

VITA
Deborah Roedder John
Carlson School of Management
University of Minnesota
321 19th Ave. South
Minneapolis, Minnesota 55455

ACADEMIC BACKGROUND

Education: Ph.D., Northwestern University, 1980
Kellogg Graduate School of Management
Major: Marketing

MBA, Kent State University, 1975

BSBA, St. Louis University, 1974
Summa Cum Laude
Major: Marketing

Appointments: Curtis L. Carlson Chair in Marketing, University of Minnesota,
Carlson School of Management, 1995 to present.

Professor of Marketing, University of Minnesota, Carlson School
of Management, 1993 to present.

Associate Professor of Marketing (tenured), University of
Minnesota, Carlson School of Management, 1987-1993.

Assistant Professor of Marketing, University of Wisconsin-
Madison, School of Business, 1982-1987. Awarded tenure 1987.

Assistant Professor of Marketing, UCLA, Graduate School of
Management, 1980-1982.

Instructor, Department of Marketing, Northwestern University,
Kellogg Graduate School of Management, 1979-1980.

Administrative
Positions: Co-Chair, Department of Marketing
University of Minnesota, 2014-2015

Chair, Department of Marketing and Logistics Management,
University of Minnesota, 2002-2003

SELECT AWARDS AND HONORS

Research: Fellow, Association for Consumer Research

Fellow, Society for Consumer Psychology

Outstanding Doctoral Dissertation in Consumer Psychology,
American Psychological Association, Division 23

Journal of Consumer Research Best Article Award, Honorable Mention, for "Consumer Socialization: A Reflection on Twenty-Five Years of Research"

Journal of Consumer Psychology Outstanding Contributor Award for "When Does Negative Brand Publicity Hurt? The Moderating Influence of Analytic Versus Holistic Thinking"

Carlson School Award for Excellence in Research, 2011, 2020

Marketing Science Institute, Award for Brand Equity Research

Teaching
& Service:

Lifetime Service Award, *Journal of Consumer Research*, 2010

President, Association for Consumer Research, 1996

Editor, *Monographs of the Journal of Consumer Research*

Associate Editor, *Journal of Consumer Research*, 1993-1996

Associate Editor, *Journal of Consumer Psychology*, 2015-2018

Special Issue Editor, *Journal of the Association for Consumer Research*, 2021-2023

Outstanding Reviewer Awards, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing*

Carlson School Award for Excellence in Teaching, 2012

OVERVIEW OF RESEARCH CONTRIBUTIONS

I. CHILDREN'S CONSUMER BEHAVIOR

I am an internationally recognized expert in this area, with a 40-year career in researching a wide variety of topics related to children's consumer behavior. One of my articles, entitled "Consumer Socialization of Children: A Retrospective Look at Twenty-Five Years of Research," published in the *Journal of Consumer Research*, is currently the most widely cited article in children's consumer behavior.

My contributions to this area are both theoretical and empirical. My major theoretical contribution is the introduction of information processing theories of child development as a conceptual basis for studying children's consumer behavior. In the early years of the field's development, Piaget's theory of cognitive development was the primary conceptual platform for children's consumer research. Although this theory provided many concepts useful for understanding age differences among children, it was less successful in providing the mechanistic detail necessary to predict many aspects of children's consumer behavior. My

approach provided an enhanced ability to understand the processing deficits underlying young children's differential knowledge of and response to marketing phenomena.

My primary empirical contribution is the development of experimental research methods to study age differences in children's consumer research. Much of the early work in the field was based on descriptive survey research, which was not able to test the mechanisms behind age differences in children's responses. By using concepts from information processing, I was able to isolate and experimentally manipulate the sources of age differences. I developed research protocols and stimuli for capturing responses from children as young as 3-4 years old. Most of these methods, such as information search games and picture collages, were developed to alleviate issues with verbal responses from young children.

Finally, my research has contributed to public policy debates and regulatory issues surrounding advertising to children. My dissertation examined age differences in how children respond to television advertising in their product choices. My work revealed that younger children's choices are more influenced by television advertising, and further, choices of advertised products were counter to their more established product preferences. This finding has been cited as a basis for regulating advertising to young children in the United States and Canada. I have also provided consultation on regulatory issues on children's advertising to governmental agencies, such as the Federal Trade Commission.

II. BRANDING

For over 30 years, I have researched topics related to branding. I am an expert on how consumers respond to brands and how firms can use branding strategies to achieve their goals. During my career, I have published work on brand extensions, brand dilution, cross-cultural influences on branding, brand measurement, and brand's effects on consumer self-image.

I am most known for my contributions to understanding the area of brand dilution. I published the first journal article on brand dilution, entitled "Diluting Brand Beliefs: When Do Brand Extensions Have a Negative Impact?" in the *Journal of Marketing*. This research showed, for the first time, that brand extensions could negatively impact the parent brand that launched the extension. Prior to the publication of this research, the prevailing wisdom was that brands with a strong image among consumers could not be harmed by brand extensions. This article, along with a companion piece published several years later in the *Journal of Marketing*, are among the most widely cited articles in the brand extension and brand dilution areas.

PUBLICATIONS

I. REFEREED JOURNALS

Rodas, Maria, Deborah Roedder John, and Carlos J. Torelli, "Building Brands for the Emerging Bicultural Market: The Appeal of Paradox Brands," *Journal of Consumer Research*, 48 (December 2021), 633-50.

Wang, Yajin, Deborah Roedder John, and Vlad Griskevicius, "Does the Devil Wear Prada? Luxury Product Experiences Can Affect Prosocial Behavior," *International Journal of Research in Marketing*, 38 (March 2021), 104-119.

Rodas, Maria and Deborah Roedder John, "The Secrecy Effect: Secret Consumption Polarizes Women's Product Evaluations," Journal of Consumer Research, 46 (April 2020), 1093–1109.

Park, Ji Kyung, Carlos J. Torelli, Alokparna Basu Monga, and Deborah Roedder John, "Value Instantiation: How to Overcome the Inherent Conflict in Promoting Luxury Brands with CSR Initiatives," Marketing Letters, 30 (December 2019), 307-319.

Hamilton, Rebecca, Debora Thompson, Sterling Bone, Lan Nguyen Chaplin, Vladas Griskevicius, Kelly Goldsmith, Ronald Hill, Deborah Roedder John, Chiraag Mittal, Thomas O'Guinn, Paul Piff, Caroline Roux, Anuj Shah, and Meng Zhu, "The Effects of Scarcity on Consumer Decision Journeys," Journal of the Academy of Marketing Science, 47 (May 2019), 532-550.

Wang, Yajin, Jennifer L. Stoner, and Deborah Roedder John, "Counterfeit Luxury Consumption in a Social Context: The Effects on Females' Moral Disengagement and Behavior," Journal of Consumer Psychology, 29 (April 2019), 207-225.

John, Deborah Roedder and Lan Nguyen Chaplin, "Children's Understanding of the Instrumental Value of Products and Brands," Journal of Consumer Psychology, 29 (April 2019), 328-335.

Wang, Yajin and Deborah Roedder John, "Up, Up, and Away: Upgrading as a Response to Dissimilar Brand Users," Journal of Marketing Research, 56 (February 2019), 142-157.

Chaplin, Lan Nguyen, Deborah Roedder John, Aric Rindfleisch, and Jeffrey J. Froh, "The Impact of Gratitude on Adolescent Materialism and Generosity," Journal of Positive Psychology, published online August 2018: DOI: 10.1080/17439760.2018.1497688.

Park, Ji Kyung and Deborah Roedder John, "Judging a Book by Its Cover: The Influence of Implicit Self-Theories on Brand User Perceptions," Journal of Consumer Psychology, 28 (January 2018), 56-76.

Park, Ji Kyung and Deborah Roedder John, "Developing Brand Relationships after a Brand Transgression: The Role of Implicit Theories of Relationships," Journal of the Association for Consumer Research, 2018, Vol. 3, No. 2, 175-187.

John, Deborah Roedder, "Customer-Based Strategic Brand Management: Past Progress and Future Challenges," Academy of Marketing Science Review, 6 (2016), 17-22.

John, Deborah Roedder and Ji Kyung Park, "Mindsets Matter: Implications for Branding Research and Practice," Journal of Consumer Psychology, 26 (January 2016), 153-160.

Park, Ji Kyung and Deborah Roedder John, "I Think I Can, I Think I Can: Brand Use, Self-Efficacy, and Performance," Journal of Marketing Research, 51 (April 2014), 233-247.

- Chaplin, Lan Nguyen, Ronald Hill, and Deborah Roedder John, "Poverty and Materialism: A Look at Impoverished Versus Affluent Children," Journal of Public Policy & Marketing, 33 (Spring 2014), 78-92.
- Park, Ji Kyung and Deborah Roedder John, "Capitalizing on Brand Personalities in Advertising: The Influence of Implicit Self-Theories on Ad Appeal Effectiveness," Journal of Consumer Psychology, 22 (October 2012), 424-432.
- Park, Ji Kyung and Deborah Roedder John, "More Than Meets the Eye: The Influence of Implicit Versus Explicit Self-Esteem on Materialism," Journal of Consumer Psychology, Special Issue: Nonconscious Processes in Consumer Psychology, 21 (January 2011), 73-87. (JCP Young Contributor Award to Ji Kyung Park)
- Park, Ji Kyung and Deborah Roedder John, "Got to Get You Into My Life: Do Brand Personalities Rub Off on Consumers?" Journal of Consumer Research, 37 (December 2010), 655-669.
- Monga, Sonia Basu and Deborah Roedder John, "What Makes Brands Elastic? The Influence of Brand Concepts and Styles of Thinking on Brand Extension Evaluation," Journal of Marketing, 74 (May 2010), 80-92.
- Chaplin, Lan Nguyen and Deborah Roedder John, "Interpersonal Influences on Adolescent Materialism: A New Look at the Role of Parents and Peers," Journal of Consumer Psychology, 20 (April 2010), 176-184.
- Monga, Sonia Basu and Deborah Roedder John, "When Does Negative Brand Publicity Hurt? The Moderating Influence of Analytic Versus Holistic Thinking," Journal of Consumer Psychology, 18 (October 2008), 320-332. (JCP Outstanding Contributor Award)
- Kim, Hakkyun and Deborah Roedder John, "Consumer Response to Brand Extensions: Construal Level as a Moderator of the Importance of Perceived Fit," Journal of Consumer Psychology, 18 (April 2008), 116-126.
- Chaplin, Lan Nguyen and Deborah Roedder John, "Growing Up in a Material World: Age Differences in Materialism in Children and Adolescents," Journal of Consumer Research, 34 (December 2007), 480-493.
- Monga, Sonia Basu and Deborah Roedder John, "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic vs. Holistic Thinking," Journal of Consumer Research, 33 (March 2007), 529-536.
- John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim, and Sonia Basu Monga, "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," Journal of Marketing Research, Special Issue on Practitioner-Academic Collaborative Research, 43 (November 2006), 549-563.
- Chaplin, Lan Nguyen and Deborah Roedder John, "The Emergence of Self-Brand Connections in Children and Adolescents," Journal of Consumer Research, 32 (June 2005), 119-125.

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Achenreiner, Gwen Bachmann and Deborah Roedder John, "The Meaning of Brand Names to Children: A Developmental Investigation," Journal of Consumer Psychology, 13 (3), 2003, 205-219.

John, Deborah Roedder, Commentaries on Experimental Research, Journal of Consumer Psychology, Special Issue on "Methodological and Statistical Concerns for the Experimental Behavioral Researcher," 10 (1/2), 2001.

John, Deborah Roedder, "Consumer Socialization of Children: A Retrospective Look at Twenty-Five Years of Research," Journal of Consumer Research, 26 (December 1999), 183-213 (Lead Article and JCR Best Article Award).

Reprinted in Recherche et Applications en Marketing (Journal of the French Marketing Association), February 2001.

Reprinted in Children—Consumption, Advertising, and Media, Flemming Hansen, Jeanette Rasmussen, Anne Martensen, and Birgitte Tufte (eds.), Samfundslitteratur Press, 2002, 25-89.

Reprinted in Consumer Behavior: Research and Influences, Volume 3: Consumer Socialization, Margaret K. Hogg (ed.), Sage Publications Ltd., 2005.

John, Deborah Roedder, Barbara Loken, and Christopher Joiner, "The Negative Impact of Extensions: Can Flagship Products Be Diluted?" Journal of Marketing, 62 (January 1998), 19-32.

Gregan-Paxton, Jennifer and Deborah Roedder John, "Consumer Learning by Analogy: A Model of Internal Knowledge Transfer," Journal of Consumer Research, 24 (December 1997), 266-284.

Gregan-Paxton, Jennifer and Deborah Roedder John, "The Emergence of Adaptive Decision Making in Children," Journal of Consumer Research, 24 (June 1997), 43-56.

Reprinted in Consumer Behavior: Research and Influences, Volume 3: Consumer Socialization, Margaret K. Hogg (ed.), Sage Publications Ltd., 2005.

Gregan-Paxton, Jennifer and Deborah Roedder John, "Are Young Children Adaptive Decision Makers? An Investigation of Age Differences in Information Search Behavior," Journal of Consumer Research, 21 (March 1995), 567-580 (Lead Article).

Loken, Barbara and Deborah Roedder John, "Diluting Brand Beliefs: When Do Brand Extensions Have a Negative Impact?" Journal of Marketing, 57 (July 1993), 71-84.

John, Deborah Roedder and Ramesh Lakshmi-Ratan, "Age Differences in Children's Choice Behavior: The Impact of Available Alternatives," Journal of Marketing Research, 29 (May 1992), 216-226.

Reprinted in Consumer Behavior: Research and Influences, Volume 3: Consumer Socialization, Margaret K. Hogg (ed.), Sage Publications Ltd., 2005.

John, Deborah Roedder and Mita Sujan, "Children's Use of Perceptual Cues in Product Categorization," Psychology and Marketing, Special Issue on "Psychology and Marketing to Children," 7 (Winter 1990), 277-294.

John, Deborah Roedder and Mita Sujan, "Age Differences in Product Categorization," Journal of Consumer Research, 16 (March 1990), 452-460.

Reprinted in Consumer Behavior: Research and Influences, Volume 3: Consumer Socialization, Margaret K. Hogg (ed.), Sage Publications Ltd., 2005.

Leong, Siew Meng, Paul S. Busch, and Deborah Roedder John, "Knowledge Bases and Salesperson Effectiveness: A Script-Theoretic Analysis," Journal of Marketing Research, 26 (May 1989), 164-178.

Bettman, James R., Elizabeth H. Creyer, Deborah Roedder John, Carol A. Scott, "Covariation Assessment in Rank Order Data," Journal of Behavioral Decision-Making, 1 (1988), 239-254.

John, Deborah Roedder and Cathy A. Cole, "Age Differences in Information Processing: Understanding Deficits in Young and Elderly Consumers," Journal of Consumer Research, 13 (December 1986), 297-315 (Lead Article).

Bettman, James R., Deborah Roedder John, and Carol A. Scott, "Covariation Assessment by Consumers," Journal of Consumer Research, 13 (December 1986), 316-326.

John, Deborah Roedder, Carol A. Scott, and James R. Bettman, "Sampling Data for Covariation Assessment: The Effect of Prior Beliefs on Search Patterns," Journal of Consumer Research, 13 (June 1986), 38-47.

John Deborah Roedder and John C. Whitney, Jr., "The Development of Consumer Knowledge in Children: A Cognitive Structure Approach," Journal of Consumer Research, 12 (March 1986), 406-417.

Roedder, Deborah L., Brian Sternthal, and Bobby J. Calder, "Attitude-Behavior Consistency in Children's Responses to Television Advertising," Journal of Marketing Research, 20 (November 1983), 337-349 (Lead Article).

Roedder, Deborah L., "Age Differences in Children's Responses to Television Advertising: An Information Processing Approach," Journal of Consumer Research, 8 (September 1981), 144-153.

II. REFEREED CONFERENCE PUBLICATIONS

Park, Ji Kyung and Deborah Roedder John (2015), "The Brand Company You Keep: When People Judge You by the Brands You Use," in Kristin Diehl and Carolyn Yoon (Eds.), Advances in Consumer Research, Vol. 43, Duluth, MN: Association for Consumer Research.

- Wang, Yajin, Deborah Roedder John, and Vldas Griskevicius (2015), "The Devil Wears Prada? How Luxury Consumption Influences Social Behaviors," in Kristin Diehl and Carolyn Yoon (Eds.), *Advances in Consumer Research*, Vol. 43, Duluth, MN: Association for Consumer Research.
- Wang, Yajin, Jennifer Stoner, and Deborah Roedder John (2014), "You're Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products," in June Cotte and Stacy Wood (Eds.), *Advances in Consumer Research*, Vol. 42, Duluth, MN: Association for Consumer Research.
- Park, Ji Kyung, Carlos J. Torelli, Alokparna Basu Monga, and Deborah Roedder John (2014), "Self-Expansion as a Way of Overcoming the Harmful Effects of Luxury-CSR Incongruity," in June Cotte and Stacy Wood (Eds.), *Advances in Consumer Research*, Vol. 42, Duluth, MN: Association for Consumer Research.
- Wang, Yajin and Deborah Roedder John (2014), "Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulation Resources and Impairs Self-Control," in June Cotte and Stacy Wood (Eds.), *Advances in Consumer Research*, Vol. 42, Duluth, MN: Association for Consumer Research.
- Wang, Yajin and Deborah Roedder John (2013), "Faking It with Luxury Counterfeit Products: How Social Feedback Can Make Us More or Less Dishonest," in S. Botti and A. Labroo (Eds.), *Advances in Consumer Research*, Vol. 41, Duluth, MN: Association for Consumer Research.
- Chaplin, Lan Nguyen, Ronald Hill, and Deborah Roedder John (2013), "Poverty and Materialism: A Look at Impoverished Versus Affluent Children," in S. Botti and A. Labroo (Eds.), *Advances in Consumer Research*, Vol. 41, Duluth, MN: Association for Consumer Research.
- John, Deborah Roedder (2013), "Branding Perspectives," in S. Botti and A. Labroo (Eds.), *Advances in Consumer Research*, Vol. 41, Duluth, MN: Association for Consumer Research.
- Park, Ji Kyung and Deborah Roedder John (2012), "I Think I Can, I Think I Can: Brand Use, Self-Efficacy, and Performance," in Zeynep Gurhan Canli, Cele Otnes, and Rui (Juliet) Zhu (Eds.), *Advances in Consumer Research*, Vol. 40, Duluth, MN: Association for Consumer Research.
- Wang, Yajin and Deborah Roedder John (2012), "Love it or Leave it? Consumer Response to Dissimilar Brand Users Depends on Brand Attachment," in Zeynep Gurhan Canli, Cele Otnes, and Rui (Juliet) Zhu (Eds.), *Advances in Consumer Research*, Vol. 40, Duluth, MN: Association for Consumer Research.
- Park, Ji Kyung and Deborah Roedder John (2010), "Mirror, Mirror on the Wall: Can Brands Make Me the Fairest of Them All?" in M. Meloy & A. Duhachek (Eds.), *Advances in Consumer Psychology*, Vol. 2, Washington, DC: Society for Consumer Psychology, 76-77.

- Park, Ji Kyung and Deborah Roedder John (2009), "The Cinderella Effect: Can Using Brands Really Change Who We Are?" in Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain (Eds.), Advances in Consumer Psychology, Vol. 1, Washington, DC: Society for Consumer Psychology, 222-223.
- Park, Ji Kyung and Deborah Roedder John (2009), "More Than Meets the Eye: The Influence of Implicit Self-Esteem on Materialism in Adolescents," in Ann L. McGill and Sharon Shavitt (Eds.), Advances in Consumer Research, Vol. 36, Duluth, MN: Association for Consumer Research, 537-538.
- Monga, Sonia Basu and Deborah Roedder John (2004), "Consumer Response to Brand Extensions: Does Culture Matter?" in Barbara Kahn and Mary Frances Luce (Eds.), Advances in Consumer Research, Volume 31, Valdosta, GA: Association for Consumer Research.
- Bachmann, Gwen Rae, Deborah Roedder John, and Akshay R. Rao (1993), "Children's Susceptibility to Peer Group Purchase Influence: An Exploratory Investigation," in L. McAlister and M.L. Rothschild (Eds.), Advances in Consumer Research, Volume 20, Provo, UT: Association for Consumer Research, 1993, 463-468.
- John, Deborah Roedder and Siew Meng Leong (1985), "Systematic and Heuristic Approaches to Consumer Choice: A Contingent Processing Framework," in C.T. Tan and J.N. Sheth (Eds.), Historical Perspective in Consumer Research: National and International Perspectives, Singapore: Association for Consumer Research.
- John, Deborah Roedder (1985), "The Development of Knowledge Structures in Children," in E. Hirschman and M. Holbrook (Eds.), Advances in Consumer Research, Volume 12, Provo, UT: Association for Consumer Research.
- Bettman, James R., Deborah Roedder John, and Carol A. Scott (1984), "Consumers' Assessment of Covariation," in T.C. Kinnear (Ed.), Advances in Consumer Research, Volume 11, Provo, UT: Association for Consumer Research.
- Kisielius, Jolita and Deborah L. Roedder (1983), "The Role of Imagery in Attitude-Behavior Consistency," in R. Bagozzi and A.M. Tybout (Eds.), Advances in Consumer Research, Volume 10, Ann Arbor, MI: Association for Consumer Research.
- Roedder, Deborah L. (1982), "Understanding and Overcoming Children's Processing Deficits," in A. Mitchell (Ed.), Advances in Consumer Research, Volume 9, Ann Arbor, MI: Association for Consumer Research.
- John, George and Deborah L. Roedder (1981), "Reliability Assessment: Coefficients Alpha and Beta," in K.L. Bernhardt (Ed.), AMA Educator's Conference Proceedings, Chicago, Illinois: American Marketing Association.
- Roedder, Deborah L., Nicholas M. Didow, and Bobby J. Calder (1978), "A Review of Formal Theories of Consumer Socialization," in H.K. Hunt (Ed.), Advances in Consumer Research, Volume 5, Ann Arbor, MI: Association for Consumer Research.

III. BOOK CHAPTERS, INVITED PAPERS, & OTHER CONTRIBUTIONS

- John, Deborah Roedder, Cornelia Pechmann, and Lan Nguyen Chaplin (2023), "Understanding the Past and Preparing for Tomorrow: Children and Adolescent Consumer Behavior Insights from Research in Our Field," *Journal of the Association for Consumer Research*, Special Issue on Children and Adolescent Consumer Behavior: Foundations and New Research Directions, 9 (2), in press.
- John, Deborah Roedder and Lan Nguyen Chaplin (2022), "Children as Consumers: A Review of 50 Years of Research in Marketing," in Lynn R. Kahle, Tina M. Lowrey, and Joel Huber, Handbook of Consumer Psychology, Washington, D.C.: American Psychological Association, 267-291.
- John, Deborah Roedder, ACR Fellows Address, "Kids Say the Darndest Things: Insights from Children's Consumer Research," Advances in Consumer Research, Volume 46 (2018), pp. 6-9.
- John, Deborah Roedder (2018), "How Can You Use Your Brand to Help Your Consumers Live Better Lives?" in Ronald Hill, Cait Lamberton, and Jennifer Swartz, *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, NY, NY: Routledge, 66-67.
- John, Deborah Roedder and Carlos J. Torelli (2017), Strategic Brand Management: Lessons for Winning Brands in Globalized Markets, Oxford University Press.
- Loken, Barbara and Deborah Roedder John (2016), "Getting Real: Collaboration in Applied Psychological Research," in Richard L. Zweigenhaft and Eugene Borgida (Eds.), Collaboration in Psychological Science: Behind the Scenes, Worth Publishers.
- John, Deborah Roedder (2016), "Consumer Information Processing and Marketing Applications: Contributions of James R. Bettman," in *Legends in Consumer Behavior, Volume 2: Consumer Information Processing: Marketing Applications*, Mita Sujun (Ed.), Sage Publications.
- John, Deborah Roedder (2015), "Exploring Brand Consumption: What Really Happens When Consumers Use Brands?" in Susan Fournier, Michael Breazeale, and Jill Avery (Eds.), Strong Brands, Strong Relationships, Routledge.
- John, Deborah Roedder and Lan Nguyen Chaplin (2012), "Self-Brand Connections in Children: Development from Childhood to Adolescence," in Ayalla A. Ruvio and Russell W. Belk (Eds.), Routledge Companion to Identity and Consumption, Routledge.
- John, Deborah Roedder (2011), "Children and Advertising," in Joseph W. Alba (Ed.), Consumer Insights: Findings from Behavioral Research, Marketing Science Institute, 109-110.
- Loken, Barbara and Deborah Roedder John (2011), "Brand Dilution and Brand Protection," in Joseph W. Alba (Ed.), Consumer Insights: Findings from Behavioral Research, Marketing Science Institute, 51-52.
- Loken, Barbara and Deborah Roedder John (2009), "When Do Bad Things Happen to Good Brands? Understanding Internal and External Sources of Brand Dilution," in Barbara

Loken, Rohini Ahluwalia, and Michael J. Houston (Eds.), Brands and Brand Management: Contemporary Research Perspectives, Taylor & Francis, 2009.

John, Deborah Roedder and Barbara Loken (2009), "When Do Bad Things Happen to Good Brands? Understanding Internal and External Sources of Brand Dilution," Institute for Research in Marketing White Paper.

Monga, Alokparna Basu and Deborah Roedder John (2009), "Understanding Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," in Joe Priester, C.W. Park, and Deborah MacInnis (Eds.), The Handbook of Brand Relationships.

John, Deborah Roedder (2008), "Stages of Consumer Socialization: The Development of Consumer Knowledge, Skills, and Values from Childhood to Adolescence," in Curt Haugvedt, Paul Herr, and Frank Kardes (Editors), The Handbook of Consumer Psychology, LEA.

John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim, and Sonia Basu Monga (2005), "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," Marketing Science Institute.

John, Deborah Roedder (1999), "Through the Eyes of a Child: Children's Knowledge and Understanding of Advertising," in M. Carole Macklin and Les Carlson (Eds.), Advertising to Children, Sage Publications.

John, Deborah Roedder (1999), "Children's Consumer Behavior," in Peter E. Earl and Simon Kemp (Eds.), Elgar Companion to Consumer Research and Economic Psychology, UK: Edward Elgar, 69-72.

John, Deborah Roedder (1997), Presidential Address, "Out of the Mouths of Babes: What Children Can Tell Us," in M. Brucks and D. MacInnis (Eds.), Advances in Consumer Research, Volume XXIV, Provo, UT: Association for Consumer Research.

Karsten, Yvonne Cariveau and Deborah Roedder John (1994), "Measuring Young Children's Preferences: The Use of Behaviorally-Anchored Rating Scales," Marketing Science Institute.

John, Deborah Roedder and Barbara Loken (1992), "Diluting Brand Beliefs: When Brand Extensions Have a Negative Impact," Marketing Science Institute.

PRESENTATIONS

"Children's Consumer Research: A Historical View from 1970-2020," Association for Consumer Research Conference, Virtual Conference, October 2021.

"Children's Consumer Research at a Crossroads: Where Do We Go from Here?" SCP Fellows Address, Society for Consumer Psychology Conference, Virtual Conference, March 2021.

“Kids Say the Darndest Things: Insights from Children’s Consumer Research,” ACR Fellows Address, Association for Consumer Research Conference, Dallas, Texas, October 2018.

“The Secrecy Effect: Secret Consumption Polarizes Product Evaluations,” Association for Consumer Research Conference, Dallas, Texas, October 2018.

“Economic Deprivation and Consumer Socialization,” 10th Triennial Choice Symposium, Lake Louise, Alberta, Canada, May 2016 (with Lan Nguyen Chaplin).

“You’re Not Fooling Anyone: How Social Feedback Affects Moral Disengagement and Purchase of Counterfeit Luxury Goods,” Brands and Brand Relationship Conference, Boston University, Boston, May 2015.

“Love it or Leave it? How Consumers Diverge from Others Depends on Self-Brand Connection,” London Business School, UK, July 2014.

“Branding Perspectives,” presentation at the Association for Consumer Research Conference, Chicago, September 2013.

“Carlson on Branding,” paper presented to the Advisory Board of the Institute for Research in Marketing, University of Minnesota, September 2012.

“Love it or Leave it? Diverging from Others Depends on Brand Attachment,” Keynote Speaker, Consumer-Brand Relationships International Colloquium, Boston, June 2012.

“Love it or Leave it? Diverging from Others Depends on Brand Attachment,” paper presented at the University of South Carolina Marketing Research Symposium, April 2012.

“Brand Management,” presentation on Branding Expertise of Marketing Department for University of Minnesota President Eric Kaler, February 2012.

“Understanding Brand Dilution: Internal and External Sources of Brand Dilution,” paper presented to the Advisory Board of the Institute for Research in Marketing, University of Minnesota, May 2010.

“New Perspectives on Global Branding,” discussant comments presented at the Association for Consumer Research Conference, San Francisco, California, October 2008.

“Understanding Cultural Differences in Responses to Brand Extensions: The Role of Analytic vs. Holistic Thinking,” paper presented at Yale University, Center for Consumer Insight, May 2008.

“Leveraging Data: Making the Most of Metrics,” session chair for Carlson on Metrics Conference, Institute for Research in Marketing, May 2008.

“Growing Up in a Material World,” paper presented to the Advisory Board of the Institute for Research in Marketing, University of Minnesota, February 2008.

- “Culture and Attitudes: Analytic vs. Holistic Thinking,” paper presented at the ACR Doctoral Consortium, Memphis, Tennessee, October 2007.
- “The Case for Branding” and “The Case for Extending Brands,” presented at “The Legal Implications of Branding,” a Trademark Law Continuing Legal Education seminar, Minneapolis, Minnesota, April 2007.
- “Growing Up in a Material World,” paper presented at the University of Notre Dame, Notre Dame, Indiana, March 2007.
- “Strategic Brand Management on the Cutting Edge: Building, Leveraging, Identifying, and Protecting Brands,” Carlson on Branding Conference, University of Minnesota, May 2006.
- “Brand Concept Maps: Measuring what Your Brand Means to Consumers,” Carlson on Branding Conference, University of Minnesota, May 2006.
- “Conceptualizing Individual Differences in Brand Extension Evaluation,” discussant comments presented at the Association for Consumer Research Conference, San Antonio, Texas, October 2005.
- “Children’s Consumer Socialization: Growing Up in a Material World,” Carlson School Research Lecture Series, University of Minnesota, November 2004.
- “Consumer Response to Brand Extensions: Does Culture Matter?” paper presented at the Association for Consumer Research Conference, Toronto, Canada, October 2003.
- “Directions for Brand Research: Managing Brand Portfolios,” presented at the American Marketing Association Doctoral Consortium, Minneapolis, June 2003.
- “Identifying Brand Structures: A Concept Mapping Approach,” paper presented at Wharton School of Business, February 2003.
- “Psycholinguistic Perspectives on Consumer Learning,” discussant comments presented at the Association for Consumer Research Conference, Atlanta, Georgia, October 2002.
- “Brand Concept Maps: Identifying Brand Association Networks,” paper presented at Northwestern University, Marketing Camp, September 2002.
- “Identifying Brand Structures: A Concept Mapping Approach,” paper presented at the Association for Consumer Research Conference, Austin, Texas, October 2001.
- “New Methods for Research with Children,” discussant comments presented at the Association for Consumer Research Conference, Austin, Texas, October 2001.
- “Consumer Socialization,” Keynote address presented at the Seminar on Children’s Socialization and Their Perceptions of Advertising, sponsored by The Forum for Advertising Research, Copenhagen Business School, Copenhagen, Denmark, June 2001.

- "Abercrombie & Fitch--That's Me! Brand Names in Children's Self-Concepts," paper presented with Lan Nguyen at the Association for Consumer Research Conference, Salt Lake City, October 2000.
- "Understanding the Adolescent's Consumption World: Shopping, Influencing, and Deceiving," discussant comments presented at the Association for Consumer Research Conference, Salt Lake City, October 2000.
- "What's Really New about Really New Product Learning?" discussant comments presented at the Association for Consumer Research Conference, Montreal, October 1998.
- "The ABC's of Doing Research With Children," paper presented at the Asia-Pacific Association for Consumer Research Conference, Hong Kong, June 1998.
- "The Analogy and Metaphor Literature: What's in it for Consumer Researchers?" discussant comments presented at the Association for Consumer Research Conference, Denver, October 1997.
- "Leveraging Brand Positions," paper presented with Barbara Loken at "Marketing Methods for New Product Innovation: What Really Works?" Center for Research in Marketing, Minneapolis, April 1997.
- "The Negative Impact of Extensions: Can You Dilute Flagship Products?" paper presented at the University of Southern California, March 1997.
- "Age Differences in Children's Decision Making: Deciding How to Decide," paper presented with Jennifer Gregan-Paxton at the Association for Consumer Research Conference, Tucson, October 1996.
- "Researching Special Populations," paper presented at the American Marketing Association Doctoral Consortium, University of Colorado, Boulder, Colorado, August 1996.
- "You Are What You Wear: Age Differences in Children's Use of Brand Names," paper presented at the Association for Consumer Research Conference, Minneapolis, October 1995.
- "Spillover Effects of Brand Extensions: Can They Spread to a Firm's Established Products?" paper presented at the Association for Consumer Research Conference, Boston, October 1994. Paper also presented at the University of Florida (April 1995) and Columbia University (June 1995).
- "Spillover Effects of Brand Extensions," paper presented at the University of Alabama (April 1994) and at New York University (May 1994).
- "How Capable are Children as Decision Makers?" paper presented with Jennifer Gregan-Paxton at the Association for Consumer Research Conference, Vancouver, British Columbia, October 1992.

- "The Negative Impact of Extensions on Individual Product Beliefs," paper presented with Barbara Loken at the Association for Consumer Research Conference, Chicago, October 1991.
- "Measuring Young Children's Preferences: When Actions Speak Louder than Words," paper presented at the American Marketing Association Attitude Research Conference, Miami Beach, January 1991.
- "Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Association for Consumer Research Conference, New York City, October 1990.
- "Measuring Young Children's Preferences: The Use of Behaviorally Anchored Rating Scales," paper presented with Yvonne Karsten at the Association for Consumer Research Conference, New York City, October 1990.
- "Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Marketing Seminar Series, University of Minnesota, June 1990.
- "Measuring Young Children's Preferences," paper presented at the Marketing Seminar Series, University of Minnesota, May 1990.
- "Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Marketing Science Institute Workshop on Brand Equity, Cambridge, Massachusetts, February 1990.
- "Consumer Socialization and the Role of Children in the Marketplace," discussant comments at the Association for Consumer Research Conference, New Orleans, October 1989.
- "Age Differences in Children's Choice Behavior: The Impact of Available Alternatives," paper presented with Ramesh Lakshmi-Ratan at the Marketing Science Conference, Durham, North Carolina, March 1989.
- "Age Differences in Product Categorization," paper presented at the University of British Columbia, Vancouver, British Columbia, March 1989.
- "Age Differences in Categorization," paper presented to the Center for Learning, Perception, and Cognition, University of Minnesota, December 1988.
- "Children's Responses to Television Advertising," paper presented at the American Council on Consumer Interests Conference, Chicago, Illinois, April 1988.
- "Age Differences in Product Categorization," paper presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.
- "A Way to Look at Customer and Salesperson Expectations," paper presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.

- "New Perspectives in Attitude Polarization: Is Mere Thought Enough?" discussant comments presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.
- "Researching the Elderly Consumer: Insights from Children's Research," paper presented at the American Marketing Association Educator's Conference, Chicago, Illinois, August 1986.
- "Central and Peripheral Modes of Persuasion: Summary and Recommendations," paper presented at the American Marketing Association Educator's Conference, Chicago, Illinois, August 1986.
- "Understanding Young Consumers: Cognitive Abilities and Task Conditions," paper presented at the American Council on Consumer Interests Conference, St. Louis, April 1986.
- "Understanding Young Consumers: Cognitive Abilities and Task Conditions," paper presented at the Association for Consumer Research Conference, Las Vegas, Nevada, October 1985.
- "Script-Based Consumer Research: Imperfections, Priorities, and Trade-Offs," paper presented at the Association for Consumer Research Conference, Las Vegas, October 1985.
- "Consumer Learning," paper presented with Stephen Hoch at the American Marketing Association Doctoral Consortium, Duke University, August 1985.
- "The Development of Consumer Knowledge Structures," paper presented as a Visiting Distinguished Lecturer at the Ohio State University, Columbus, Ohio, June 1984.
- "Biases and Deficits in Consumer Judgments," paper presented at the University of Minnesota, Minneapolis, Minnesota, June 1984.
- "The Role of Inference in Children's Consumer Information Processing," paper presented at the American Psychological Association Conference, Los Angeles, California, August 1981.
- "Source Effects in Television Advertising to Children," paper presented at the Midwest Business Administration Association Meetings, Chicago, Illinois, March 1980.

WORK IN PROGRESS

- "Multicultural Experience and Consumer Behavior: Measurement and Influences on Consumer Behavior," with Maria Rodas and Hankyul Bae, 5 studies completed.
- "The Impact of Recessions on the Values of Young Consumers: The Case of Materialism," with Lan Nguyen Chaplin and Aric Rindfleisch, four studies completed.
- "Luxury and Consumer Well-Being: Using Luxury Products Impairs Women's Self-Control," with Yajin Wang, working paper, 5 studies completed.
- "Your Cheating Heart: When Using Counterfeits is an Act of Betrayal," with Jinjie Chen and Yajin Wang, working paper, 4 studies completed.

“Impression Management in Children,” with Lan Nguyen Chaplin, two studies completed.

RESEARCH GRANTS

Principal Investigator, CSOM Dean’s Small Grants, University of Minnesota, to examine self-brand effects, 2016-2017.

Principal Investigator, CSOM Dean’s Small Grants, University of Minnesota, to examine the consequences of luxury consumption, 2013.

Principal Investigator, CSOM Dean’s Small Grants, University of Minnesota, to examine how the Great Recession affected materialism among children and adolescents, 2011.

Co-Investigator, Institute for Research in Marketing, University of Minnesota, to investigate sources of brand dilution, 2009.

Principal Investigator, CSOM McKnight Grant, University of Minnesota, to investigate decision making skills in children, 1993-1994.

Co-Investigator, Marketing Science Institute, to investigate the predictive validity of behaviorally anchored rating scales designed for young children, 1992-1993.

Principal Investigator, CSOM McKnight Grant, University of Minnesota, to investigate the validity of behaviorally anchored rating scales designed for children, 1991-1992.

Co-Investigator, Marketing Science Institute, to investigate brand equity, 1990-1991.

Co-Investigator, CSOM McKnight Grant, University of Minnesota, to investigate brand equity issues in marketing, 1990-1991.

Principal Investigator, CSOM McKnight Grant, University of Minnesota, to investigate the link between categorization and product evaluation in children, 1989-1990.

Principal Investigator, Dean's Innovation Fund, University of Minnesota, to investigate parent-child purchase interaction, 1987-1988.

Principal Investigator, General Mills, to investigate parent-child purchase interaction, 1987- 88.

Principal Investigator, Graduate School Research Committee, University of Minnesota, to investigate age differences in children's product categorization, 1988-1989.

Co-Investigator, Wisconsin Milk Marketing Board, to examine children's choice behavior, 1986.

Principal Investigator, Graduate School Research Committee, University of Wisconsin-Madison, to investigate the effects of processing ability on persuasion, 1984-1985.

Principal Investigator, Graduate School Research Committee, University of Wisconsin-Madison, to investigate consumer judgments of price-quality relationships, 1983-1984.

Co-Investigator, Spencer Research Foundation, to investigate the development of children's knowledge structures for consumer activities, 1982-1984.

Principal Investigator, Graduate Committee on Research, UCLA, to investigate consumers' knowledge about price-quality relationships in the marketplace, 1981-1982.

TEACHING

Executive:	Strategic Brand Management
MBA:	Brand Management Marketing Management Marketing Research
Ph.D.	PhD Seminar in Research Methods PhD Seminar in Consumer Behavior PhD Seminar in Brands and the Self PhD Seminar in Culture and Consumer Behavior
Undergraduate:	Marketing Research Brand Management

SERVICE

PROFESSIONAL SERVICE

Journal of Consumer Research:
Editorial Board, 1983 to present
Associate Editor, 1993-1996
Guest Associate Editor, 2010-2015, 2018-2020
Reviewer, 1982-1983

Journal of Consumer Psychology:
Editorial Board, 1991 to present
Associate Editor, 2015-2018
Policy Board, 2010-2012

Journal of Marketing Research:
Editorial Board, 1994 – 2003, 2012 to present
Reviewer, 1982-1994, 2003-2011

Journal of Marketing:
Editorial Board, 1990-2000, 2018 - 2022
Reviewer, 1986-1990, 2002-2017

Journal of the Association for Consumer Research:
Special Issue Editor, 2021-2023
Reviewer, 2018-present

Journal of Public Policy & Marketing:

Editorial Board, 1998-2000, 2002-2018

Reviewer, 1987-1998

Monographs of the Journal of Consumer Research:

Editor, 1997-2002

Advisory Boards, Brands and Brand Relationships, Monographs of the Journal of Consumer Research, Handbook of Consumer Psychology, Behavioral Marketing Abstracts

Reviewer, Brands and Brand Relationships Conference, 2015, 2016

Reviewer, Journal of Advertising, Psychological Reports, Journal of Experimental Child Psychology, Marketing Science, Sloan Management Review, Journal of Business Research, California Management Review, Research in Consumer Behavior, Journal of Economics and Business, Journal of Economic Psychology, Journal of Retailing & Consumer Services, Review of Consumer Behavior; International Journal of Research in Marketing, Psychology and Marketing.

Reviewer, National Science Foundation, Social Science and Humanities Research Council of Canada.

Reviewer, Conference Proceedings for Association for Consumer Research, American Marketing Association, Society for Consumer Psychology, Marketing and Public Policy, Academy of Marketing Science.

Member, Editorial Advisory Board, Review of Marketing, 1988-1989; Reviewer, Review of Marketing, 1986-1987; Reviewer, Handbook of Marketing, 2000; Reviewer, Handbook of Advertising, 2005.

Reviewer, AMA Dissertation Award, 1983, 1985, 1990, 1991, 1992, 1997, 2009

Reviewer, Alden Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute, 1992, 1993, 1994, 1999, 2009, 2014, 2017, 2018

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research

Fellow, 2017

President, 1996

Board of Directors (President-Elect, 1995; President, 1996; Past-President, 1997)

Conference Co-Chair, 1993

Treasurer, 1992

Conference Program Committee, 1987, 1989, 2003, 2021

Conference Competitive Paper Review Board, 2013

Fellows Committee, 1997, 2006 (Chair)

Officer Nominating Committee, 2001, 2002, 2003, 2004, 2005

Constitution Task Force, 2007

Society for Consumer Psychology

Fellow, 2021

Fellow Award Committee, 2023-present

Conference Program Committee, 1994, 2016, 2017, 2021

Dissertation Proposal Competition, Reviewer, 2016, 2018-2020, 2022

COMMITTEE WORK (University of Minnesota)

University: Member, Search Committee, Carlson School Dean, 2022
Member, Academic Freedom & Tenure Committee, 2016-2017
Member, Provost's Grand Challenges Research Strategy Team, 2015-2016
Member, Dean's Comprehensive Review Committee, 2010
(Advisory Committee to Provost Sullivan)
Member, Dean Search Committee, Carlson School, 2001, 2005
Member, All University Promotion & Tenure Committee, 2004-2007
Member, Search Committee, Mithun Land Grant Chair in Advertising,
School of Journalism and Mass Communications, 1991-1992
Member, Graduate School Social Sciences Policy Review Council, 1992-93
Member, Graduate School Social Sciences Policy and Review Council,
Subcommittee on Graduate Faculty Appointments and 8000-Level
Course Proposals, 1992-1993
Member, Search Committee, Vice-Provost for Professional Studies, 1995-96

Carlson School: Judge, Elite Eight Brand Management Competition, 2020, 2023
Member, P & T Reading Committee, Mary Zellmer-Bruhn, 2017
Member, Carlson 2020 Strategy Committee, 2012-2013
Member, P&T Committee, Carlos Torelli, 2012
Member, Fourth Year Review Committee, Sophie LeRoy, 2012
Member, P&T Committee, Vladas Griskevicius, 2011
Member, Fourth Year Review Committee, Carlos Torelli, 2011

Chair, Faculty Consultative Committee, 2007-2009
Member, Faculty Consultative Committee, 2006-2009
Member, Executive Education Dean Search Committee, 2008
Member, P&T Committee, Michelle Duffy, 2008
Member, Endowed Chair Committee for Marketing, 2008
Member, Carlson Chair in SMO Selection Committee, 2007
Member, Carlson Chair Review Committee (J. Dickhaut), 2007
Member, 7.12 Promotion & Tenure Committee, 2006-2007
Chair, McKnight Research Committee, 2006
Member, McKnight Research Committee, 1994, 2001, 2005
Chair, Carlson Chair in HRIR Selection Committee, 2006
Member, Term Professorship Committee, 2001, 2004
Member, ADC Committee, 2002-2003
Member, Carlson Brand Team, 2002
Member, FAPC Reading Committee, Shawn Curley, 2000
Co-Chair, MBA Excellence Committee, 1998-99

Member, Management Initiatives Oversight Team, 1998-99
Member, Dean's Advisory Committee, 1995-1998
Chair, RATS Evaluation Committee, 1997
Member, RATS Task Force, 1995-1996
Member, FAPC, 1994-95
Member, FAPC Reading Committee, Ed Joyce, 1993
Member, Ph.D. Program Committee, 1992-1993, 2000-2001
Chair, Curriculum Committee, 1992-1993
Member, Curriculum Committee, 1990-1992
Chair, FAPC Reading Committee, Akshay Rao, 1992
Member, FAPC Review Committee, 1990 to 1992
Member, Recruiting Committee, OMS, 1989-1990

Marketing
Department:

Member, Ph.D. Committee, 1989-1991, 1993-1994, 1996-1997, 2001-2002,
2004-2005, 2005-2006, 2006-2007, 2010-2013
Chair, Ph.D. Committee, 1992-1993, 2000-2001, 2011-2013
Member, Marketing Research Curriculum Committee, 2018
Chair, MBA Curriculum Committee, 2017-2018
Chairman, Ph.D. Review Subcommittee, 1989
Ph.D. Review Committees: Ji Kyung Park 2007 & 2008; Jungkeun Kim 2006
& 2007; Jae Eun Kim, 2005, 2006; Lan Nguyen, 2000; Juliet Zhu, 2000;
Gwen Bachmann, 1992; Susan Rosen, 1992; Jennifer Gregan-Paxton
1992; Teri Bottom, 1990; Yvonne Karsten, 1989; Tom Belich, 1988
Chair, Elite Eight Challenge Committee, 2002, 2004
Chair, Recruiting Committee, 1996, 1997, 1998, 1999-2000
Member, Recruiting Committee, 1988-89, 1995, 1998, 2007, 2012, 2013, 2016
Member, Search Committee, CEE Coordinator, 1994, 1995
Chair, Curriculum Committee, 1993-1997
Coordinator, Marketing Seminar Series, 1996-1997
Member, Summer Grants, Center for Research in Marketing, 1996
Chair, Reading Committee, Joan Meyers-Levy, 1998
Annual Review Committees: Carlos Torelli, 2008; Joe Redden, 2008; Selin
Malkoc, 2007; Rohini Ahluwalia, 2005, 2006; Robert Hanson 2004,
2000; Bob Ruekert, 1996; Akshay Rao, 1989, 1990

Dissertation
Advisor:

Maria Rodas (Placement: University of Southern California)
Yajin Wang (Placement: University of Maryland)
Ji Kyung Park (Placement: University of Delaware)
Lan Nguyen Chaplin (Placement: U of Illinois-Urbana-Champaign)
Sonia Basu Monga (Placement: University of Texas-San Antonio)
Jennifer Gregan-Paxton (Placement: Washington State)
Gwen Bachmann Achenreiner (Placement: Creighton University)
Yvonne Cariveau Karsten (Placement: Industry)
Siew Meng Leong (Placement: National University of Singapore)

Dissertation
Committee
Member:

Jinjie Chen, Nicholas Olson, Chiraag Mittal, Jennifer Stoner, Ryan Rahinel,
Jannine Lasaleta, Noelle Nelson, Andrew Kaikati, William Hedgcock,
Christine Bennett, Lufang Meng (Maggie), Kyeong-Heui Kim, Ashwani

Monga, Juliet Zhu, Allen Chen, Amy Cox, Taemin Kim (Journalism), Sooyeon Yoo (Journalism), Seounmi Han Youn (Journalism), Joann Peck, Beth Holden (Food Science), Christopher Joiner, Jeffrey Jass, Katryna (Malafarina) Johnson, Vania Lindsay, David Forlani, John Mullins, Madhu Viswanathan, Shantanu Dutta, Cynthia Huffman, David Szymanski (U of Wisconsin, Madison)

Masters

Committees: Jianchong Zhu (Journalism), Eric Chen (Journalism), Ingrid Kuang (Journalism), Ku-Fan Tsao (Journalism), Cheryl Hampton (IR), Gary Schwarz (IR)

Undergraduate Honors Committees: Member, Claire Reinhard, 2022-2023 (Summa)
Member, Katelyn Tarrowly, 2021 (Summa)
Advisor, Paige Thorburn, 2016 (Summa)
Member, Lauren Sheibley, 2016
Advisor, Courtney Carufel, 2012 (Summa)

OTHER SERVICE

Public Service: Consultant, Federal Trade Commission, Division of Advertising Practices, Washington, D.C., 1989-1990

Consultant for one of the most important FTC cases in the children's advertising area, regarding unfair advertising to children and teens for 900 pay telephone services. This case laid a precedent for further regulatory protections for children and teens.

Television ads with characters like Santa Claus, Popeye, the Easter Bunny, and P.J. Funny Bunny encouraged children to call 900 telephone numbers to talk to the fictional character and receive prizes. Charges for the calls, typically \$2 for the first minute and 45 cents for each additional minute, were billed to parents' telephone bills.

Select Media

Interviews: National Press: New York Times, Newsweek, Business Week, The Economist, Financial Times, Advertising Age, USA Today, Reuters, MSNBC, AOL News, NBC Today Show, Globe and Mail
Local Media: Star Tribune, Pioneer Press, Minnesota Public Radio, WCCO

Details available upon request