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Kogod School of Business
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ACADEMIC APPOINTMENTS

Current:	American University , Washington, DC, USA Associate Professor with Tenure (since 2014)	September 2011 – Present
Previous:	University of Auckland , New Zealand Final Rank: Professor	January 2007 – August 2011
	San Diego State University , California, USA Final Rank: Associate Professor with Tenure	August 2000 – December 2006
	HEC School of Management , Paris, France (Visiting)	January – August 2006
	Hong Kong University of Science & Technology (Visiting)	January – June 2005

EDUCATION

University of Arizona , USA Dissertation: “Popular Culture and Persuasion: An Investigation of Product Placements' Effectiveness” Chairs: Sidney J. Levy & Christopher P. Puto	Ph.D. (Marketing) 2000
Southern Illinois University , USA	M.B.A. 1995
Ecole Supérieure des Sciences Commerciales d'Angers , France	ESSCA Diploma 1994

RESEARCH IMPACT

53 peer-reviewed **journal articles** (30 since arriving at AU in 2011)
12 **book chapters**; 1 edited **book**
Over 130 **presentations** at academic and industry conferences
Member of 4 **journal editorial review boards** (currently)

Principal Investigator on 2 **NIH grants** + 1 **NIH Minority Supplement** (National Institutes of Health, USA)
Co-Investigator on 2 **INCa grants** (Institut National du Cancer, France)

Google Scholar **citations**: 3,988

h-index: 26 (as of July 2018)

Marie Skłodowska-Curie Fellowship, European Institute for Advanced Studies (EURIAS), Collegium de Lyon, France (2017-18).

Kogod Research Professorship, *Kogod School of Business*, American University (2014-17; 2017-20).

REFEREED ARTICLES

- Russell, Cristel A., Anne Hamby, Joel Grube, and Dale Russell (2018), "When Do Public Health Epilogues Correct the Influence of Alcohol Storylines on Youth? The Interplay of Narrative Transportation and Persuasion Knowledge," *Journal of Public Policy & Marketing*, (forthcoming).
2015 5-Year Impact Factor: 2.40
- Lancelot Miltgen, Caroline, Cristel A. Russell and Anne-Sophie Cases (2018), "Consumer Responses to Facebook Advertising: A Cross-Device Approach," *Journal of Advertising Research* (forthcoming).
2016 Impact Factor: 2.034
- Russell, Cristel A., Anne Hamby and Dale Russell (2018), "When a Correction Contradicts: Counter-Messages May Increase Adolescents' Ambivalence in Response to Drinking-Related Narratives," *Journal of Advertising* (forthcoming).
2017 5-Year Impact Factor: 3.846
- Russell, Cristel A., Hope Jensen Schau and Paul Bliese (2018), "Brand Afterlife: The Market Impact of Residual Brand Passion Following Corporate Failure." *Journal of Business Research*, (forthcoming).
2016 5-Year Impact Factor: 3.689
- Krauss, Stephen, Dale Russell, Cristel Russell, Joshua Kazman, J. and Patty Deuster (2018), "Longitudinal Effects of Deployment, Recency of Return, and Resiliency on Mental Health Symptoms in US Army Combat Medics," *Traumatology*, (forthcoming).
- Russell, Cristel A. and Dale W. Russell (2018), "Television's Cultivation of Alcohol and Tobacco Beliefs: Evidence of the Moderating Role of Sensation Seeking in a National Study of French Adolescents," *Drug and Alcohol Dependence*, 186 (May), 193–200.
2016 5-Year Impact Factor: 3.6688
- Redondo, Ignacio, Cristel A. Russell and Jorge Bernal (2018), "To Brand or Not To Brand a Product Placement: Evidence from a Field Study of Two Influence Mechanisms of Positive Portrayals of Alcohol in Film," *Drug and Alcohol Review*, (April) 37 Supplement 1: S366-S374.
2016 Impact Factor: 2.822
- Russell, Cristel A. and Dale W. Russell (2018), "It's Not Just Showing Up: How Social Identification with a Veteran Service Organization Relates to Benefit-Finding and Social Isolation amongst Veterans," *Psychological Services*, 15(2), 154-162.
2016 5-Year Impact Factor: 2.073
- Russell, Cristel A., Susan Gibbons, P.A. Abraham, E.R. Rowe, Patricia Deuster, and Dale W. Russell (2017), "Narrative Approach in Understanding the Drivers for Resilience of Military Combat Medics," *Journal of the Royal Army Medical Corps*, (December).
- Russell, Cristel A. and Dina Rasolofoarison (2017), "Uncovering the Power of Natural Endorsements: A Comparison With Celebrity-Endorsed Advertising and Product Placements," *International Journal of Advertising*, 36(5), 761-778.
2016 Impact Factor: 2.451
- Russell, Cristel A., Dale W. Russell, Edward McQuarrie, and Joel Grube (2017), "Alcohol Storylines in Television Episodes: The Preventive Effect of Countering Epilogues," *Journal of Health Communication*, 22(8) 657-665.
2015 5-Year Impact Factor: 2.949
- Russell, Cristel A., Véronique Régnier-Denois, Boris Chapoton and Denise Buhrau (2017), "Impact of Youth of Substance Messages in Music Videos: Beware the Influence of Connectedness and its Potential Prevention-Shielding Effect," *Journal of Studies on Alcohol and Drugs*, September 78(5), 674-683.
2016 Impact Factor: 2.50
- Russell, Cristel A., Dale W. Russell, Andrea C. Morales, and Jean-marc Lehu (2017), "Hedonic Contamination: Exposure to Advertising Taints Subsequent Entertainment Experiences," *Journal of Advertising Research*, March 57 (1), 38-52.
2014 Impact Factor: 2.56

Russell, Cristel A., Jack Swasy, Dale Russell and Larry Engel (2017), "Eye Tracking Evidence that Happy Faces Impair Comprehension of the Verbal Message: The Case of Health Warnings in Direct-to-Consumer Pharmaceutical Television Commercials," *International Journal of Advertising*, 36 (1), 82-106.

2016 Impact Factor: 2.451

Russell, Dale W., Josh Kazman, David M. Benedek, Robert J. Ursano, and Cristel A. Russell (2017), "Domestic Civil Support Missions Can Aggravate Negative Health Outcomes Amongst National Guardsmen: The Moderating Role of Economic Difficulties," *Journal of Traumatic Stress*, April (30), 195-199.

2015 Impact Factor: 2.624

Russell, Cristel A., Dale W. Russell, and Heather H. Honea (2016), "Implied Social Contract and Consumer Responses to Corporate Behavior," *Journal of Business Ethics*, 136 (4), 759-773.

2015 Impact Factor: 1.837

Russell, Dale W., David M. Benedek, Cristel A. Russell, James A. Naifeh, Carol S. Fullerton, Hongyan Wu, K. Nikki Benevides, Robert D. Forsten, John T. Cacioppo, and Robert J. Ursano (2016), "Social Support and Mental Health Outcomes Among U.S. Army Special Forces," *Military Psychology*, 28 (6), 361-375.

2016 5-Year Impact Factor: 1.074

Russell, Cristel A. and Denise Buhrau (2015), "The Role of Television Viewing and Direct Experience in Predicting Adolescents' Beliefs of Health Risks of Fast Food Consumption," *Appetite*, September (1) 92, 200-206.

2016 5-Year Impact Factor: 3.691

Majid, Kashef Abdul and Cristel A. Russell (2015), "Giving Green A Second Thought: Modeling The Value Retention of Green Products in The Secondary Market," *Journal of Business Research*, 68 (1), 994-1002.

2016 5-Year Impact Factor: 3.689

Parguel, Béatrice, Florence Benoît-Moreau and Cristel A. Russell (2015), "Can Nature-Evoking Elements in Advertising Greenwash Consumers? The Power of 'Executorial Greenwashing,'" *International Journal of Advertising*, 34 (1), 107-134.

2016 Impact Factor: 2.451

Noguti, Valeria and Cristel A. Russell (2015), "The Moderating Role of Social Norms on the Effect of Product Placement in Television Fiction: A Field Study in Brazil," *Journal of Current Issues and Research in Advertising*, 36 (1), 20-34.

Russell, Cristel A. and Hope Jensen Schau (2014), "Coping with the End of Narrative Brands: The Impact of Narrative Closure and Consumption Sociality on Loss Accommodation," *Journal of Consumer Research*, 40 (April), 1039-62.

2016 5-Year Impact Factor: 6.022

Noguti, Valeria and Cristel A. Russell (2014), "Normative Influences on Product Placement Effects: Alcohol Brands in Television Series and The Influence of Presumed Influence," *Journal of Advertising*, 43 (1), 46-62.

2017 5-Year Impact Factor: 3.846

Russell, Dale, Cristel A. Russell, Lyndon A. Riviere, Jeffrey L. Thomas, Joshua Wilk, and Paul D. Bliese (2014), "Changes in Alcohol Use after Traumatic Experiences: The Impact of Combat on Army National Guardsmen," *Drug and Alcohol Dependence*, 139 (June), 47-52.

2015 5-Year Impact Factor: 3.725

Russell, Cristel A., Dale Russell, Wendy Attaya Boland and Joel Grube (2013), "Television Viewing and American Adolescents' Alcohol Beliefs and Drinking Intentions: The Moderating Role of Trait Reactance," *Journal of Children and Media*, 8(1), 5-22.

Russell, Cristel A., Hope Jensen Schau and David Crockett (2013), "Diversity in Television Narratives and Consumers' Appropriation through Homophilization," *Journal of Public Policy and Marketing*, 32, 119-130.

2015 5-Year Impact Factor: 2.4

Russell, Cristel A. and Sidney J. Levy (2012), "The Temporal and Focal Dynamics of Volitional Re-consumption: A Phenomenological Investigation of Repeated Hedonic Experiences," *Journal of Consumer Research*, 39 (2), 341-359.

2016 5-Year Impact Factor: 6.022

Lorenzon, Kristian and Cristel A. Russell (2012), "From Apathy to Ambivalence: Persuasion Knowledge and Consumers' Responses to In-Game Advertising," *Journal of Marketing Communications*, 18 (1), 55-67.

Russell, Cristel A., Dale W. Russell, and Jill Klein (2011), "Ambivalence toward a Country and Consumers' Willingness to Buy Emblematic Brands: The Differential Predictive Validity of Objective and Subjective Ambivalence Measures on Behavior," *Marketing Letters*, 22 (4), 357-371.

2015 Impact Factor: 1.508

Russell, Cristel A., Dale W. Russell, and Peter Neijens (2011), "Consumption Expressions of Ideological Resistance," *European Journal of Marketing*, 45 (11/12), 1715-1724.

2015 Impact Factor: 1.088

Russell, Cristel A. and Dale W. Russell (2010), "Guilty by Stereotypic Association: Country Animosity and Brand Prejudice and Discrimination," *Marketing Letters*, 21 (4), 413-425.

2015 Impact Factor: 1.508

Russell, Dale W. and Cristel A. Russell (2010), "Experiential Reciprocity: The Role of Direct Experience in Value Perceptions," *Journal of Travel and Tourism Marketing*, 27 (6), 624-634.

2015 5-Year Impact Factor: 2.339

Bressoud, Etienne, Jean-marc Lehu and Cristel A. Russell (2010), "Product Placement Recall in Home-Viewed Films The Relative Impact of Placement and Audience Characteristics," *Journal of Advertising Research*, 50 (4), 374-385.

2016 Impact Factor: 2.034

Russell, Dale W. and Cristel A. Russell (2010), "Consumer Reactions to Corporate Social Responsibility Initiatives: Egocentric Tendencies and Their Moderators," *Marketing Letters*, 21 (1), 65-81.

2015 Impact Factor: 1.508

Russell, Cristel A. and Dale W. Russell (2009), "Alcohol Messages in Prime-Time Television Series," *Journal of Consumer Affairs*, 43(1), 108-128.

2015 5-Year Impact Factor: 2.016

Russell, Cristel A., Dale W. Russell and Joel Grube (2009), "Nature and Impact of Alcohol Messages in a Youth-Oriented Television Series," *Journal of Advertising*, 38 (3), 97-111.

2017 5-Year Impact Factor: 3.846

Russell, Dale W. and Cristel A. Russell (2008), "Embedded Alcohol Messages in Television Series: The Interactive Effect of Warnings and Audience Connectedness on Viewers' Alcohol Beliefs," *Journal of Studies on Alcohol and Drugs*, 69 (May), 459-467.

2016 Impact Factor: 2.50

Stern, Barbara B., Cristel A. Russell and Dale W. Russell (2007), "Hidden Persuasions to Consume in Soap Operas: Damaged Heroines and Negative Consumer Influences," *International Journal of Advertising*, 26 (1), 9-26 (Lead article).

2016 Impact Factor: 2.451

Russell, Dale W. and Cristel A. Russell (2006), "Explicit and Implicit Catalysts of Consumer Resistance: The Effects of Animosity, Cultural Salience and Country of Origin on Subsequent Choice," *International Journal of Research in Marketing*, 23 (3), 321-331.

2015 5-Year Impact Factor: 3.000

Norman, Andrew T. and Cristel A. Russell (2006), "The Pass-Along Effect: Investigating Word-of-Mouth Effects on Online Survey Procedures," *Journal of Computer-Mediated Communication*, 11 (4), article 10.

2017 5-Year Impact Factor: 5.629

Russell, Cristel A. and Barbara Stern (2006), "Consumers, Characters, and Products: A Balance Model of Sitcom Product Placement Effects," *Journal of Advertising*, 35 (1), 7-18 (Lead article).

2017 5-Year Impact Factor: 3.846

Russell, Cristel A. and Michael Belch (2005), "A Managerial Investigation into the Product Placement Industry," *Journal of Advertising Research*, 45 (1), 73-92.

2016 Impact Factor: 2.034

Stern, Barbara, Cristel A. Russell, and Dale W. Russell (2005), "Vulnerable Women on Screen and at Home: Soap Opera Consumption," *Journal of Macromarketing*, 25 (2), 222-225.

2015 Impact Factor: 1.429

Russell, Cristel A., John D. Clapp, and William DeJong (2005), "'Done 4': Analysis of a Failed Social Norms Marketing Campaign," *Health Communication*, 17 (1), 57-65.

2015 5-Year Impact Factor: 1.927

Russell, Cristel A. and Barbara Stern (2005), "Product Placement Effects: Product-Character Associations (PCAs) in Sitcoms," in Geeta Menon and Akshay R. Rao (eds.), *Advances in Consumer Research*, Vol. XXXII, 233-235.

Clapp, John D., Mark Johnson, Robert B. Voas, James E. Lange, Audrey Shillington, and Cristel A. Russell (2005), "Reducing DUI Among College Students: Results of an Environmental Prevention Trial," *Addiction*, 100 (3), 327-334.

2015 Impact Factor: 4.972

Russell, Cristel A., Andrew T. Norman, and Susan E. Heckler (2004), "The Consumption of Television Programming: Development and Validation of the Connectedness Scale," *Journal of Consumer Research*, 31 (1), 150-161.

2016 5-Year Impact Factor: 6.022

Baker, William, Heather Honea, and Cristel A. Russell (2004), "Do Not Wait to Reveal the Brand Name: The Effect of Brand Name Placement on the Effectiveness of Television Advertising," *Journal of Advertising*, 33 (3), 77-85.

2017 5-Year Impact Factor: 3.846

Stern, Barbara and Cristel A. Russell (2004), "Consumer Responses to Product Placement in Television Sitcoms: Genre, Sex, and Consumption," *Consumption, Markets and Culture*, 7 (4), 373-396.

Reprinted in *Consumer Research Methods* (2013), James Fitchett and Andrea Davies (ed.), SAGE Publications (ISBN 978-1-4462-0850-2).

2015 Impact Factor: 2.659

Clapp, John D., James E. Lange, Cristel A. Russell, Audrey Shillington, and Robert B. Voas (2003), "Norms in Dorms: A Failed Social Norms Marketing Campaign," *Journal of Studies on Alcohol*, 64 (3), 409-415.

2015 Impact Factor: 2.197

Russell, Cristel A. (2002), "Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude," *Journal of Consumer Research*, 29 (3), 306-318.

Reprinted in *Canadian Advertising Research Foundation Newsletter*, #267, December 2004, 1-14.

2016 5-Year Impact Factor: 6.022

Russell, Cristel A. and Christopher P. Puto (1999), "Rethinking Television Audience Measures: An Exploration into the Construct of Audience Connectedness," *Marketing Letters*, Vol. 10 (4), 393-407.

2015 Impact Factor: 1.508

Russell, Cristel A. (1998), "Toward a Framework of Product Placement," in Joseph W. Alba and J. Wesley Hutchinson (eds.), *Advances in Consumer Research*, Vol. XXV, 357-362.

EXTERNAL RESEARCH GRANTS

Institut National du Cancer (INCa) 2016-18 (Principal Investigators: Véronique Denois-Règnier and Cristel Russell)
"YEMI – Marketing and E-cigarettes: State of Affairs and Influences on Youth."
Funded for €208,156 total costs (including \$70,000 to C. Russell).

Centre HYGEE, Centre de Prévention Régional des Cancers, 2014-16 (Principal Investigator)
"Evaluation of Cancer Exhibit 'Changer le Regard'."
Funded for \$70,000 total costs to C. Russell.

Institut National du Cancer (INCa) 2013-15 (Principal Investigators: Véronique Denois-Règnier and Cristel Russell)
“Impact des Images Médiatisées de l’Alcool et du Tabac Auprès des Jeunes.” (IMAJE)
Funded for €129,792 total costs (including \$57,000 to C. Russell).

The American Red Cross, Russ Reid, and Wharton Customer Analytics Center 2012-13 (Principal Investigators: I. Karaesmen, C. Russell, W. Jank, I. Yahav, F. Erhun, G. Shmueli)
“Disaster Donors and Donor Disasters: Predicting Donor Behavior and Effectiveness of Marketing Communications.”

National Institute of Alcohol Abuse and Alcoholism R-01 2009-12 (Principal Investigator)
“Effects of Alcohol Placements in Television Programming.”
Funded for \$853,005 total costs.
This grant provided for the development and testing of specially made television programs that depict alcohol in different ways to establish the impact of TV episodes with drinking storylines on adolescents' views and intentions about alcohol and the potential for warning to alter this impact.

National Institute of Alcohol Abuse and Alcoholism R-21 2005-07 (Principal Investigator)
“Drinking Under the Influence of TV Programming: How Do Alcohol Portrayals in Prime Time Television Programming Affect Viewers?”
Funded for \$369,637 total costs + supplement: \$44,782 total costs.
This grant documented the prevalence of alcohol messages in prime time television shows and funded an extensive program of research on the impact of these messages on young audiences.

National Institute of Alcohol Abuse and Alcoholism R-01 2002-03 (Minority Supplement)
Minority Supplement to Joel Grube’s R-01 project “Alcohol Advertising--A Study of Children and Adolescents.”

Marketing Science Institute Grant in 2001 (Principal Investigator): \$10,000.
“Managerial Investigation of the Product Placement Industry.”

Procter & Gamble Marketing Innovation Grant in 1999-2000: \$10,000.
“Studying the Effects of Product Placements on Consumers.”

INTERNAL RESEARCH GRANTS

American University Faculty Research Support Grant in 2012-13: \$25,000.
“The Processing and Impact of Health Risk Warnings in Pharmaceutical Television Commercials,”
Principal Investigator; co-Investigators: Dale W. Russell, Larry Engel, and John Swasy.

University of Auckland Research Grant 2009: \$8,500 for “Consumption Bereavement.”

San Diego State University
Center for International Business Education & Research (CIBER) 2005 (\$4,800); 2004 (\$2,500); 2003 (\$2,500)
Research, Scholarship, & Creative Activity 2005 (\$2,505); 2001 (\$5,154)
College of Business Administration Faculty Development 2003 (\$19,100); 2002 (\$24,200); 2001 (\$5,400)
Service Learning Curriculum Development Grant 2001 (\$2,000)
Faculty Grant-in-Aid 2001 (\$3,975)

University of Arizona Foundation Interdisciplinary Research Grant 1999 (\$2,050)
Graduate College Final Project Grant 1999 (\$1,200)

WORK IN PROGRESS

“On the Value of a Single-Item Subjective Measure of Socio-Economic Status: Evidence of Validity from France.”
With Véronique Régner-Denois.
*Under review at **European Journal of Pediatrics**. (2016 Impact Factor: 2.242)*

“Empowerment through Participation in a Cancer Prevention Exhibit: Evidence from the Hyg e Lab Intervention.” With V ronique R gnier-Denois, Emilie Rou che, Val rie Simon and Franck Chauvin.

*Under review at **Journal of Cancer Education**. (2015 5-Year Impact Factor: 2.949)*

“Les Clips-Vid e Musicaux comme M dia D’influence Sur Les Attentes Envers Le Tabac ? Analyse De Contenu Des R f rences Associ es Au Tabac Des Clips-Vid e Les Plus Populaires Et Impact Sur La Population Adolescente.” With Boris Chapoton and V ronique R gnier-Denois

*Under review at ** ducation, Sant , Soci t s**.*

“Parental Mediation Strategies Moderate How Parent Drinking Relates To Teens’ Beliefs About Alcohol.” With Denise Buhrau and anne Hamby.

*Under review at **Drug and Alcohol Dependence**. (2016 5-Year Impact Factor: 3.6688)*

“It’s Not the Message, It’s the Messenger: How Television Characters Shape Youths’ Views and Beliefs about Alcohol as Behavior Models and Intervention Sources.” With Anne Hamby, Boris Chapoton and V ronique R gnier-Denois.

*Under review at **Health Education and Behavior**. (2017 5-Year Impact Factor: 2.396)*

“Reflecting on Techno-connected Relationships with Brands: From Dream to Nightmare?” With C line Del Bucchia, Claire Burlat and Caroline Lancelot Miltgen.

*Under review at the **Journal of Computer-Mediated Communication**. (2017 Impact Factor: 4.113)*

“Value Dynamics in the Secondary Market: Documenting How the Structure of Pricing and Product Lines in the Primary Market Affect Value Retention.” With Kashaf Abdul Majid.

*Under review at **Journal of Business Research** (round 2). (2016 5-Year Impact Factor: 3.689)*

“Predictors of Body Composition and Physical Fitness Test Failures Among United States Army Soldiers.” With Dale Russell and Josh Kazman.

*Under review at **Public Health Reports** (round 2). (2016 Impact Factor: 1.867)*

“Navigating the Transmedia Space: Navigational Strategies” With St phanie Feiereisen, Dina Rasolofarison, and Hope Jensen Schau.

*Revising for the **Journal of Consumer Research** (round 2). (2016 5-Year Impact Factor: 6.022)*

“Fear of Death Affects Reporting on Mental Health Screeners: Order Effects in Surveys of Soldiers during a Combat Deployment.” With Dale Russell.

*Preparing for **New England Journal of Medicine**. (2017 Impact Factor: 72.46)*

“The Brand Backstory: Negotiating the Authorial Perspective.” With Vanisha Narsey and Hope Schau.

*Preparing for the **Journal of Marketing**. (2016 5-Year Impact Factor: 7.2)*

“Post-traumatic Consumption: Evidence from Guam National Guard Soldiers Deployed to Afghanistan of Consumption Outcomes following Traumatic Experiences.” With Dale Russell and James Burroughs.

*Preparing for **Psychological Science**. (2017 5-Year Impact Factor: 7.37)*

“Electronic Cigarette Marketing: A Comparative Review of Regulatory Approaches.” With Dale Russell and Franck Chauvin.

*Preparing for the **International Journal of Drug Policy**. (2016 Impact Factor: 3.479)*

“Giving Up: Consumption Abstinence.” With Sidney J. Levy.

*Preparing for the **Journal of Consumer Research**. (2016 5-Year Impact Factor: 6.022)*

“Research Directions in Product Placement.”

*Preparing for the **Journal of Advertising**. (2017 5-Year Impact Factor: 3.846)*

Other Papers in the Works:

“Double Vision: How Does Watching A Film Scene Again Change The Viewing Experience?” With Larry Engel.

EDITED BOOK

Russell, Dale W. and Cristel A. Russell (2012), **The Psychology of Prejudice: Interdisciplinary Perspectives on Contemporary Issues**, Nova Publishers.

REFEREED BOOK CHAPTERS

Russell, Cristel A., Dale W. Russell and Joel Grube (2016), "Substance Use, Advertising and the Media," in Kenneth Sher (ed.), *The Oxford Handbook of Substance Use Disorders*, New York, NY: Oxford University Press.

Russell, Cristel A. (2016), "Product Placement in the Digital Age," in Paul Messaris and Lee Humphreys (ed.), *Digital Media: Transformations In Human Communication*, 2nd Ed., Revised. New York: Peter Lang.

Russell, Cristel A. and Hope Jensen Schau (2015), "Consumers' Experience of Brand Withdrawal: Unfolding Consumption Bereavement Theory," in Susan Fournier, Michael Breazeale and Jill Avery (ed.), *Strong Brands, Strong Relationships*, Taylor & Francis/Routledge.

Noguti, Valeria and Cristel A. Russell (2013), "The Importance of the Social Context on the Impact of Product Placements," in Sara Rosengren, Micael Dahlén, and Shintaro Okazaki (ed.), *The Changing Roles of Advertising*, EAA Advances in Advertising Research (Vol. IV), Springer Verlag: Germany.

Narsey, Vanisha and Cristel A. Russell (2013), "Behind the Revealed Brand: Exploring the Brand Backstory Experience," in Russell W. Belk, Lisa Peñaloza & Linda Price (ed.) *Research in Consumer Behavior*, Emerald Group Publishing.

Russell, Cristel, Dale W. Russell, and Peter Neijens (2012), "Evidence of Country-based Prejudices in the Marketplace," in Dale W. Russell and Cristel Antonia Russell (ed.), *The Psychology of Prejudice: Interdisciplinary Perspectives on Contemporary Issues*, Hauppauge, NY: Nova Science Publishers.

Narsey, Vanisha and Cristel A. Russell (2011), "Realistically Fake: Self-Reflexive Consciousness, Ironic (Dis)engagement with Hybrid Reality Television, and their Impact on Consumption," in Russell W. Belk, Albert Muñoz, Hope Jensen Schau and Kent Grayson (eds.), *Research in Consumer Behavior*.

Russell, Cristel A. and Dale W. Russell (2011), "Nature and Impact of Embedded Alcohol Messages," in L. J. Shrum (ed.), *The Psychology of Entertainment Media*, Mahwah, NJ: Lawrence Erlbaum Associates.

Russell, Cristel A. (2010), "Product Placement," in Jagdish N. Sheth and Naresh K. Malhotra (ed.), *Wiley International Encyclopedia of Marketing*, Oxford, UK: John Wiley & Sons Ltd.

Bressoud, Etienne, Jean-Marc Lehu and Cristel A. Russell (2009), "Getting Real in Product Placement Research: Recall of Movie Placements in Natural Viewing Conditions," in Patrick De Pelsmacker and Nathalie Dens (ed), *Research in Advertising: Message, Medium and Context*. Antwerpen: Garant, pages 291-298. ISBN 978-90-441-2387-6.

Russell, Cristel A. and Dale W. Russell (2008), "Can Warnings Change the Impact of Alcohol Messages in Television Series?" in Francisco Costa Pereira, Jorge Veríssimo, and Peter Neijens (ed.), *New Trends in Advertising Research*, Lisbon: Silabo, pages 135-144.

Russell, Cristel A., Andrew T. Norman, and Susan E. Heckler (2003), "People and Their Television Shows: An Overview of Television Connectedness," in L. J. Shrum (ed.), *Blurring the Lines: The Psychology of Entertainment Media*, Mahwah, NJ: Lawrence Erlbaum Associates.

HONORS AND AWARDS

Marie-Sklodowska-Curie Fellowship, European Institute for Advanced Studies (EURIAS), Collegium de Lyon, France (2017-2018).

Kogod Research Professorship, *Kogod School of Business*, American University (2014-2017; 2017-2020).

Best Reviewer Award, *International Journal of Advertising* (2017).

- Outstanding Research Award, *Kogod School of Business*, American University (2014).
- Outstanding Teaching Award, *Kogod School of Business*, American University (2013).
- Outstanding Research Award, *Kogod School of Business*, American University (2012).
- Best Paper Award, *European Advertising Academy, International Conference on Research in Advertising (ICORIA)* (2012).
- Outstanding Reviewer Award, *Journal of Advertising* (2004).
- Outstanding Reviewer Award, *Journal of Consumer Research* (2002-2003).
- Finalist, Robert Ferber Award, *Journal of Consumer Research* (2002).
- Outstanding Faculty Contribution Award, *College of Business Administration at San Diego State University* (2004).
- Visiting Professor, *Advertising Education Foundation*, Starcom Media, Chicago, IL (2003).
- Best Paper Award, 4th International Research Seminar on Marketing Communications & Consumer Behavior, La Londe Les Maures, France (2001).
- Doctoral Consortium Fellow, *American Marketing Association* (1999).
- Doctoral Symposium Presenter, University of Houston (1998).

REFEREED CONFERENCE PROCEEDINGS

- Russell, Cristel A., Russell, Dale W. and Joel Grube (2009), "Warning Consumers about Alcohol Messages in Television Series: The Interactive Effects of Audience Connectedness and Warning Timing and Emphasis," in Elizabeth S. Moore, Janis K. Pappalardo, and William L. Wilkie (ed.), *2009 Marketing & Public Policy Conference Proceedings*.
- Russell, Cristel A. and Schau, Hope Jensen (2007), "From Beginning to End: Exploring the Phases of Consumer Relationships," in Stefania Borghini, Mary Ann McGrath and Cele Otnes (ed.), *European Advances in Consumer Research*, Vol. 7.
- Russell, Cristel A. and Valenzuela, Ana (2006), "Cultural Identity and Judgment: To Bias or not to Bias," in Gavan Fitzsimons and Vicki Morwitz (eds.), *Advances in Consumer Research*, Vol. XXXIV.
- Stern, Barbara, Russell, Cristel A. and Russell, Dale W. (2006), "Soap Opera Heroines and Women Consumers: Images of Vulnerability," in Silvia Gonzalez and David Luna (ed.), *Latin American Advances in Consumer Research*, Vol. I.
- Russell, Cristel A. (2006) "Consumer Researchers for Public Health: Insights from Three Government-Funded Programs," in Cornelia Pechmann and Linda Price (ed.), *Advances in Consumer Research*, Vol. XXXIII.
- Russell, Cristel A. and Stern, Barbara B. (2006), "Consumption in Soap Operas from Brazil, New Zealand, and the U.S.: Production, Products, and Process," in Cornelia Pechmann and Linda Price (ed.), *Advances in Consumer Research*, Vol. XXXIII.
- Russell, Cristel A. and Russell, Dale W. (2005), "Astérix in the Matrix ©" in Lenard Huff (ed.), *Proceedings of the Cross Cultural Research Conference*, Vol. X.
- Russell, Cristel A. (2005), "The Consumption and Cultural Reappropriation of Imported TV Programs," in Lenard Huff (ed.), *Proceedings of the Cross Cultural Research Conference*, Vol. X.
- Russell, Cristel A. and Valenzuela, Ana (2005), "Global Consumption: (How) Does Culture Matter?" in Geeta Menon and Akshay R. Rao (ed.), *Advances in Consumer Research*, Vol. XXXII, 86-89.
- Russell, Cristel A. and Schau, Hope Jensen (2005) "Me, My Self, and My Brands," in Geeta Menon and Akshay R. Rao (ed.), *Advances in Consumer Research*, Vol. XXXII, 335-338.
- Russell, Cristel A. and Russell, Dale W. (2003), "Now Showing: Global Movies Crossing Cultural Lines. Resistance is Futile?" in Sören Askegaard (ed.), *Proceedings of the Cross Cultural Research Conference*, Vol. IX.
- Russell, Cristel A. and Schau, Hope (2003), "Consuming Television: Connectedness and Community in Broadcast Media," in Punam Keller and Dennis Rook (ed.), *Advances in Consumer Research*, Vol. XXX, 544-547.

Russell, Cristel A. and Honea, Heather (2003), "An Examination of Consumers' "Active" Responses to An Emerging Breed of Marketing Events," in Darach Turley and Stephen Brown (ed.), *European Advances in Consumer Research*, Vol. 6.

Russell, Cristel A. and Norman, Andrew (2003), "Nomological Validity Tests of the Television Connectedness Scale," in Christine Page and Steven S. Posavac (ed.), *Proceedings of the Society for Consumer Psychology Conference*, 147-149 .

Russell, Cristel A. and Honea, Heather (2001), "In Search of Nomological Validity: How to Develop Better Marketing Measures," in Andrea Gröppel-Klein and Franz-Rudolf Esch (ed.), *European Advances in Consumer Research*, Vol. 5, 193-194.

Russell, Cristel A. (2001), "Developing A Student Orientation: The Use of A First Day Survey," in Regina Schlee (ed.), *Proceedings of the Marketing Educators' Association Conference*, Vol. 25, 23-26.

Russell, Cristel A. and Stern, Barbara B. (2001), "'Paradigms Regained': Humanities Theory and Empirical Research," in Joan Meyers-Levy and Mary Gilly (ed.), *Advances in Consumer Research*, Vol. XXVIII, 177.

Russell, Cristel A. and Puto, Christopher P. (2000), "Exploring the Relationship between Popular Culture and Consumer Behavior: Insights from Multiple Perspectives," in Stephen J. Hoch and Robert J. Meyer (ed.), *Advances in Consumer Research*, Vol. XXVII, 254.

Russell, Cristel A. and Puto, Christopher P. (1999), "Novel Experimental Methods: Opportunities and Challenges," in Eric Arnould and Linda Scott (ed.), *Advances in Consumer Research*, Vol. XXVI, 599-600.

OTHER PUBLICATIONS

Chapoton, Boris, Cristel A. Russell and Véronique Regnier-Denois (2017), "Médias, Adolescents et Alcool : Quelle(s) Représentation(s)." *Revue d'Epidémiologie et de Santé Publique*, 64 (S4), 200. DOI: 10.1016/j.respe.2016.06.080

Russell, Cristel A. (2015), Introduction to the "Special Issue on Product Placement," *International Journal of Advertising*: <http://explore.tandfonline.com/page/bes/rina-vsi-16>

Russell, Cristel A. (2007), "Advertainment: The Fusion of Advertising and Entertainment." University of Michigan.

Russell, Cristel A. (2004), "What Does It Mean to "Connect" to a Television Program?"
<http://www.acrwebsite.org/topic.asp?artid=116>

Russell, Cristel A. and Michael Belch (2005), "A Managerial Investigation into the Product Placement Industry." Marketing Science Institute Working Paper Series (www.msi.org)

SERVICE

Academic Journals:

Editorial Review Boards

Journal of Advertising: 2005 – Present

Journal of the Academy of Marketing Science (JAMS): 2015 - Present

International Journal of Advertising: 2013 - Present

Recherche et Applications en Marketing: 2007 – Present

Journal of Consumer Research: 2002 – 2008

Australasian Marketing Journal: 2007 - 2011

Scientific Committee

Cahiers de la Consommation : 2018- Present

Ad Hoc Reviewer

Addiction

Appetite

Communication Theory

Consumption, Markets and Culture

European Journal of Marketing

International Journal of Research in Marketing

Journal of Advertising Research
Journal of Business And Decision Making
Journal of Consumer Affairs
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Psychology: Applied
Journal of Health Communication
Journal of MacroMarketing
Journal of Marketing
Journal of Marketing Research
Journal of Public Policy and Marketing
Journal of Studies on Alcohol and Drugs
Marketing Letters
Media Psychology

Academic Organizations:

Office

Executive Secretary, Consumer Culture Theory Consortium (CCTC), since 2011.
Elected Member, American Advertising Association (AAA) Research Committee, 2017-2018.

Conference Program Committee

Asia Pacific Association for Consumer Research Conference, 2012.
Consumer Culture Theory, 2011, 2013, 2016.
North American Association for Consumer Research Conference, 2006, 2007.
European Association for Consumer Research Conference, 2007, 2013, 2018.

Conference Track Chair

European Association for Consumer Research Conference, 2013.
Asia Pacific Association for Consumer Research Conference, Sydney, Australia, 2006.
Latin American Association for Consumer Research Conference, Monterrey, Mexico, 2006.
Academy of Marketing Science Multicultural Conference, Valencia, Spain, June 2002.

Advisory Boards:

Amsterdam School of Communications Research (ASCoR), International Advisory Board (2009-11).
Association for Consumer Research, International Advisory Board Member (2007-09).
Center on Substance Abuse, San Diego State University, Board Member (2003-06).
San Diego State University American Marketing Association Chapter, Faculty Advisor (2004-06).

University:

Senate Committee on Faculty Affairs, American University (2016-17).
Institutional Review Board (IRB) Committee, American University (2012-2016; past Chair).
Affiliate member of Center for Health Research and Society, American University (2012- present).
Member, Cooperative for Applied Perceptual Research (CAPRI), American University (2014- present).
Associate member of Behavior, Cognition, & Neuroscience, American University (BCAN) (2015 – present).
Graduate Committee, SDSU (2001-03); University of Auckland (2009-10).

School:

Dean Search Committee 2015-16 (successful).
Search Committee for Management Organization Behavior 2014 (successful).
Search Committee for Marketing term faculty 2012, 2014, 2015, 2018 (searches successful).
Faculty Advisor, Brigham Young University Spanish Language Case Competition (yearly since 2012).
MBA Committee, Kogod School of Business, American University (2013-14).
Director of the PhD Programme, University of Auckland (2009-2011).

Other:

Judge, Marketing Science Institute Clayton Doctoral Dissertation Competition (since 2008).
Judge, Society for Consumer Psychology Doctoral Dissertation Competition (since 2004).
Faculty Advisor, Association for Consumer Research Doctoral Consortium (2014).
External evaluator for promotion and tenure cases in the US and Australasia (regularly since 2010).
External reviewer for European Institute for Advanced Studies (EURIAS) Fellowships (since 2017).

External Boards:

French Heritage Association, Founding member and director (since 2016).

CONFERENCE PRESENTATIONS

- “Exploring Consumers’ Technology Dreams and Nightmares: A Collage-Elicitation Study,” Association for Consumer Research Conference, Dallas, TX, October 2018.
- “Telling Secrets via Brand Backstories; Developing Intimacy or Breaking the Magic?” Consumer Culture Theory Conference, Odense, Denmark, June 2018.
- “Public Health Strategies to Counter the Influence of Alcohol Storylines on Youth: The Interplay of Narrative Transportation and Persuasion Knowledge,” Story Symposium, Cass Business School, London, UK, June 2018.
- “Narrative Navigational Strategies,” Story Symposium, Cass Business School, London, UK, June 2018.
- “Parental Mediation Strategies of TV Viewing Moderate How Parental Drinking Relates to Teens’ Beliefs About Alcohol,” AMA Marketing and Public Policy Conference, Columbus, OH, USA, June 2018.
- “Consumers and Facebook Advertising: A Social Exchange Perspective,” European Advertising Academy Conference (ICORIA), Valencia, Spain, June 2018.
- “Youths’ Knowledge and Beliefs about E-cigs in France,” European Society for Prevention Research, Vienna, Austria, September 2017.
- “How Do Alcohol Portrayals in Movies Affect their Audience? Evidence from a Field Study,” World Social Marketing Conference, Arlington, VA, USA, May 2017.
- “The Behavioral Impact of Product Placements in Film: Documenting the Crucial Roles of Transportation-Imagery and Parasocial Interaction,” European Marketing Academy Conference, Groningen, The Netherlands, May 2017.
- “Evaluation of the Impact of an Interactive Exhibit for Cancer Prevention: The Case of Hyg e Lab,” Colloque International UNIR S, France, October 2016.
- “Narrative Consumption in a Digital World,” Association for Consumer Research Conference, Berlin, Germany, October 2016.
- “Narrative Navigational Practices in the Digital Age,” Consumer Culture Theory Conference, Lille, France, July 2016.
- “Not All Celebrity-Brand Associations Are Alike: An Experimental Comparison of The Effectiveness of Advertising, Product Placement and Real Life Celebrity Endorsements,” European Advertising Academy Conference (ICORIA), Ljubljana, Slovenia, June 2016.
- “How Do Depictions of Branded and Non-Branded Alcoholic Drinks in Film Influence Viewers?” European Marketing Academy Conference, Oslo, Norway, May 2016.
- “Socioeconomic Correlates of the Onset of Substance Use Amongst Youth in France,” Soci t  Fran aise de Sant  Publique Congress, Tours, France, November 2015.
- “Messages about Drinking and Smoking in the Content of the TV Series Most Popular with French Youth,” European Society for Prevention Research, Ljubljana, Slovenia, October 2015.
- “Health Warnings in Direct-To-Consumer Pharmaceutical Commercials: Eye Tracking Evidence That Happy Faces Impair Comprehension of the Risk,” European Advertising Academy Conference (ICORIA), London, UK, July 2015.
- “Exposure To Advertising Taints Subsequent Entertainment Experiences,” European Advertising Academy Conference (ICORIA) Conference, London, UK, July 2015.

“Substance Messages in Music Video and Youth’s Substance-Related Views and Consumption: A Multi-Phase Study in France,” European Advertising Academy Conference (ICORIA) Conference, London, UK, July 2015

“Alcohol and Tobacco in Entertainment Content: A Content Analysis of Music Videos and TV Series in France,” Society for Prevention Research Conference, Washington DC, USA, May 2015.

“Assessing the Impact of an Interactive Exhibit for Cancer Prevention : The Case of Hyg e Lab,” Society for Prevention Research Conference, Washington DC, USA, May 2015.

“Narrative Pace Control Practices In The Digital Age: How Do People Consume Television (TV) Series?” European Marketing Academy Conference, Leuven, Belgium, May 2015.

“Value Dynamics in the Secondary Market: Advancing a Model for Product Line Valuation of Used Goods,” American Marketing Association Winter Conference, San Antonio, TX, USA, February 2015.

“Hyg e Lab: An Interactive Exhibit for Cancer Prevention. Assessing The Impact of a New Prevention Tool Across Various Audiences,” Cancer Control: Linking Population Intervention Research, Decision & Practice, Paris, France, November 2014.

“Content Analysis of Alcohol and Tobacco Messages in The Top 50 Music Videos,” Cancer Control: Linking Population Intervention Research, Decision & Practice, Paris, France, November 2014.

“The Insidious Power of ‘Executorial Greenwashing’: Experimental Evidence of the Misleading Effect of Nature Imagery,” Global Marketing Conference, Singapore, July 2014.

“Death of a Gendered Media Genre,” 12th Conference on Gender, Marketing and Consumer Behavior, Helsinki, Finland, June 2014.

“Nature Cues in Advertising: Empirical Evidence of the ‘Executorial Greenwashing’ Effect,” EMAC 2014 Conference, Valencia, Spain, June 2014.

“Investigating The Potential Misleading Effects of Executorial Cues in Marketing Communications,” Marketing and Public Policy Conference, Boston, MA, USA, May 2014.

“Alcohol Brands in Music Videos: Impact on Youth,” European Society for Prevention Research, Paris, France, November 2013.

“Stigma and Accommodation to Consumption Loss,” Association for Consumer Research Conference, Chicago, IL, USA, October 2013.

“Virtual Learning about Alcohol through Narrative Transportation into Television Episodes,” Association for Consumer Research Conference, Chicago, IL, October 2013.

“Selective Revelations: The Brand Backstory and the Creation of Private Sphere,” Association for Consumer Research Conference, Chicago, IL, October 2013.

“Media Influences on Adolescents’ Beliefs about the Health Risks of Fast Food Consumption: The Interplay of Television Viewing and Direct Experience,” European Association for Consumer Research Conference, Barcelona, Spain, July 2013.

“Do You Know What I Know?: Negotiating The ‘Secret’ Brand Backstory,” European Association for Consumer Research Conference, Barcelona, Spain, July 2013.

“Social Norms as a Moderator of Product Placement Effects in Soap Operas,” Academy of Marketing Science Conference, Cardiff, United Kingdom, July 2013.

“When Media Brands End: ‘Leaving’ and ‘Staying’ in the Wake of Production Cessation,” Consumer Culture Theory Conference, Tucson, AZ, June 2013.

- “The Politics of Genre and Product Placement: A Post-Apocalyptic Account,” Consumer Culture Theory Conference, Tucson, AZ, June 2013.
- “Behind The Brand Backstory: The Real Secret Behind the Reveal,” Consumer Culture Theory Conference, Tucson, AZ, June 2013.
- “Facial Expressions in Direct-to-Consumer Pharmaceutical Commercials and Consumers’ Understanding of Health Warnings,” Marketing and Public Policy Conference, Washington, DC, May 2013.
- “The Moderating Role of Trait Reactance on the Relationship Between TV Viewing and Adolescents’ Alcohol Beliefs,” Marketing and Public Policy Conference, Washington, DC, May 2013.
- “Optimizing Marketing Campaign Efforts of Non-profit Organizations,” Wharton Customer Analytics Initiative Symposium, University of Pennsylvania, Philadelphia, PA, December 2012.
- “Revelatory Experiences: The Brand Backstory and its Impact on Consumers’ Experience of Brand Narratives,” Association for Consumer Research Conference, Vancouver, BC, October 2012.
- “Gender and Family Identification in Television Narratives: Homophilization and Appropriation,” Association for Consumer Research Conference, Vancouver, BC, October 2012.
- “Unveiling Consumers’ Experience of a Brand Backstory: The Case of Outrageous Fortune Revealed,” Consumer Culture Theory Conference, Oxford, United Kingdom, August 2012.
- “Trait Reactance Moderates the Impact of TV Viewing on Adolescents’ Beliefs about Drinking,” American Psychological Association Conference, Orlando, FL, August 2012.
- “Unveiling Revelations: Consumer Reactions to the Brand Backstory,” Association for Consumer Research Asia Pacific Conference, Queenstown, New Zealand, July 2012.
- “Contaminated Hedonic Experiences: Advertising Exposure can Negatively Impact Movie Experiences,” European Advertising Academy Conference (ICORIA), Stockholm, Sweden, June 2012.
- “Perceptions of The Influence of Television Series on Others Affect The Impact of Alcohol Product Placements on Young Audiences,” European Advertising Academy Conference (ICORIA), Stockholm, Sweden, June 2012.
- “The Impact on Pre-Drinking Teens of Exposure to Alcohol Narratives,” Marketing and Public Policy Conference, Atlanta, GA, June 2012.
- “The Impact of Media Narratives on Consumer Identity Projects,” Marketing and Public Policy Conference, Atlanta, GA, June 2012.
- “How Does Psychological Trait Reactance Affect the Influence of Television Series on Adolescents’ Drinking Beliefs and Intentions?” Society for Prevention Research, Washington, DC, May 2012.
- “Resisting Normative Influences in the Context of Product Placement,” Association for Consumer Research Conference, St. Louis, MO, October 2011.
- “Comparing the Impact of Positive versus Negative Alcohol Messages in Television Narratives: Moderators of Story Valence,” American Psychological Association Conference, Washington, DC, August 2011.
- “Realistically Fake: Self-Reflexive Consciousness, Ironic (Dis)engagement with Hybrid Reality Television, and their Impact on Consumption,” Consumer Culture Theory Conference, Evanston, IL, July 2011.
- “Peer Connectedness,” Marketing and Public Policy Conference, Washington DC, June 2011.
- “Audience Connectedness Affects The Impact of Alcohol Messages Embedded in Youth-Oriented TV Series,” Research Society on Alcoholism, San Antonio, TX, July 2010.
- “Anti-American Consumption: The Expression of Ideological Resistance in the Consumption of Movies,” ICAR/NACRE Symposium, Marseille, France, June 2010.
- “Prevention Strategies: Understanding How Youth Process Positive and Negative Alcohol Messages Embedded in TV Series,” Society for Prevention Research, Denver, CO, June 2010.
- “Can Warnings Reduce the Persuasiveness of Products Placed in TV Series?” European Marketing Academy, Copenhagen, Denmark, June 2010.

- “Country Animosity and Brand Prejudice and Discrimination,” European Marketing Academy, Copenhagen, Denmark, June 2010.
- “The Ties that Bind: Consumer Engagement and Transference with a Human Brand,” Association for Consumer Research Conference, Pittsburgh, PA, October 2009.
- “Others Matter: The Effect of Peer Connectedness to Television Series on Product Placement Effectiveness,” Association for Consumer Research Conference, Pittsburgh, PA, October 2009.
- “Investigating the Relationship Between Anti-Americanism and US and Non-US Consumption,” La Londe Consumer Behavior Conference, La Londe Les Maures, France, June 2009.
- “Warning Consumers about Alcohol Messages in Television Series: The Interactive Effects of Audience Connectedness and Warning Timing and Emphasis,” Marketing and Public Policy Conference, Washington DC, May 2009.
- “Warning Viewers about Alcohol Messages in Television Programs,” Society for Prevention Research Conference, Washington DC, May 2009.
- “Social Network Connectedness to Soap Operas, Celebrity Product Endorsement, and Consumer Behavior,” Second Association for Consumer Research Latin American Conference, Sao Paulo, Brazil, July 2008.
- “Integrating Placement and Audience Characteristics to Assess the Recall of Product Placements in Film: Findings from a Field Study,” European Advertising Academy Conference (ICORIA), Antwerp, Belgium. June 2008.
- “A Content Analysis of Embedded Alcohol Messages in Prime-Time Television Series,” Society for Prevention Research, San Francisco, CA. May 2008.
- “Alcohol Warnings, Connectedness, and the Impact of Alcohol Messages in Television Series,” Australia New Zealand Marketing Academy, Dunedin, New Zealand, December 2007.
- “Mixed Alcohol Messages in Television Series: Product Placement Meets Edutainment,” Association for Consumer Research Conference, Memphis, TN. October 2007.
- “Until Cancelled Do Us Part: Mourning the Loss of a Relationship,” European Association for Consumer Research Conference, Milano, Italy. July 2007.
- “Warning: The Impact of Alcohol Messages Contained in This Television Series Might Be Moderated by Connectedness,” European Advertising Academy Conference (ICORIA), Lisboa, Portugal. June 2007.
- “Cultural Identity Salience as a Catalyst of Consumer Resistance,” Association for Consumer Research Conference, Orlando, FL, September 2006.
- “The Soap That Can't Be Dropped: A Qualitative Inquiry of Long-term Soap Opera Viewers,” International Communications Association Conference, Dresden, Germany, June 2006.
- “Anti-Americanism and Its Impact on Movie Consumption,” International Communications Association Conference, Dresden, Germany, June 2006.
- “Soap Opera Heroines And Women Consumers: Images of Vulnerability,” Association for Consumer Research Latin American Conference, Monterrey, Mexico, January 2006.
- “Astérix in the Matrix[©]: An Empirical Investigation of the Relationship between Anti-Americanism and Movie Consumption in France,” Cross-Cultural Research Conference, Puerto Rico, December 2005.
- “The Consumption and Cultural Reappropriation of Imported Television Programs,” Cross-Cultural Research Conference, Puerto Rico, December 2005.
- “50 Years of U.S. Pervasiveness in the European Cultural Landscape: An Empirical Look at Anti-American Sentiment and Movie Consumption in France,” European Communications Conference, Amsterdam, the Netherlands, November 2005.
- “Lights, Camera, Consumption: Cross-Cultural Experimental Insights into the Factors Affecting Foreign Movie Consumption,” Emerging Research Frontiers in International Business, Rotterdam, the Netherlands, September 2005.

- “Documenting the Nature and Impact of Alcohol Portrayals in TV Programs.” Association for Consumer Research Conference, San Antonio, TX. September 2005.
- “Aspirational Consumption in U.S. Soap Operas: The Influence of Parasocial Interaction on Consumers.” Association for Consumer Research Conference, San Antonio, TX. September 2005.
- “Product Placement Effects: Product-Character Associations (PCAs) in Sitcoms.” Association for Consumer Research Conference, Portland, OR. October 2004.
- “Does Being Glued to the Tube Mean Sticky Brand Associations? Consumer Television Connectedness and the Enrichment of Brand Meanings and Associations.” Association for Consumer Research Conference, Portland, OR. October 2004.
- “One Part Salience, One Part Origin, Stir, Sprinkle with Acceptance and Resistance, Bake for One Century and Voilà: A New Cultural Casserole!” Association for Consumer Research Conference, Portland, OR. October 2004.
- “Now Showing: Global Movies Crossing Cultural Lines. Resistance is Futile?” Cross-Cultural Research Conference, Rose Hall, Jamaica. December 2003.
- “Exploring the Relationship between Television Program Connectedness and Social Network Dynamics,” Association for Consumer Research Conference, Toronto, ON, October 2003.
- “(Inter-) Active Consumers: For Better or for Worse?” European Association for Consumer Research Conference, Dublin, Ireland, June 2003.
- “Nomological Validity Tests of the Television Connectedness Scale,” Society for Consumer Psychology Conference, New Orleans, LA, February 2003.
- “Product Placement, Plot, and Persuasion: The Moderating Role of Gender,” Association for Consumer Research Conference, Atlanta, GA, October 2002.
- “The Consumption of Television Programming: Introducing the Connectedness Scale,” Advertising & Consumer Psychology Conference, New York, NY. May 2002.
- “Using Cognitive Responses to Evaluate the Effectiveness of a Social Marketing Ad,” Society for Prevention Research, Seattle, WA, May 2002. Invited Presentation.
- “Evaluating the Effectiveness of a Social Marketing Ad: The Case of the Done 4 Campaign,” 15th Annual National Meeting on Alcohol, Other Drugs, & Violence Prevention in Higher Education, Arlington, VA, November 2001.
- “The Consumption of Regular Television Programming: Development and Validation of the Connectedness Scale.” American Psychological Association Conference, San Francisco, CA. August 2001.
- ““Done 4” Did Zip.” National Conference of the Social Norms Model, Los Angeles, CA. July 2001. Invited Presentation.
- “Persuasion in Non-Persuasive Contexts: Investigating the Effectiveness of Product Placements in Television Shows.” International Research Seminar on Marketing Communications & Consumer Behavior, La Londe Les Maures, France. June 2001.
- “The Consumption of Regular Television Programming: Development and Validation of the Connectedness Scale.” European Association for Consumer Research Conference, Berlin, Germany. June 2001.
- “Developing a Student Orientation: The Use of a First Day Survey,” Marketing Educators’ Association Conference, Waikoloa, HI. April 2001.
- “From Art to Science: Literary Theory in the Laboratory.” Association for Consumer Research Conference, Salt Lake City, UT. October 2000.
- “How Does Popular Culture Persuade: Uncovering the Psychological Processes Associated with Product Placements.” Association for Consumer Research Conference, Columbus, OH. October 1999.

“Experimental Work on Stage: the Best of Both Worlds.” Association for Consumer Research Conference, Montreal, Canada. October 1998.

“Interweaving Marketing Efforts and Popular Television: An Exploration of Commercial Intertextuality.” International Crossroads of Cultural Studies Conference, Tampere, Finland. June 1998.

“Processing Product Placements in a Television Context: Moderating Factors.” XVI Houston Doctoral Symposium, Houston, TX. April 1998.

“Connecting with Your Television Show: Individual Differences and Their Impact on Successful Product Placement Efforts.” Society for Consumer Psychology Conference, Austin, TX. February 1998.

“Toward a Framework of Product Placement.” Association for Consumer Research Conference, Denver, CO. October 1997.

INVITED PRESENTATIONS

“Health and Prevention Campaigns: The Potential for a Marketing Approach,” Health Services and Performance Research laboratory (HESPER), Université Claude Bernard, Lyon, July 2018.

“A Dual Perspective on the Brand Backstory,” EM Lyon, May 2018.

“Parasocial Relationships across Screens: How Connectedness with Media ‘Friends’ Impacts their Influences,” Université Aix-Marseille, France, May 2018.

“Processes of Social Influence: New Developments,” Centre Hyg e, Cancer Prevention Research Center, St Etienne, France, May 2018.

“New Preventive Approaches for Behavior Change: Insights from Social Marketing,” Forum de la Recherche en Canc erologie, Canc erop le Lyon Auvergne-Rh ne-Alpes (CLARA), France, April 2018.

“Going Behind the Scenes: The Revelation of Esoteric Knowledge,” Collegium de Lyon, Lyon, France, March 2018.

“Exploring The Brand Backstory,” Kedge Business School, Bordeaux, France, March 2018.

“Can Corrective Campaigns Prevent the Influence of Positive Alcohol Messages In Entertainment Content?” Universit  Jean Monnet de Saint Etienne, France, January 2018.

“Theory-Making and Qualitative Data,” Audencia Business School, Nantes, France, December 2017.

“Marketing Approaches in the Health Sector,” Health Services and Performance Research laboratory (HESPER), Universit  Claude Bernard, Lyon, December 2017.

“Narrative Experiences in a Transmedia Environment: Uncovering Consumers’ Navigational Strategies,” Kedge Business School, Marseille, France, November 2017.

“Social Marketing: Opportunities for Health Promotion and Prevention Campaigns in an Advertainment World,” University of Antwerp, Belgium, October 2017.

“Lessons from Project IMAJE: Interventions to Counter Media Influences,” Institut National du Cancer, Paris, France, September 2017.

“Development of an ‘Aducation’ (Advertising-education) Intervention in France,” Collegium de Lyon, Lyon, France, September 2017.

“Living in a World of Advertainment and Edutainment: Implications for the Prevention of Substance Use amongst Youth,” University Clermont Auvergne, May 2017.

“Alcohol and Tobacco in the Content of Entertainment: Effects on Youths and Potential Preventive Strategies,” Audencia Business School, Nantes, France, November 2016.

“Evaluation of Hyg e Lab: What Impact on Visitors?” Centre R gional de Pr vention des Cancers, St. Etienne, France, July 2016.

“Getting Away with Murder: Do Dead Brands Haunt?” University of Arizona, Tucson, AZ, March 2016.

“Researching Consumers in an Advertainment World,” Thinking Forward Conference, Eller School of Management, University of Arizona, Tucson, AZ, March 2016.

“When Brands Die: A Quasi Experimental Investigation of Transference Processes,” Cass Business School, London, UK, September 2015.

“The Placement of Substances in Entertainment Content: Implications for Prevention Research,” University of Antwerp, Belgium, September 2015.

“The Impact of Substance Related Messages in TV Series on Youth: Emerging Findings from Project IMAJE,” Centre R gional de Pr vention des Cancers, St. Etienne, France, July 2015.

“A CCT Investigation of Consumers’ Accommodation to the Loss of Narrative Brands,” SKEMA Business School, Lille, France, July 2015.

“Embedded Alcohol Messages into Entertainment Content: Impact on Youth and Preventive Strategies,” University of Hawaii Cancer Center, July 2014.

“Unfolding a Model of Consumers’ Accommodation to the Loss of Favorite Brands,” University of Hawaii Shidler Business School, July 2014.

“Advertising Contamination: When Exposure to Advertising Alters Subsequent Entertainment Experiences,” Universit  Paris 1, Panth on Sorbonne, France, June 2014.

“Substance Messages in Entertainment Content: Nature and Impact on Youth,” Stony Brook University, April 2014.

“Influence on Youth of Embedded Alcohol Messages in Television Series (Impact sur les Jeunes des Messages Li s A L’Alcool dans les S ries T l vis es),” Institut National pour la Pr vention et l’Education   la Sant  (INPES), Paris, France, September 2013.

“Geospatial Analyses: How to Incorporate Geospatial Variables into Survey Research,” Universit  Paris 1, Panth on Sorbonne, France, July 2013.

“Eye-tracking and its Promise for Studying Consumer Behavior,” Universit  Paris 1, Panth on Sorbonne, France, July 2013.

“Alcohol in American TV Series: Impact on Youth and Implications for Social Marketing (L’Alcool dans les S ries T l vis es Am ricaines: Impact sur les Jeunes et Implications pour le Marketing Social),” Centre R gional de Pr vention des Cancers, St. Etienne, France, June 2013.

“How Do Consumers Experience the End of Television Series? Uncovering Processes of Accommodation to Consumption Loss,” University of Virginia, Charlottesville, VA, April 2013.

“Optimizing Marketing Campaign Efforts of Non-profit Organizations,” The American Red Cross Headquarters, Washington, DC, January 2013.

- “Alcohol Messages in the Content of Television Series: Impact on Youth and Implications for Public Health,” American University’s Center on Health, Risk and Society, Washington, DC, September 2012.
- “Consumer Responses to the Loss of a Favored Brand,” Université Paris 1, Panthéon Sorbonne, France, July 2012.
- “The Influence of Television Series on Others: Impact on the Effects of Alcohol Product Placements on Young Audiences,” Université Paris 1, Panthéon Sorbonne, France, June 2012.
- “The Impact of Combat Experiences on Substance Use and Abuse Amongst Veterans,” Université Paris 1, Panthéon Sorbonne, France, June 2012.
- “Consumer Responses to Product Discontinuation: Coping with Consumption Loss,” DC Marketing Colloquium, George Mason University, Fairfax, VA, April 2012.
- “Alcohol in TV Series: Overview of a Research Program Sponsored by the National Institutes of Health,” Université Paris 1, Panthéon Sorbonne, France, May 2011.
- “Parasocial Relationships with Television Characters: Are They For Real?” Auckland War Memorial Museum, Auckland, New Zealand, April 2011.
- “Peer Connectedness Effects: Normative Influences and the Impact of Product Placements in Television Series,” University of Oregon, May 2010.
- “Normative Influences on Consumers’ Purchases of Products Placed in Television Programs,” Graduate School of Management, University of California, Davis, April 2010.
- “Product Placements in Television Series and their Influence on Consumers,” San Francisco State University, March 2010.
- “A Study of Reconsumption Experiences,” University of Arizona, February 2010.
- “Advertaining Audiences: The Influence of Product Placements in Television Series,” Institute of Personality & Social Research, University of California, Berkeley, February 2010.
- “Testing the Effects of Alcohol Placements in Television Programming,” School of Public Health, University of California, Berkeley, November 2009.
- “How Do Consumers React to Market Withdrawals? Findings From Longitudinal Research of TV Series Consumption,” Massey University, October 2009.
- “The End of Consumer-Brand Relationships: An Application of Bereavement Theory,” University of Arizona, June 2008.
- “The Fusion of Advertising and Entertainment: Studying Consumers in an Advertainment World,” Auckland University of Technology, Professorial Address, May 2008.
- “Consumption Bereavement: Applying Bereavement Theory to Consumers’ Experience of the End of Brand Production,” University of Auckland, May 2008.
- “Alcohol, Alcohol Everywhere: Alcohol in Television Series and Impact on Audiences,” Monash University, April 2008.
- “Embedded Alcohol Messages in a Youth-Oriented Television Program,” University of Queensland, April 2008.
- “Star Light, Star Bright: Celebrities and Consumption Constellations,” University of Canterbury, February 2008.
- “Nature and Impact of Embedded Alcohol Messages in Television Programs,” University of Otago, Injury Prevention Research Unit, December 2007.
- “Advertainment Meets Edutainment: Implications for Research on Television Influences,” University of Sydney, November 2007.
- “Documenting and Assessing the Impact of Alcohol Messages in the Content of Television Programs,” University of California, San Diego Cancer Center, December 2006.

- “A Sobering Analysis of Alcohol Messages in Prime Time Television Programming,” University of California, Irvine Marketing Colloquium, November 2006.
- “Revisiting the Role of Celebrity in Consumer-Brand Relationships,” HEC-ESSEC-INSEAD Research Seminar, Paris, France, March 2006.
- “Connected Consumers: The Influence of Television Characters on Viewers,” Erasmus University, Rotterdam, Netherlands, February 2006.
- “Product Placement: Nature of the Industry and Review of Effects on Consumers,” Instituto de Empresas, Madrid, Spain. November 2005.
- “Using Product Placement to Connect with Consumers,” *Marketing Science Institute Board of Trustees Meeting*, Conference on “Connecting with Customers in a Complex World,” Chicago, IL. November 2005.
- “How Are Connected Consumers Affected by Consumption Portrayals in Television Programming?” IESE, Barcelona, Spain. April 2005.
- “Television, Connectedness and the Shaping of Consumption Constellations,” Hong Kong University of Science and Technology, Hong Kong. February 2005.
- “Television Connectedness and Its Effects on Consumers,” Auckland University of Technology, Auckland, New Zealand. February 2005.
- “Marketing And / In / Through / With / By Entertainment: How Do Consumers Respond?” HEC Paris, Jouy-en-Josas, France. November 2004.
- “Marketing And / In / Through / With / By Entertainment: How Do Consumers Respond?” ESSEC, Paris, France. November 2004.
- “Everything You Always Wanted to Know About How Product Placement Works, But Were Afraid to Ask,” Canadian Advertising Research Foundation, Toronto, ON. October 2004.
- “It’s a Mother-Connector: Reaching “Connected” Moms via Entertainment Programs,” Marketing to Moms Conference, Toronto, ON, October 2004.
- “Consumer Behavior in the Age of the Internet,” Hewlett Packard Headquarters, Taipei, Taiwan, May 2004.
- “Parasocial Referent Others: (How) Do Television Characters Affect Connected Viewers’ Consumption?” University of Southern California, Los Angeles, CA, February 2004.
- “State of Research on Product Placement Effects,” University of Amsterdam, Netherlands, August 2003.
- “State of Research on Television Connectedness,” Starcom MediaVest, Chicago, IL, July 2003.
- “Connecting With Television Programs: Development and Validation of the Connectedness Scale,” California State University, Northridge, CA, February 2003.
- “Women and Their Television Programs,” 2nd Annual What Do Women Want Conference, Toronto, ON, November 2002.
- “Studying the Effects of Television Programs on Viewers,” Pacific Institute for Research & Evaluation, Berkeley, CA, July 2002.
- “The Power of Associating Brands and Television Content: (How) Does Product Placement Work?” Branded Content Conference, Toronto, ON. June 2002.
- “Product Placements in the US,” University of Amsterdam, the Netherlands. June 2002.
- “Connecting With Television Programs: Development and Validation of the Connectedness Scale,” University of North Carolina, Chapel Hill, NC. June 2002.
- “Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection on Memory for and Attitude Toward Brands,” HEC Montréal, Québec. October 2001

“How Does Product Placement Work?” Procter & Gamble Headquarters, Cincinnati, Ohio, July 2000.

“Popular Culture and Persuasion: An Investigation of Product Placements’ Effectiveness,” INSEAD, Fontainebleau, France. November 1999.

“Popular Culture and Persuasion: An Investigation of Product Placements’ Effectiveness,” Kellogg School of Business, Northwestern University, Evanston, IL. November 1999.

“How Does Product Placement Work?” Koç University, Istanbul, Turkey. October 1999.

“Popular Culture and Persuasion: An Investigation of Product Placements’ Effectiveness,” Boston University, Boston, MA. October 1999.

CONFERENCE ACTIVITIES

“Mitigating Risk: Designing your Research to Protect Human Subjects,” Panelist, Conference on High Impact Research, American University, Washington, DC, May 2017.

“Faculty Oversight of Human Subjects Research Projects: Roles, Responsibilities, and Resources,” Panelist, Ann Ferren Conference, American University, Washington, DC, January 2017.

“Is it Still Worth it? Exploring Contemporary Marketplace Diversity Research,” Roundtable Discussion, Association for Consumer Research Conference, Baltimore, MD, October 2014.

“Health Implications of the Marketing Mix: Environmental and Situational Moderators of Unhealthy Food Consumption,” Session Organizer, European Association for Consumer Research Conference, Barcelona, Spain, July 2013.

“Who, What, How and Why to Believe? Secrets, Revelations, and Truth Negotiations in Consumer Behavior,” Session Organizer, European Association for Consumer Research Conference, Barcelona, Spain, July 2013.

“Conflicting Consumption Messages and Consumer Responses: Implications for Consumer Well-Being,” Session Organizer, Marketing and Public Policy Conference, Washington, DC, May 2013.

“Processes of Addiction,” Roundtable Discussion, Marketing and Public Policy Conference, Atlanta, GA, June 2012.

“Seeing Sources from All Angles,” Session Discussant, Consumer Culture Theory Conference, Chicago, IL, July 2011.

“Barbara Stern’s Legacy to Consumer Research,” Session Organizer, Association for Consumer Research Conference, Jacksonville, FL, October 2010.

“Cultural Identity and Consumer Research – Toward A Research Agenda,” Session Organizer, Australia New Zealand Marketing Academy, Dunedin, New Zealand. December 2007.

“From Beginning to End: Exploring the Phases of Consumer Relationships,” Session Organizer & Chair, European Association for Consumer Research Conference, Milano, Italy. July 2007.

“The Value of Websites,” Session Chair, European Advertising Academy Conference (ICORIA), Lisboa, Portugal. June 2007.

“Cultural Identity and Judgment – To Bias or not to Bias,” with Ana Valenzuela, Session Organizer & Chair, Association for Consumer Research Conference, Orlando, FL. September 2006.

“Consumer Researchers For Public Health: Insights from Three Government-Funded Programs,” Session Organizer & Chair, Association for Consumer Research Conference, San Antonio, TX. September 2005.

“Consumption in Soap Operas: Production, Products, and Process,” with Barbara Stern, Session Organizer & Chair, Association for Consumer Research Conference, San Antonio, TX. September 2005.

“Me, My Self, and My Brands,” with Hope Schau, Session Organizer & Chair at the 2004 Association for Consumer Research Conference, Portland, OR. October 2004.

- “Global Consumption: (How) Does Culture Matter?” with Ana Valenzuela, Session Organizer & Chair at the 2004 Association for Consumer Research Conference, Portland, OR. October 2004.
- “Consuming Television: Connectedness and Community in Broadcast Media,” with Hope Schau, Session Organizer & Chair at the 2003 Association for Consumer Research Conference, Toronto, ON. October 2003.
- “An Examination of Consumers’ Active Responses to an Emerging Breed of Marketing Events,” with Heather Honea, Session Organizer & Chair at the 2003 Association for Consumer Research European Conference, Dublin, Ireland. June 2003.
- “Measure for (Valid) Measure: Critical Issues in Developing and Validating Multi-Item, Multi-Dimensional Consumer Psychology Measures,” with Frédéric Brunel, Session Organizer & Chair at the 2003 Society for Consumer Psychology Conference, New Orleans, LA. February 2003.
- “Where Art and Commerce Collide: A Funnel Approach to Embedding Messages in Non-Traditional Media,” Session Chair at the 2002 Association for Consumer Research Conference, Atlanta, GA. October 2002.
- “Advertising Cues and Their Effects,” Session Discussant at the 2001 Association for Consumer Research Conference, Austin, TX. October 2001.
- “Determining Measurement Validity,” with Heather Honea, Session Organizer at the 2001 American Psychological Association Conference, San Francisco, CA. August 2001.
- “Decision and Choice Issues in Consumer Behavior,” Session Discussant at the 2001 American Psychological Association Conference, San Francisco, CA. August 2001.
- “In Search of Nomological Validity: How to Develop Better Marketing Measures,” with Heather Honea, Session Organizer & Chair at the 2001 Association for Consumer Research European Conference, Berlin, Germany. June 2001.
- “Identity and Consumer Behavior,” Session Chair & Discussant at the 2001 Academy of Marketing Science Conference, San Diego, CA. May 2001.
- ““Paradigms Regained”: Humanities Theory and Empirical Research,” with Barbara Stern, Session Organizer & Chair at the 2000 Association for Consumer Research Conference, Salt Lake City, Utah. October 2000.
- “Exploring the Relationship between Popular Culture and Consumer Behavior: Insights from Multiple Perspectives,” with Christopher Puto, Session Organizer & Chair at the 1999 Association for Consumer Research Conference, Columbus, OH. October 1999.
- “Novel Experimental Methods: Opportunities and Challenges,” with Christopher Puto, Session Organizer & Chair at the 1998 Association for Consumer Research Conference, Montreal, Canada. October 1998.

TEACHING INTERESTS

Integrated Marketing Communications	Advertising in Society
Consumer Behavior	Marketing Management
Marketing & Public Policy	Social Marketing
Entertainment Marketing	Research Methods: Qualitative and Quantitative

TEACHING EXPERIENCE

American University, Washington, DC

- Consumer Behavior (MKTG 301)
- Integrated Marketing Communications (MKTG 411)
- Integrated Marketing Communications Project (MKTG 412)
- Integrated Marketing Communications – Online MBA (MKTG 762)

Every semester 2011- Present
Fall semesters 2011- Present
Spring semesters 2013- Present
Spring 2017

University of Auckland, Auckland, New Zealand

- Marketing Management

Teaching ratings (5-point scales):
Semesters 1, 2 2009 4.8

• Advanced Consumer Behaviour (Graduate Level)	Semester 2 2010	4.7
• Advanced Marketing Communications (Graduate Level)	Semester 1 2009	
	Semester 2 2009	5.0
San Diego State University , San Diego, California	Teaching ratings (5-point scales):	
• Consumer Behavior (MKTG 371)	Fall 2000	4.7 and 4.8
	Spring 2001	4.9
	Fall 2001	4.6
	Spring 2002	4.9 and 4.6
	Fall 2002	4.7 and 4.6
	Spring 2003	4.6 and 5.0
	Fall 2003	4.8 and 4.9
	Spring 2004	4.9 and 4.9
	Fall 2004	4.8 and 5.0
	Fall 2006	4.9 and 5.0
	Spring 2001	4.5
• Graduate Seminar in Consumer Behavior (MKTG 760) (Also taught yearly in Taiwan 2001-2005)		
HEC School of Management , Jouy en Josas, France	Teaching ratings (5-point scales):	
• MBA Marketing Management / Consumer Behavior (Graduate Level)	Spring 2006	4.5
University of Arizona , Tucson, Arizona	Teaching ratings (5-point scales):	
• Advertising in Society (MKTG 362)	Summer 1997	4.8
• Marketing and Public Policy (MKTG 470) – case format	Summer 1999	4.8
• International Marketing (MKTG 456)	Fall 1999	4.6

OTHER SERVICE

Student Supervisions:

Doctoral Theses: Vanisha Narsey (Committee Chair) “The Brand Backstory” 2011-14 University of Auckland
Richard Starr (Committee member) 2009-11 University of Auckland
Hounaida El Yurdi (Committee member) 2009-11 University of Auckland

Master’s Theses: Vanisha Narsey (Committee Chair) “Self-Reflexive Consciousness, Ironic (Dis)engagement and Hybrid Reality Television” 2010-11 University of Auckland
Analise Roccaforte (Committee member) 2016-17 American University
Madeleine Kushlan (Committee Chair) 2016-18 American University

Summer Scholars Fellowships:

Fabienne Demmerle “Influence of Music Videos” 2015 American University
Tzu-Yun Tseng “Cultural Reappropriation of Imported TV Programs” 2017 American University

External Examiner for Ph.D. Theses:

Weng Ho Tum, University of South Australia (November 2010)
Marian Jalali, University of Sydney (December 2011)
Claire Sherman, University of Adelaide (October 2009)
Yann Verhellen, University of Antwerp (January 2015)

External Examiner for Scientific Applications:

Post-doctoral research and scientific applications to Belgium's Research Foundation Flanders (FWO)
Scientific applications for the Israel Science Foundation.
Scientific applications for American University of Beyrouth.

LANGUAGES

Fluent in **English, French, & Spanish.**

Working knowledge of **Italian & Dutch.**

BUSINESS EXPERIENCE

BURGER KING CORP., International Headquarters
Miami, Florida

International Business Consultant
Mar. 1996 - July 1996

EMERSON ELECTRIC, Specialty Motors Division
Fortune 100 Company, St. Louis, Missouri

International Account Rep.
Nov. 1994 - Feb. 1996

HORS MEDIA S.A.
Sales Promotion Agency, Paris, France

Account Executive
June 1992 - Aug. 1993

SELECT MEDIA COVERAGE

NPR MarketPlace: Marketing Movies <http://www.marketplace.org/2016/08/08/world/suicide-squad-killed-it-opening-weekendnow-what> August 2016

Fox News 5 (Washington, DC): "Sociocultural Norms during Thanksgiving Holiday." November 2014

NBC Nightly News (US): "Fitness Trends." October 2014

The Atlantic: "On Repeat: Why People Watch Movies and Shows Over and Over." September 2014

ABC Radio (6 stations): "Mourning the End of TV Series." September 2014

Associated Press: "Alcohol Marketing to Millennials." March 2014

Time Magazine: "After The Office, Dunder Mifflin Will Live On in Every Office." May 2013

American Way (American Airlines Magazine): "Creature of Habit." January 2013

National Public Radio (11 stations) November 2012
"Is That A Budweiser In Your Hand?: Product Placement, Booze, And Denzel Washington."

Scientific American October 2012
"Why You Like to Watch the Same Thing Over, and Over, and Over Again"

WAMU Radio: "Chick-Fil-A Dilemma" August 2012

Shape: "Four Ways to Fight a Funk." July 2012

Business Insider: May 2012
"Why Do You Watch Your Favorite Movie Or Listen To Your Favorite Song Over And Over Again?"

Science Daily (and 5 other magazines): May 2012
"The Science of Re-Runs: Why We Watch Our Favorite Episode of a TV Show, or Listen to a Favorite Song, Over and Over Again."

Telegraph: "Comfort books: the sweet, sad joys of re-reading." May 2012

Daily Telegraph (UK): May 2012
"Why books and old films are better the second time around."

KSEE TV : February 2012
"Research Reveals Why Books & Movies Are Better Second Time Around."

FITNESS

Certifications: American Council on Exercise (ACE) Fitness Instructor since 2012
American Red Cross CPR and AED
Croix Rouge Française PSC1 (Premiers Secours)
Les Mills BodyPump (Advanced)
Les Mills BodyStep (Advanced)
Les Mills CXWorx
Les Mills Born to Move (8-12)

Teaching Fitness Classes at: Gold's Gym
Sports & Health / US Fitness
Walter Reed National Medical Center

REFERENCES

Christopher P. Puto, President Emeritus
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Mobile, Alabama 36608
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Tucson, AZ 85721-0108
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hschau@eller.arizona.edu

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San Diego State University
5500 Campanile Drive
San Diego, CA 92182-8239
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