Using Risk Graphics to Lessen Responsibility Aversion in Consumer Health Decisions", Pechmann, C. Society for Judgment and Decision Making Conference. With Leonhardt, J., Keller, L.

2/2011 "The Subtle Marketing of Nicotine Content in Smokeless Tobacco", Pechmann, C. 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", Pechmann, C. Society for Research on Nicotine and Tobacco Conference. With Prochaska, J., Kim, R., Leonhardt, J.

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

10/2010 "The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising", Pechmann, C. 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", Pechmann, C. Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA. With Pirouz, D., Rodriguez, P.

5/2010 Pechmann, C. Marketing and Public Policy Conference. (2 papers).

10/2009 Pechmann, C. Association for Consumer Research Conference. (4 papers).

8/2008 Pechmann, C. American Marketing Association Conference.

10/2007 Pechmann, C. Association for Consumer Research Conference.

4/2007 Pechmann, C. Advertising and Consumer Psychology Conference.

10/2006 Pechmann, C. Association for Consumer Research Conference.

5/2006 Pechmann, C. Public Policy and Marketing Conference.

10/2005 Pechmann, C. Association for Consumer Research Conference.

8/2005 Pechmann, C. American Marketing Association Conference.

8/2004 Pechmann, C. American Marketing Association Conference.

11/2003 Pechmann, C. American Public Health Association Conference.
5/2001 Pechmann, C. Public Policy and Marketing Conference.
3/2001 Pechmann, C. American Academy of Advertising Conference.
5/2000 Pechmann, C. Public Policy and Marketing Conference.
10/1998 Pechmann, C. Association for Consumer Research Conference.
8/1998 Pechmann, C. American Psychological Association Conference.
2/1997 Pechmann, C. Society for Consumer Psychology Conference.
10/1996 Pechmann, C. Association for Consumer Research Conference.
10/1995 Pechmann, C. Association for Consumer Research Conference.
4/1995 Pechmann, C. Advertising and Consumer Psychology Conference.
10/1994 Pechmann, C. Association for Consumer Research Conference.
8/1994 Pechmann, C. American Psychological Association Conference.
5/1994 Pechmann, C. Public Policy and Marketing Conference.
10/1993 Pechmann, C. Association for Consumer Research Conference.
10/1992 Pechmann, C. Association for Consumer Research Conference.
8/1992 Pechmann, C. American Psychological Association Conference.
3/1992 Pechmann, C. American Academy of Advertising Conference.
10/1991 Pechmann, C. Association for Consumer Research Conference.
8/1991 Pechmann, C. American Psychological Association Conference.
10/1990 Pechmann, C. Association for Consumer Research Conference.
8/1990 Pechmann, C. American Psychological Association Conference.
10/1989 Pechmann, C. Association for Consumer Research Conference.
8/1989 Pechmann, C. American Psychological Association Conference.
3/1989 Pechmann, C. American Academy of Advertising Conference.
2/1989 Pechmann, C. American Marketing Association Conference.
10/1988 Pechmann, C. Association for Consumer Research Conference.
2/1988 Pechmann, C. American Marketing Association Conference.
10/1987 Pechmann, C. Association for Consumer Research Conference.

- 4/1987 Pechmann, C. Advertising and Consumer Psychology Conference.
- 2/1987 Pechmann, C. American Marketing Association Conference.
- 2/1986 Pechmann, C. American Marketing Association Conference.
- 4/1985 Pechmann, C. Advertising and Consumer Psychology Conference.
- 2/1985 Pechmann, C. American Marketing Association Conference.
- 1983 Pechmann, C. American Diabetes Association Conference.
- 1982 Pechmann, C. Evaluation Network/Evaluation Research Society Conference.
- 8/1982 Pechmann, C. American Psychological Association Conference.

Professional Articles About You

- The End Game: Aiming to Extinguish Tobacco's Harms for Good, Appeared In: 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, Appeared In: 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, Appeared In: 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, Appeared In: 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, Appeared In: 13 media outlets worldwide including Digital Journal, OC Weekly, Mirror Co, PsychCentral, Star Online. (March 5, 2015).
- Want to Stop Puffing? It Might Help to Start Tweeting., Appeared In: Merage Magazine. Connie Clark. (August 1, 2014).
- Pro-smoking Apps Causing Parents Concern, Appeared In: ABC 7 News. Denise Dador. (February 4, 2013).
- Virtual Smoking: There's an App for That, Appeared In: CBS 2 News. Ed Curran. (January 10, 2013).
- Allergan and Latisse, Appeared In: Orange County Business Journal. Vita Reed. (January 1, 2009).
- Case Study of the National Youth Anti-drug Ad Campaign, Appeared In: Department of Communication, George Mason University, Fairfax, VA. (January 1, 2009).
- The Marketing of Cigarettes in South Korea, Appeared In: 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, Appeared In: UCI University Communications. Kathryn Bold. (July 1, 2009).

Alumna wins Pollay prize, Appeared In: Bucknell Alumni News. Heather Johns. (March 10, 2009).

How kids make the choice not to smoke (and make it stick), Appeared In: 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, Appeared In: UCI Brief. (December 5, 2007).

Teens urged to beware of tobacco's role in movies, Appeared In: Ventura County Star. Marjorie Hernandez. (February 24, 2007).

Silent bits may scream. Teens are susceptible to marketing and advertising of tobacco products, Appeared In: 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).

BUZZ: An Executive Women's Think Tank. Newport Beach, California. (February 28, 2006).

Pechmann to Research Impact of Anti-Smoking Messages in Sitcoms, Appeared In: UCI Brief. (January 1, 2005).

Will "Clueless" give clues about which anti-smoking messages work with teens?, Appeared In: University of California, Irvine, Graduate School of Management. iMagazine. Katie Ismael. (January 1, 2005).

Antismoking Messages in TV Sitcoms, Appeared In: REAL ORANGE, KOCE-TV. Interview. (July 15, 2005).

Effectiveness of anti-smoking messages in sit coms, Appeared In: Brandweek.com. Mike Beirne. (July 5, 2005).

Groundbreaking Research on Antismoking Ads, Appeared In: 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, Appeared In: Marketing News, p. 30. Burton, Scot et al. (April 14, 2003).

Study Slams Philip Morris Ads Telling Teens Not to Smoke, Appeared In: Wall Street Journal, B1. Fairclough, Gordon. (March 29, 2002).

Ahead of the Curve, Appeared In: Daily Pilot, a division of the LA Times. Newman, Deirdre. (February 26, 2002).

A Q&A With Connie Pechmann, Appeared In: Orange County, CA Edition, Spring, 3-4. Prevention File. (January 1, 2001).

Diversity Comes with Division, Appeared In: LA Times, B1 & B5. Martelle, Scott & Yi, Daniel. (April 15, 2001).

Butt-Kicking Advertising, Appeared In: AdWeek, p. 28. Dill, Mallorre. (November 6, 2000).

Messages that Cut Through the Smoke, Appeared In: 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, Appeared In: Irvine Spectrum News, A5 & A7. Johansson, Catrine. (July 28, 2000).
- Movie Ratings Board Gets an 'F' on Smoking, Appeared In: USA TODAY.com. Morgan, John. (May 26, 2000).
- Rendezvous with Cornelia (Connie) Pechmann, Appeared In: Philippe Boucher's Rendezvous. Boucher, Philippe. www.tobacco.org. (May 15, 2000).
- Silver Smoke Screen. Reality Bites Back, Appeared In: Brill's Content, p.120. Pollay, Jeff. (January 1, 2000).
- Unselling Tobacco: An Overview of Counteradvertising Campaigns, Appeared In: 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, Appeared In: Marketing News, p.45. (July 19, 1999).
- Antismoking Ads that Curb Teen Smoking, Appeared In: American Psychological Association Monitor, p. 14. Azar, Beth. (January 1, 1999).
- US Anti-Smoking Drive Falling Short, Appeared In: 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, Appeared In: LA Times, D1 & D5. Gellene, Denise. (December 11, 1997).
- Appeared In: Sunday Morning News Show. Canadian Broadcast Service. Depictions of Smoking in Movies. (November 1, 1997).
- Appeared In: 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, Appeared In: San Francisco Chronicle, A1. Russell, Sabin. (October 28, 1997).
- Appeared In: KABC-TV, LA. Eyewitness News. Report on Depictions of Smoking in Movies. (October 27, 1997).
- Lawmaker Targets On-Screen Smoking, Appeared In: LA Times, A3. Vanzi, Max. (October 26, 1997).
- Is Anybody Getting the Picture? Despite Ads, Teen-Age Smoking is Unabated, Appeared In: The New York Times, C1 & C6. Adelson, Andrea. (July 16, 1997).
- Push Against Smoking Opens on Silver Screen, Appeared In: 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, Appeared In: The New York Times, C2. Adelson, Andrea. (April 4, 1997).
- Teens Pick Up on Move Smoking. Study: Turn Them Off with Anti-tobacco Ads, Appeared In: USA Today, D1. Peterson, Karen S. (January 6, 1997).

Up in Smoke, Appeared In: The Washington Post, C5. Alsberg, Peter. (December 29, 1996).

Anti-Tobacco Ads 'Inoculate' Teen Filmgoers in UCI Study, Appeared In: LA Times, B1 & B6. Archibold, Randal C. (December 20, 1996).

New California antismoking ads, Appeared In: California Department of Health Services, and Rogers and Associates. Televised press conference. (January 1, 1995).

Contracts, Grants and Sponsored Research

Grant

Pechmann, Cornelia (Principal Investigator), Prochaska, Judith J. (Co-Principal Investigator), "Social Media Technology for Treating Tobacco Addiction," NIH - National Institutes of Health, \$2,577,181.00. (March 1, 2016 - March 1, 2021).

Pechmann, Cornelia (Principal Investigator), "Twitter-enabled Mobile Messaging for Smoking Relapse Prevention," NIH - National Institutes of Health, \$665,262.00. (July 1, 2011 - June 30, 2014).

Pechmann, Cornelia (Co-Principal Investigator), Timberlake, David, "Marketing Smokeless Tobacco for Harm Reduction: Are Smokers the Targeted Audience," University of California, Irvine Council on Research, Computing and Libraries, \$16,000.00. (September 1, 2009 - August 31, 2010).

Pechmann, Cornelia (Principal Investigator), Pirouz, Dante, "Reactivity of Addicted Users to Advertising Cues," UC Tobacco-Related Disease Program, \$30,000.00. (July 1, 2009 - June 30, 2010).

Pechmann, Cornelia (Principal Investigator), "Use of Entertainment Education on TV to Deter Youth Smoking," UC Tobacco-Related Disease Program, \$479,500.00. (July 1, 2005 - June 30, 2009).

Pechmann, Cornelia (Principal Investigator), "Use Of Entertainment Education On TV To Deter Youth Smoking - Hopper Supplement," UC Tobacco-Related Disease Program, \$29,820.00. (July 1, 2005 - June 30, 2009).

Pechmann, Cornelia (Principal Investigator), Zhao, Guangzhi, "Regulatory Focus and Framing of Antismoking Ads," UC Tobacco-Related Disease Program, \$25,000.00. (July 1, 2003 - June 30, 2004).

Pechmann, Cornelia (Principal Investigator), "Regulatory Focus and Adolescent Smoking Prevention," University of California, Irvine Transdisciplinary Tobacco Use Research Center, \$25,000.00. (January 1, 2003 - December 31, 2003).

Pechmann, Cornelia (Principal Investigator), "Dissuading At-risk Youths from Smoking via Mass Media," UC Tobacco-Related Disease Program, \$590,375.00. (July 1, 2000 - December 31, 2003).

Pechmann, Cornelia (Principal Investigator), "Antismoking Ads in Movie Theaters," UC Tobacco-Related Disease Program, \$10,000.00. (January 1, 1999 - December 31, 1999).

Pechmann, Cornelia (Principal Investigator), "Evaluation of Ad Strategies for Preventing Youth Tobacco Use," UC Tobacco-Related Disease Program, \$136,953.00. (July 1, 1997 - June 30, 1998).

Pechmann, Cornelia (Principal Investigator), "Smoking Trends in Canada," Palmer Jarvis Advertising (for Health Canada), \$3,759.00. (January 1, 1996 - December 31, 1996).

Pechmann, Cornelia (Principal Investigator), "Ad and Movie Imagery and Teens' Perceptions of Smokers," UC Tobacco-Related Disease Program, \$192,570.00. (July 1, 1993 - June 30, 1995).

Pechmann, Cornelia (Principal Investigator), "Faculty Research Grant," University of California, Irvine Graduate School of Management, \$3,667.00. (July 1, 1993 - June 30, 1994).

Pechmann, Cornelia (Principal Investigator), "Smoking-Related Advertising and Pre-Teens' Social Perception," UC Tobacco-Related Disease Program, \$72,837.00. (July 1, 1991 - June 30, 1992).

Pechmann, Cornelia (Principal Investigator), "Faculty Career Development Grant," University of California, Irvine, Graduate School of Management, \$8,563.00. (July 1, 1990 - June 30, 1991).

Pechmann, Cornelia (Principal Investigator), "Faculty Research Grant," University of California, Irvine, Graduate School of Management, \$3,600.00. (July 1, 1990 - June 30, 1991).

Professional Service

Journal of Consumer Psychology, Guest Editor, Appointed. (2016 - Present).

Journal of Marketing, Guest Associate Editor, Appointed. (2016 - Present).

Journal of Marketing Research, Guest Associate Editor, Appointed. (2016 - Present).

Journal of Consumer Psychology, Editorial Review Board Member. (July 2015 - Present).

Journal of Public Policy and Marketing, Editorial Review Board Member. (July 2015 - Present).

Journal of Marketing, Reviewer. (July 2015 - Present).

Journal of Marketing Research, Reviewer. (July 2015 - Present).

Journal of Public Policy and Marketing, Reviewer. (July 2015 - Present).

Association for Consumer Research, Advisory Board for the Journal of the Association for Consumer Research (J-ACR), Appointed, International. (May 2014 - Present).

2 promotion letters a year on average, Outside Personnel Action. (2010 - 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, Ad Hoc Reviewer. (1990 - Present).

Association for Consumer Research, Chair of Advisory Committee on Transformative Consumer Research. (January 1, 2016 - December 31, 2018).

Journal of Consumer Research, Editorial Review Board Member. (July 2015 - December 2017).

Tobacco Center of Regulatory Science on Youth and Young Adults, Board of Advisors, Appointed, National. (2014 - 2017).

Association for Consumer Research, Reviewer for Early Career Award, Appointed. (September 2016).

Journal of Consumer Psychology, Editor in Chief. (January 1, 2012 - June 30, 2015).

Association of Consumer Research, Board of Directors, Elected. (2011 - 2014).

National Institutes of Health, Ad Hoc Reviewer, Extramural Funding. (June 2014).

Journal of Business Research Volume 66, Issue 8, Guest Editor, Appointed. (August 2013).

Journal of Marketing, Associate Editor. (2011 - December 31, 2012).

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 and Marketing, Editorial Review Board Member. (1993 - 2012).

Journal of Consumer Research, Editorial Review Board Member. (1992 - 2012).

Marketing Science Institute, Research Proposals on Communication and Branding in a Digital Era, Reviewer. (2011).

Journal of Marketing, Editorial Review Board Member. (2008 - 2011).

Journal of Consumer Psychology, Best Paper Award, Reviewer. (2009).

Journal of Services Marketing, Guest Editor. (2008 - 2009).

Social Influence, Guest Editor. (2008).

Association of Consumer Research, Board of Directors, Elected. (2006 - 2008).

Social Influence, Editorial Review Board Member. (2005 - 2008).

Association of Consumer Research, Constitution and Bylaws Task Force, Chair. (2006 - 2007).

Media Psychology, Editorial Review Board Member. (1995 - 2006).

Association for Consumer Research North American Conference, Co-Chair. (2005).

Journal of Marketing, Editorial Review Board Member. (1996 - 2005).

Journal of Marketing Research, Editorial Review Board Member. (1999 - 2003).

Journal of Public Policy and Marketing, Special Issue, Social Marketing Initiatives, Editor. (2002).

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).

American Marketing Association Winter Educators' Conference, Co-Chair. (1998).

Conference Program Committee Association for Consumer Research. (1997).

Society for Consumer Psychology Annual Conference, Co-Chair. (1997).

Tobacco-Related Disease Research Program, Second Scientific Conference, Co-Chair. (1997).

American Marketing Association Winter Educators' Conference, Promotions Track, Chair. (1995).

Conference Program Committee Association for Consumer Research. (1995).

American Psychological Association Annual Conference, Division 23 Track, Chair. (1994).

Conference Program Committee Association for Consumer Research. (1993).

Conference Program Committee Association for Consumer Research. (1991).

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).

Government Agency, White House Office of National Drug Control Policy, National Youth Anti-Drug Media Campaign. (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).

Mary Ann Pentz smoking prevention media literacy research project, University of Southern California. (2000 - 2005).

Litigation/Expert Witness, Robinson, Calcagnie & Robinson. (2004).

Expert Panel, American Legacy Foundation, Media and Countermarketing. (2000 - 2004).

Government Agency, White House Office of National Drug Control Policy, National Youth Anti-Drug Media Campaign. (1998 - 2004).

Youth Media Expert Panel, Worden and Flynn antismoking advertising research project, 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, Attorneys at Law. 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, Barristers & Solicitors, 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).

TEACHING

Special Pedagogical Activities

Management/Executive Development, Experiential Learning Team Advisor, HireRight, (September 2013 - December 2013).

Management/Executive Development, Experiential Learning Team Advisor, Wal-Mart, (September 2012 - December 2012).

Management/Executive Development, Experiential Learning Team Advisor, Wet Seal, (September 2010 - December 2010).

Management/Executive Development, Experiential Learning Team Advisor, Wet Seal, (September 2008 - December 2008).

Doctoral Committee

November 2013 - Present, Kelly EunJung Yoon, Advisor
Marketing PhD student

September 2008 - June 2013, James Leonhardt, Advisor
Marketing PhD student

September 2007 - June 2012, Jesse Catlin, Advisor
Marketing PhD student

September 2007 - June 2012, Todd Pezzuti, Advisor
Marketing PhD student

September 2004 - June 2010, Dante Pirouz, Advisor
Marketing PhD student

September 2005 - June 2008, Brennan Davis, Advisor
Marketing PhD student

September 2003 - June 2008, Liangyan Wang, Advisor
Marketing PhD student

September 2001 - June 2005, Guangzhi Zhao, Advisor
Marketing PhD student

September 2001 - June 2004, Dipayan Biswas, Advisor
Marketing PhD student

September 1999 - June 2004, Ellen Reibling, Advisor
Social Ecology PhD student

September 1995 - June 2000, Eric Shih, Advisor
Marketing PhD student

September 1989 - June 1993, A. Gabriel Esteban
Marketing PhD student

Doctoral Candidacy Committee

May 2014, Robert Garcia, Member

December 2013, Lauren Louie, Member

Directed Individual/Independent Study

April 2016 - June 2016, Google Online Marketing Project, Advisor

September 2013 - June 2014, Madhura Krishnan, Advisor

Autodesk projects

March 2011 - June 2011, Google Online Marketing Challenge UCI Team, Advisor

Master's Thesis Committee

September 2015 - June 2016, Maya Kantak, Advisor
Demographic & Social Analysis masters student
September 2013 - June 2014, Raissa Covit, Advisor
Demographic & Social Analysis masters student
September 2012 - June 2013, Paulina Phan, Advisor
Demographic & Social Analysis masters student
September 2010 - June 2011, Andrea Amurao, Advisor
Demographic & Social Analysis masters student
September 2009 - June 2010, Lindsey Yossef, Advisor
Demographic & Social Analysis masters student

Undergraduate Honors Thesis

September 2015 - June 2016, Rebecca Bhai, Advisor
July 2014 - August 2015, Wendy Hu, Advisor
January 2013 - December 2013, Rebecca Shelton, Advisor

Visiting Scholar

July 2016 - June 2017, Bo Wang, Mentor
July 2016 - June 2017, Yu Zheng, Mentor
from Institute of Psychology, Chinese Academy of Sciences
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/College Service

Faculty Advisory Committee. (July 1, 2016 - June 30, 2018).
Member, Personnel Committee. (July 1, 2016 - June 30, 2017).
Administrative Assignment, 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 Committee. (July 1, 2013 - June 30, 2014).
Member, PhD Committee. (July 1, 2013 - June 30, 2014).
Member, Personnel Committee. (July 1, 2012 - June 30, 2013).
Member, Ph.D. 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 - June 30, 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).

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

Mentor, DECADE Graduate Program Mentor for Paul Merage School of Business. (November 2015 - June 2017).

Reviewer, DECADE Representative on 2016 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).