

# Beatriz de Castro Sebastião Pereira

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Debbie and Jerry Ivy College of Business  
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Citizenship: Brazilian, Portuguese, and American

## ACADEMIC POSITIONS

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- 2014 - present Iowa State University – Debbie and Jerry Ivy College of Business  
Assistant Professor, Department of Marketing
- 2012 - 2014 Tulane University – A. B. Freeman School of Business  
Visiting Lecturer, Department of Marketing

## EDUCATION

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- 2014 University of Michigan – Ross School of Business  
Ph.D. in Marketing
- 2008 University of São Paulo – School of Economics, Business and Accounting  
M.S. in Business Administration
- 2007 Vanderbilt University - Owen Graduate School of Management  
Exchange Student (six MBA courses)
- 2004 University of São Paulo – School of Economics, Business and Accounting  
B.S. in Business Administration

## PUBLICATIONS

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Pereira, Beatriz, Amy Fehl, Stacey Finkelstein, Gabriela Jiga-Boy, and Marta Caserotti (2022), “Scarcity in COVID-19 Vaccine Supplies Reduces Perceived Vaccination Priority and Increases Vaccine Hesitancy,” *Psychology & Marketing*, 39(5), 921-936. DOI: 10.1002/mar.21629

- *Selected Media Coverage*: KCRG-ABC 9, EurekAlert!, ScienMag, MedicalXpress

Flores, Alexandra, Jennifer C. Cole, Stephan Dickert, Kimin Eom, Gabriela M. Jiga-Boy, Tehila Kogut, Riley Loria, Marcus Mayorga, Eric J. Pedersen, Beatriz Pereira, Enrico Rubaltelli, David K. Sherman, Paul Slovic, Daniel Västfjäll, Leaf Van Boven (2022), “Politicians Polarize and Experts Depolarize Public Support for COVID-19 Management Policies Across Countries,” *Proceedings of the National Academy of Sciences*, 119(3), 1-7, e2117543119. DOI: 10.1073/pnas.2117543119

- *Selected Media Coverage:* EurekAlert!, ScienMag, USNews.com, WFMZ-TV 69, KOAM News Now, The Denver Post

Pereira, Beatriz and Jason Stornelli (2022), “Collective Health versus Individual Freedom: Goal Centrality and Political Identity Shape Covid-19 Prevention Behaviors,” *Journal of the Association for Consumer Research*, 7(1), 17-26. DOI: 10.1086/711837

- *Selected Media Coverage:* USA Today, Iowa Public Radio, KCCI TV, WHO-13

\*Stornelli, Jason, \*Beatriz Pereira, and \*Richard Vann (2020), “Big Picture, Bad Outcomes: When Visual Perspectives Harm Health Goal Pursuit,” *Journal of Consumer Psychology*, 30(2) 368-378.

(\*equal contribution)

- *Selected Media Coverage:* Science Daily, Runner’s World, Yahoo!, EukekAlert!, Science Blog, Galileo

Rick, Scott, Beatriz Pereira, and Katherine Burson (2014), “The Benefits of Retail Therapy: Making Purchase Decisions Reduces Residual Sadness,” *Journal of Consumer Psychology*, 24(3), 373-380.

- *Selected Media Coverage:* AOL On News, BBC, Bloomberg, CBS Radio, CBS Detroit, The Chicago Tribune, CNBC, The Consumerist, DailyFinance, Daily Mail, The Denver Post, Detroit Free Press, The Economic Times, Elle Decor, Fidelity, Forbes, Fox & Friends, Glamour, Harvard Business Review Morning Advantage, Harvard Business Review – The Daily Stat, Huffington Post, The Independent, Jezebel, LearnVest, Michigan Radio, NBC News, New York Magazine, Psychology Today, Shape, Time, Toronto Star, U.S. News & World Report, Women's Health Magazine, Yahoo! Finance

## WORKING PAPERS AND UNDER REVIEW

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*Sharenting in an Evolving Digital World: Increasing Online Connection and Consumer Vulnerability*

Ong, L. Lin, Alexa Fox, Laurel Cook, Claire Bessant, Pingping Gan, Mariea Hoy, Emma Nottingham, Beatriz Pereira, and Stacey Steinberg, conditionally accepted at *Journal of Consumer Affairs*

*Structured Personal Criteria Analysis Increases Prosocial Behavioral Intentions During the COVID-19 Pandemic*

Ramos, Jairo, MARRISSA D. GRANT, Alex Flores, Stephan Dickert, Kimin Eom, Gabriella Jiga-Boy, Tehila Kogut, Marcus Mayorga, Eric J. Pedersen, Beatriz Pereira, Enrico Rubaltelli, David K. Sherman, Paul Slovic, Daniel Västfjäll, Leaf Van Boven

Data collected with over 13,000 participants in 7 countries

Revise and resubmit at *PNAS Nexus*

*Does Product Scarcity Always Increase Demand?*

Fehl, Amy, Stacey Finkelstein, Beatriz Pereira, Gabriela Jiga-Boy, and Marta Caserotti

Reject and resubmit at *Marketing Letters*

*An Updated Portrait of the Sad Decision-maker: Sadness Produces Costly Indecisiveness*  
With Scott Rick

In preparation for submission to the *Journal of Consumer Psychology*

*Windfall Moments: Framing Tax Refunds to Increase Debt Repayments Among Indebted Consumers*

Blanchard, Simon, Beatriz Pereira, and Remi Trudel

In preparation for submission to the *Journal of Marketing Research*

*Behavior Compliance with COVID-19 Preventive Behaviors as a Function of Media Political Ideology and Media Consumption*

With Leaf van Boven, Maxwell Boykoff, Jennifer Cole, Stephan Dickert, Kimin Eom, Alex Flores, David Oonk, Marissa Grant, Gabriela Jiga-Boy, Tehila Kogut, Marcus Mayorga, Eric Pedersen, Jairo Ramos, Enrico Rubaltelli, David Sherman, Paul Slovic, and Daniel Västfjäll

Data collected with over 13,000 participants in 7 countries

In preparation for submission to *Nature Human Behavior*

#### **PUBLICATIONS IN PORTUGUESE (BEFORE ENTERING PHD PROGRAM)**

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Ikeda, Ana Akemi, Marcos Campomar, and Beatriz Pereira (2008). “O uso de coortes em segmentação de marketing,” *O&S: Organizações & Sociedade*, 15, 25-44. (Title Translation: “Using cohorts in market segmentation”)

Pereira, Beatriz, and Camila Gil (2007). “Avaliando a Satisfação de Alunos de Escolas de Administração: uma nova perspectiva de gestão,” *RAU Revista de Administração da Unimep*, 5, 1-21, 2007. (Title Translation: “Evaluating Students Satisfaction: a new managerial perspective”)

Cassimiro, Wagner Toyama, and Beatriz Pereira (2006). “Relacionamento com ex-alunos como prática de gestão universitária: estudo de caso da FEA-USP,” *Anais do VI Colóquio Internacional sobre Gestão Universitária na América do Sul*. Universidade Federal de Santa Catarina, Blumenau. (Title Translation: “Alumni Relationships as University Management Practice”)

Ikeda, Ana Akemi, Beatriz Pereira, and Camila Gil (2006). “Etnografia em marketing: uma discussão inicial,” *REAd Revista Eletrônica de Administração*, 12, 1-26. (Title Translation: “Ethnography in marketing: an initial discussion”)

Pereira, Beatriz, Camila Gil, and Daniel Bogomoltz (2005). “Estratégias das marcas líderes frente ao crescimento das marcas econômicas,” *Anais do VII SemeAd - Seminários em Administração da FEA/USP*, Universidade de São Paulo, São Paulo. (Title Translation: “Strong brands strategy response to economic brands growth”)

#### **SELECTED WORK IN PROGRESS**

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*Segmented Communication Appeals to Increase Vaccine Acceptance among Vulnerable Patients*

With Amy Fehl, Stacey Finkelstein, Marta Caserotti, and Gabriela Jiga-Boy

2 studies completed

*Reminders of Resource Scarcity and Quantity-Quality Trade-offs*

With Tanya Singh, Laura Goodyear, and Caroline Roux

4 studies completed, designing additional studies

*Goal Centrality and its Effect on Goal Pursuit*

With Jason Stornelli

Field study completed

*Having Enough Resources*

With Aya Aboelenien and Caroline Roux

2 studies completed

*Reducing Parental Vaccination Hesitancy via Better Message Framing: a Field Study with Minority Patients*

With Amy Fehl, Stacey Finkelstein, Marta Caserotti, and Gabriela Jiga-Boy

Exploratory survey completed, partnership with community clinic established

*The Effects of Prize-linked Savings*

With Simon Blanchard

Idea generation stage with partner Fintech app company

*Evaluating the Joint Effect of Nutrition and Taste Scores to Promote Healthier Food Choices*

With Mike Palazzolo

Designing experiments

**CONFERENCE PRESENTATIONS AND PUBLICATIONS (\*Presenter)**

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- 2022 Pereira, Beatriz, Amy Fehl, Stacey Finkelstein\*, Gabriela Jiga-Boy, Marta Caserotti, “Perceived scarcity in COVID-19 vaccine supplies reduces vaccination priority and acceptance,” Competitive Paper, Marketing and Public Policy Conference, Austin, USA.
- 2022 Pereira\*, Beatriz, Amy Fehl, Stacey Finkelstein, Gabriela Jiga-Boy, Marta Caserotti, “Perceived scarcity in COVID-19 vaccine supplies reduces vaccination priority and acceptance,” Flash Talk, Society for Consumer Psychology, Nashville, USA (virtual).
- 2022 Singh, Tanya, Laura Goodyear, \*Beatriz Pereira, and Caroline Roux, “Reminders of Resource Scarcity and Quantity-Quality Trade-offs,” Society for Consumer Psychology Boutique Conference on Luxury and Scarcity, Honolulu, Hawai’i.
- 2022 Pereira, Beatriz, Amy Fehl\*, Stacey Finkelstein, Gabriela Jiga-Boy, Marta Caserotti, “Scarcity in COVID-19 vaccine supplies reduces perceived vaccination priority and increases vaccine hesitancy,” Competitive Paper, Winter American Marketing Association Conference, Las Vegas, Nevada, USA.
- 2021 Pereira, Beatriz, Amy Fehl\*, Stacey Finkelstein, Gabriela Jiga-Boy, Marta Caserotti, “Perceived scarcity in COVID-19 vaccine supplies reduces vaccination priority and acceptance,” Competitive Paper, Association for Consumer Research North American Conference, Seattle, USA (virtual).
- 2021 Aboelenien, Aya, Caroline Roux\*, and Beatriz Pereira, “Having Enough,” Compassion Week, Eugene, Oregon (virtual).

- 2021 Pereira\*, Beatriz, Amy Fehl\*, Stacey Finkelstein\*, Gabriela Jiga-Boy, Marta Caserotti, "Perceived scarcity in COVID-19 vaccine supplies reduces vaccination priority and acceptance," Compassion Week, Eugene, Oregon (virtual).
- 2021 Ong, L. Lin, Laurel Cook, Alexa Fox, Mariea Hoy, Stacey Steinberg, Claire Bessant, Emma Nottingham, and Pingping Gan. "Sharenting in a Pandemic: The Intersection of Online Connection and Consumer Vulnerability," Transformative Consumer Research, Charlottesville, Virginia (virtual).
- 2021 \*Pereira, Beatriz and Jason Stornelli, "Collective Health versus Individual Freedom: Goal Centrality and Political Identity Shape Covid-19 Prevention Behaviors," Competitive Paper, Society for Consumer Psychology, San Juan, Puerto Rico (virtual).
- 2020 \*Singh, Tanya, Laura Goodyear, Beatriz Pereira, and Caroline Roux, "Reminders of Resource Scarcity and Quantity-Quality Trade-offs," Working Paper, Association for Consumer Research North American Conference, Paris, France (virtual).
- 2020 \*Pereira, Beatriz and Jason Stornelli, "Collective Health versus Individual Freedom: Goal Centrality and Political Identity Shape Covid-19 Prevention Behaviors," Compassion Week, Eugene, Oregon (virtual).
- 2019 \*Singh, Tanya, Laura Goodyear, Beatriz Pereira, and Caroline Roux, "Reminders of Resource Scarcity and Quantity-Quality Trade-offs," Working Paper, Society for Judgment and Decision Making, Montreal, Canada.
- 2019 Stornelli, Jason, Beatriz Pereira, and \*Richard Vann, "Big Picture, Bad Outcomes: When Visual Perspectives Harm Goal Pursuit," Competitive Paper, AMA Marketing and Public Policy Conference, Washington, DC.
- 2019 Stornelli, Jason, \*Beatriz Pereira, and Richard Vann, "Big Picture, Bad Outcomes? Self-distancing and consumer goal pursuit," Competitive Paper, Winter American Marketing Association Conference, Austin, Texas.
- 2018 \*Stornelli, Jason, Beatriz Pereira, and Richard Vann, "Big Picture, Bad Outcomes? Self-distancing and consumer goal pursuit," Northwest Marketing Research Symposium, Portland, Oregon.
- 2017 \*Pereira, Beatriz and Scott Rick, "Sadness Reduces Decisiveness," Competitive Paper, Association for Consumer Research North American Conference, San Diego, California.
- 2017 \*Pereira, Beatriz, Jose Rosa, and Carlos Trujillo, "Sustainable Consumption: Driven by Purpose, Redirected by Emotions, Compromised by Income," Competitive Paper, Association for Consumer Research Latin American Conference, Cali, Colombia.
- 2017 \*Pereira, Beatriz, \*Richard Vann, \*Catalina Estrada, \*Jason Stornelli, \*Jose Rosa, \*Carlos Trujillo, and \*David Mick, "Staying of the Virtual Path: Helping Consumers Do What They Should," Transformative Consumer Research Conference, Ithaca, New York.
- 2016 \*Pereira, Beatriz and Scott Rick, "Sadness Reduces Decisiveness," Competitive Paper, Society for Consumer Psychology Winter Conference, St Pete's Beach, Florida.

- 2013 \*Pereira, Beatriz, Scott Rick, and Katherine Burson, "The Benefits of Retail Therapy: Buying Alleviates Sadness," Working Paper, Society for Personality and Social Psychology Annual Meeting, New Orleans, Louisiana.
- 2012 Rick, Scott, \*Beatriz Pereira, and Katherine Burson, "The Benefits of Retail Therapy: Buying Reduces Residual Sadness," Competitive Paper, Association for Consumer Research North America Meeting, Vancouver, British Columbia.
- 2012 Krishna, Aradhna, \*David Luna, and Beatriz Pereira, "Am I more likely to have AIDS in English or in Spanish?: The Effects of Language on Risk Perception," Competitive Paper, Society for Consumer Psychology International Conference, Florence, Tuscany.
- 2012 \*Rick, Scott, Beatriz Pereira, and Katherine Burson, "The Benefits of Retail Therapy: Buying Alleviates Sadness," Competitive Paper, Behavioral Decision Research in Management Conference, Boulder, Colorado.
- 2012 \*Pereira, Beatriz, Scott Rick, and Katherine Burson, "The Benefits of Retail Therapy: Buying Alleviates Sadness," Competitive Paper, Interdisciplinary Science of Consumption, Ann Arbor, Michigan.
- 2011 \*Pereira, Beatriz, Scott Rick, and Katherine Burson, "The Benefits of Retail Therapy: Buying Alleviates Sadness," Working Paper, Association for Consumer Research North America Meeting, Saint Louis, Missouri.
- 2009 \*Pereira, Beatriz and Andrew Gershoff, "When Avoidable Losses Are Perceived as Gains: Repair Costs and Their Effects in New Product Purchases," Working Paper, Association for Consumer Research North America Meeting, Pittsburgh, Pennsylvania.
- 2006 \*Pereira, Beatriz, and Ana Akemi Ikeda, "Segmentação Por Coortes Como Ferramenta de Marketing". Competitive Paper, IX Seminários em Administração FEA/USP, São Paulo. Anais do IX SemeAd. (Translation: "Cohort Segmentation as a Marketing Tool")
- 2006 \*Cassimiro, Wagner Toyama, and Beatriz Pereira. "Relacionamento com ex-alunos como prática de gestão universitária: estudo de caso da FEA-USP." Competitive Paper, Anais do VI Colóquio Internacional sobre Gestão Universitária na América do Sul, Blumenau. (Translation: "Alumni Relationships as University Management Practice")
- 2006 \*Pereira, Beatriz, Camila Gil,. "A Satisfação dos Alunos de Escolas de Administração." Competitive Paper, IX Seminários em Administração FEA/USP, São Paulo. Anais do IX SemeAd. (Translation: "Business Schools Students' Satisfaction")
- 2005 \*Pereira, Beatriz, Camila Gil, and Daniel Bogomoltz. "Estratégias das marcas líderes frente ao crescimento das marcas econômicas." Competitive Paper, VIII Seminários em Administração FEA/USP, São Paulo. Anais do VIII SemeAd. (Translation: "Strong brands strategy response to economic brands growth")
- 2005 \*Pereira, Beatriz. "Implementação e mensuração da estratégia de orientação para o mercado" Competitive Paper, VIII SemeAd, São Paulo. Anais do VIII SemeAd. (Translation: "Implementation and measurement of the market orientation strategy")

## RESEARCH GRANTS

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- 2021 Association for Consumer Research Transformative Consumer Research Grant  
With Amy Fehl and Stacey Finkelstein: \$2,000
- 2021 Trans-Atlantic Platform – Recovery, Renewal and Resilience in a Post-Pandemic World  
€1,125,86 (for 3 years, across 7 countries/Pis – lead PI: Leaf van Boven – not granted)  
*Overcoming Social-Behavioral Barriers to Policies and Actions that Increase Equality, Sustainability, and Resilience to Global Risk*
- 2021 National Science Foundation – US\$ 164,212 (for 2 years, not granted)  
*Factors Reducing COVID-19 Vaccine Hesitancy*
- 2020 Russell Sage Foundation Pipeline Grant – US\$ 30,000 (not granted)  
*The Effects of Student Identity and Sense of Purpose in Overall Well-being and Degree Completion Intentions for Minority College Students During the Covid-19 Pandemic*
- 2020 College of Business Bootstrap Grant – ISU – US\$ 6,000
- 2016 UniAndes Grant: COLCIENCIAS/ Department of Science, technology, and Innovation  
With Carlos Trujillo and Jose Rosa: US\$ 17,000
- 2016 College of Business Bootstrap Grant – ISU – US\$ 4,000  
With Jose Rosa
- 2016 Association for Consumer Research Transformative Consumer Research Grant  
With Jose Rosa and Carlos Trujillo: US\$ 2,000
- 2011 Rackham School of Graduate Studies – University of Michigan  
Student Research Grant – Candidate: US\$ 3,000
- 2009 Rackham School of Graduate Studies – University of Michigan  
Student Research Grant – Precandidate: US\$ 1,450

## RESEARCH FELLOWSHIPS AND AWARDS

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- 2008 – 2012 Block Grant Fellowship for Ph.D. students – University of Michigan
- 2008 – 2012 Phelps Fellowship – University of Michigan
- 2011 Leo Burnett Award (US\$ 4,000) – for communications-related research
- 2010 Milton G. Kendrick Award (US\$ 5,000) – for Second Year paper – University of Michigan
- 2007 – 2008 Fellowship for Master Student – CAPES – Ministry of Education - Brazil
- 2006 Teaching Improvement Program (PAE/USP) – University of São Paulo
- 2004 Independent Studies Scholarship supporting scientific initiation  
Ministry of Science and Technology - Brazil

## **INVITED RESEARCH TALKS**

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- 2016 Experimental Research in Consumer Behavior - University of Sao Paulo (Brazil)
- 2013 The Interplay of Sadness and Choice
- Dalhousie University (Canada)
  - Iowa State University (USA)
  - Carlos III University (Spain)
  - IE - Instituto Empresa (Spain)
  - Saint Joseph's University (USA)

## **DISSERTATION COMMITTEES**

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Hannah Wich – 2024 (expected) – Ph.D. in Economics

Sandip Suresh – 2021 – Ph.D. in Economics

Melissa Thompson – 2020 – Ph.D. in Apparel and Merchandise Design

## **TEACHING EXPERIENCE**

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- Since 2021 Iowa State University – College of Business  
MBA Professor – Consumer Behavior
- Since 2018 Iowa State University – College of Business  
Undergraduate Professor – Consumer Behavior
- 2014 - 2018 Iowa State University – College of Business  
Undergraduate Professor – Principles of Marketing
- 2013 - 2014 Tulane University – A. B. Freeman School of Business  
Undergraduate Instructor – Marketing Management
- Winter 2011 University of Michigan – Ross School of Business  
Undergraduate Instructor - Marketing Management
- Spring 2006 UNIESP – Renascença Hebrew Brazilian Integrated Schools  
Undergraduate Instructor – Introduction to Marketing
- Spring 2006 University of São Paulo – School of Communication and Arts – Weekend MBA  
Part-Time Instructor – Marketing Communications

## **TEACHING AWARDS AND RECOGNITIONS**

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- 2021 Teacher of the Month (February) – Ivy Business Council – College of Business
- 2020 Spring 2020 Teaching Innovation Award – Iowa State University (US\$ 1,000)  
*For successful transition to online teaching during the Covid-19 pandemic*



- 2015 Teacher of the Month (September) – Business Council – College of Business
- 2014 Faculty Appreciation Dinner – Pi Beta Phi Sorority

### **SERVICE TO THE FIELD**

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- Since 2022 Communications Committee Member – Society for Consumer Psychology
- Since 2021 External Funding Subcommittee Member – Transformative Consumer Research
- 2020 Resources for Diversifying the Marketing Curriculum Initiative  
Organized by Carey Morewedge  
Link: <https://tinyurl.com/diversifyingmkt>
- 2022 Ad hoc reviewer – *Journal of Consumer Psychology, Journal of Philanthropy and Marketing*
- 2021 Ad hoc reviewer – *Journal of Consumer Psychology, Psychology & Marketing, Journal of Philanthropy and Marketing, PLOS ONE*
- 2017 Ad hoc reviewer – *Journal of Consumer Research*
- 2009 Ad hoc reviewer – *International Journal of Business and Emerging Markets*
- 2012 Trainee reviewer – *Journal of Consumer Research*
- Since 2021 Ad hoc reviewer – Marketing and Public Policy Conference
- Since 2021 Ad hoc reviewer – American Marketing Association – Winter Conference
- Since 2010 Ad hoc reviewer – Society for Consumer Psychology – Winter Conference
- Since 2009 Ad hoc reviewer – Association for Consumer Research – North American Conference

### **SERVICE AT IOWA STATE**

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- Since 2022 Scholarships Committee – Marketing Department
- Since 2021 International Programs Committee – College of Business (Member)
- 2021 Marketing Department Faculty Recruitment Committee (Member)
- Since 2019 Marketing Department Colloquium Speaker Series
- 2017-2019 Neuro Lab Committee – College of Business (Member)
- 2015-2017 Diversity Advisory Board – College of Business (Member)
- 2014-2019 Marketing Department Subject Pool (Chair until 2018)

2015 Marketing Department Faculty Recruitment Committee (Member)

## **BUSINESS & GOVERNMENT ENGAGEMENT**

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Live Cases conducted with several businesses based in Ames, Des Moines, and Minneapolis:

- Food Industry/Services: Arcadia Café, Cupcake Emporium, Ali Cakes, The Vault, Gym-N-Eat Crickets, Lockwood Café, Clouds, Big Açaí Bowls
- Services: Inkblot Studio, Finesse Spa and Salon
- Retail: Treats on a Leash, We The Dreamerz
- Mobile Apps/Technology: Oh Crap!, Flamingo, Big Data in a Box
- Car Dealership: George White Chevrolet
- Manufacturing: Double Take Trailers, Sukup

Invited panelist at the USDA-APHIS Veterinary Services Leadership Conference (2018)

- Improving customer service while preventing, controlling, and eliminating animal diseases

## **INDUSTRY EXPERIENCE**

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2005 MW Bandeirante Comercial Ltda.  
Manager - inventory and finance control, staff supervision (small business)

2003 - 2004 IBM Brasil  
Marketing Intelligence Intern (Full Time)

2002 - 2003 University of São Paulo – Business Institute Foundation (FIA)  
Consultant: Marketing Planning to Via Facil (electronic toll monitor system)

2002 University of São Paulo – School of Economics, Business and Accounting  
FEA Junior USP – Consultant: Economic Sector Analysis to ALCOA Brasil

## **LANGUAGES**

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- Portuguese (native speaker)
- English (fluent)
- Spanish (fluent)
- French (basic)

## **PROFESSIONAL AFFILIATIONS**

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- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)
- Marketing Ethnic Faculty Association (MEFA)
- The PhD Project