

**SHARON SHAVITT**

*Professor of Business Administration, Walter H. Stellner Professor of Marketing*

**EDUCATION:**

Ph.D., Social Psychology, The Ohio State University, 1985

M.A., Social Psychology, The Ohio State University, 1983

B.A., Psychology, The Ohio State University, 1981

**POSITIONS AT COLLEGES AND UNIVERSITIES:**

Walter H. Stellner Professor of Marketing, University of Illinois, 2008 to present

Professor of Business Administration and Psychology, University of Illinois, Department of Business Administration, IBE Distinguished Professor; Department of Psychology; Institute of Communications Research, Urbana-Champaign, Illinois, United States of America, 2001 to present

Research Professor, Survey Research Laboratory, University of Illinois, Urbana-Champaign, Illinois, United States of America, 1999 to present

Professor (Adjunct), Norwegian School of Economics and Business Administration, Bergen, Norway, 2000-2009

IBE Distinguished Professor of Marketing, University of Illinois, 2002-2008

Professor of Advertising and Psychology, University of Illinois, Department of Advertising, Department of Psychology, Institute of Communications Research, Urbana-Champaign, Illinois, United States of America, 2000-2001

Research Associate Professor, Institute of Communications Research, University of Illinois, Urbana-Champaign, Illinois, United States of America, 1996-2000

Associate Professor of Advertising and Psychology, University of Illinois, Department of Advertising, Department of Psychology, Urbana-Champaign, Illinois, United States of America, 1993-2000

Assistant Professor of Advertising and Psychology, University of Illinois, Department of Advertising, Department of Psychology, Urbana-Champaign, Illinois, United States of America, 1987-1993

NIMH Postdoctoral Research Fellow, Department of Psychology, Indiana University, Bloomington, Indiana, United States of America, 1985-1987

**MEMBERSHIP IN ACADEMIC AND PROFESSIONAL ORGANIZATIONS:**

American Academy of Advertising  
American Association for Public Opinion Research  
American Marketing Association  
American Psychological Association  
Association for Consumer Research

## HONORS AND AWARDS:

Keynote Speaker, Association for Consumer Research--Asia-Pacific Conference, Beijing , June 2011

President, Association for Consumer Research, 2011

Association for Consumer Research Doctoral Consortium Faculty, Jacksonville, October, 2010

Nominated to run for Editorship of Journal of Consumer Psychology for 2008-2011 term, and International Journal of Psychology for 2010-2013 term, 2010

List of Excellent Teachers, University of Illinois, 1991-1992, 1996, 1998-1999, 2001-2007, 2009-2010

One of the four invited faculty speakers for 2009 University of Iowa Marketing Camp, Iowa City, IA, 2009

Co-chair, Association for Consumer Research, North American Conference, 2008

Nominated to run for Editorship of Journal of Consumer Research, Journal of Consumer Psychology, 2005-2008

American Marketing Association Doctoral Consortium Faculty, 2003-2004, 2008

Appointed and served on the ACR Program Committee, 2007

Appointed and served on the Program Committee for European ACR, 2007

Featured cross-cultural research for section "Who's Who in Social Psychology of Culture" in C. Y. Chiu and Y. Y. Hong's Social Psychology of Culture (2006). NYC: Psychology Press, 2006

Doctoral Consortium Faculty, Association for Consumer Research, 2002

## PUBLICATIONS:

### Books (Authored, Edited, Co-Authored, Co-Edited), Monographs and Manuals/Guides

McGill, A., Shavitt, S. (Eds.), Advances in Consumer Research, Volume 36, Provo, UT: Association for Consumer Research, 2009.

Shavitt, S., Brock, T. (Eds.), Persuasion: Psychological insights and perspectives, Needham Heights, MA: Allyn and Bacon, 1994. Edited Volume

### Book Reviews

Shavitt, S., "The White House speaks: Presidential leadership as persuasion" by C.A. Smith and K.B. Smith. Political Psychology, 18, 1997, pp. 531-533.

Shavitt, S., A strong approach to attitude strength. Review of "Attitude strength: Antecedents and consequences" by R.E. Petty and J.A. Krosnick (Eds.). Contemporary Psychology, 42 (8), 1997, pp. 691-692.

Shavitt, S., "Consumer involvement: Concepts and research" by P. Laaksonen. Journal of Marketing Research, 32, 1996, pp. 115-116.

Brock, T., Shavitt, S., Personal values affect consumers' behavior, don't they? Review of "Personal values and consumer psychology" by R.E. Pitts, Jr. and A.G. Woodside. Contemporary Psychology, 30, 1985, pp. 968-969.

#### Parts of Books (Chapters) and Case Studies

Lalwani, A., Shavitt, S., "The relationship between gender and cultural orientation and its implications for advertising." Edited by Shintaro Okazaki, Handbook of Research in International Advertising, Cheltenham, UK: Edward Elgar Publishers, Forthcoming.

Riemer, H., Koo, M., Shavitt, S., "The attitude construct across cultures." Edited by Angela Y. Lee, Ng Sharon, Handbook of Culture and Consumer Psychology in Frontiers of Cultural Psychology series, Oxford: Oxford University Press, Forthcoming.

Johnson, T., Holbrook, A., Shavitt, S., "Cross-cultural research methods in psychology.", In D. Matsumoto and F. van de Vijver (Eds.) Cross-Cultural search Methods in Psychology, Oxford: Oxford University Press, 2011, pp. 130-175.

Koo, M., Shavitt, S., "Cross-cultural psychology of consumer behavior." Edited by Richard P. Bagozzi and Ayalla Ruvio, Consumer Behavior, a volume in the Wiley International Encyclopedia of Marketing, New York: John Wiley and Sons, 2011, pp. 125-133.

Shavitt, S., Torelli, C., Riemer, H., "Horizontal and vertical individualism and collectivism: Implications for understanding psychological processes." Edited by M. Gelfand, C-y Chiu, and Y-y Hong, Advances in Culture and Psychology, Oxford: Oxford University Press, 2011, pp. 309-350.

Shavitt, S., Lee, A., Torelli, C., "New directions in cross-cultural consumer psychology." Edited by Michaela Wänke, The Social Psychology of Consumer Behavior, Philadelphia: Psychology Press, 2009, pp. 227-250.

Shavitt, S., Lee, A., Johnson, T., "Cross-cultural consumer psychology." Edited by C. Haugtvedt, P. Herr, and F. Kardes., Handbook of Consumer Psychology, Mahwah, NJ: Erlbaum, 2008, pp. 1103-1131.

Shavitt, S., Zhang, J., "Advertising and culture." Edited by C. Spielberger, Encyclopedia of Applied Psychology, San Diego: Academic Press, 2004, pp. 47-51.

Shavitt, S., Nelson, M., "The role of attitude functions in persuasion and social judgment." Edited by J.P. Dillard and M. Pfau, The persuasion handbook: Theory and practice, Thousand Oaks, CA: Sage Publications, 2002, pp. 137-153.

Shavitt, S., Nelson, M., "On the dynamic and goal-oriented nature of (candidate) evaluations." Edited by J. Kuklinski, Citizens and politics: Perspectives from political psychology, Cambridge, England: Cambridge University Press, 2001, pp. 227-240.

Shavitt, S., Wanke, M., "Consumer Behavior." Edited by A. Tesser and N. Schwarz, Blackwell Handbook of Social Psychology, Oxford, UK: Blackwell Publishers, 2001, pp. 569-590. Volume 1: Intraindividual Processes. Republished in 2003 as "M. Brewer and M. Hewstone (Eds.) Applied Social Psychology. Oxford, UK: Blackwell Publishers"

Shavitt, S., Nelson, M., "The social identity function in person perception: Communicated meanings of product preferences." Edited by G. Maio and J. Olson, Why we evaluate: Function of attitudes, Mahwah, NJ: Erlbaum, 1999, pp. 37-57.

Nelson, M., Shavitt, S., Schennum, A., Barkmeier, J., "Prediction of long-term advertising effectiveness: New cognitive response approaches." Edited by W. Wells, *Measuring advertising effectiveness*, Hillsdale, NJ: Erlbaum, 1997, pp. 133-155.

Shavitt, S., Nelson, M., "Comments on Chapter 8 (by P. Levenson and M. Blackston)." Edited by W. Wells, *Measuring advertising effectiveness*, Hillsdale, NJ: Erlbaum, 1997, pp. 128-132.

Brock, T., Shavitt, S., Brannon, L., "Getting a handle on the ax of persuasion." Edited by S. Shavitt and T.C. Brock, *Persuasion: Psychological insights and perspectives*, Needham Heights, MA: Allyn and Bacon, 1994, pp. 1-14.

Shavitt, S., "Operationalizing functional theories of attitude." Edited by A.R. Pratkanis, S.J. Breckler and A.G. Greenwald, *Attitude structure and function*, Hillsdale, NJ: Erlbaum, 1989, pp. 311-337.

Shavitt, S., Brock, T., "Self-relevant responses in commercial persuasion: Field and experimental tests." Edited by K. Sentsis and J. Olson, *Advertising and consumer psychology*, New York: Praeger Publishers, 1986, pp. 149-171.

Brock, T., Shavitt, S., "Cognitive responses in advertising." Edited by L. Percy and A.G. Woodside, *Advertising and consumer psychology*, Lexington, MA: D.C. Heath and Company, 1983, pp. 91-116.

#### Articles in Refereed Journals

Shavitt, S., Johnson, T., Zhang, J., "Horizontal and vertical cultural differences in the content of advertising appeals", *Journal of International Consumer Marketing*, Forthcoming (Invited).

Riemer, H., Shavitt, S., "Impression management in survey responding: Easier for collectivists or individualists?", *Journal of Consumer Psychology*, Vol. 21, No. 2, 2011, pp. 157-168.

Torelli, C., Shavitt, S., "The impact of power on information processing depends on cultural orientation", *Journal of Experimental Social Psychology*, Vol. 47, No. 5, 2011, pp. 959-967.

Torelli, C., Shavitt, S., "Culture and concepts of power", *Journal of Personality and Social Psychology*, Vol. 99, No. 4, October, 2010, pp. 703-723.

Lalwani, A., Shavitt, S., "The 'me' I claim to be: Cultural self-construal elicits self-presentational goal pursuit", *Journal of Personality and Social Psychology*, Vol. 97, No. 1, 2009, pp. 88-102.

Lee, K., Shavitt, S., "Can McDonald's food ever be seen as healthy? Metacognitive experiences affect the perceived understanding of a brand", *Journal of Marketing Research*, Vol. 46, April, 2009, pp. 222-233.

Schlosser, A., Shavitt, S., "The effect of perceived message choice on persuasion", *Journal of Consumer Psychology*, Vol. 19, 2009, pp. 290-301.

Shavitt, S., Torelli, C., Wong, J., "Identity-based motivation in a consumer context", *Journal of Consumer Psychology*, Vol. 19, No. 3, 2009, pp. 261-266 (Invited).

White, T., Zahay, D., Thorbjornsen, H., Shavitt, S., "Getting too personal: Reactance to highly personalized e-mail solicitations", *Marketing Letters*, Vol. 19, March, 2008, pp. 39-50.

Lalwani, A., Shavitt, S., Johnson, T., "What is the relation between cultural orientation and socially desirable responding?", *Journal of Personality and Social Psychology*, Vol. 90, No. 1, January, 2006, pp. 165-178.

Lee, K., Shavitt, S., "The use of cues depends on goals: Store reputation affects product judgments when social identity goals are salient", Journal of Consumer Psychology, Vol. 16, No. 3, July, 2006, pp. 260-271.

Shavitt, S., Lalwani, A., Zhang, J., Torelli, C., "The horizontal/vertical distinction in cross-cultural consumer research", Journal of Consumer Psychology, Vol. 16, No. 4, October, 2006, pp. 325-356 (Invited).

Shavitt, S., Zhang, J., Torelli, C., Lalwani, A., "Reflections on the meaning and structure of the horizontal/vertical distinction", Journal of Consumer Psychology, Vol. 16, No. 4, 2006, pp. 357-362 (Invited).

Johnson, T., Kulesa, P., Cho, Y., Shavitt, S., "The relation between culture and response styles: Evidence from 19 countries", Journal of Cross-Cultural Psychology, Vol. 36, No. 2, 2005, pp. 264-277.

Shavitt, S., Vargas, P., Lowrey, P., "Exploring the role of memory for self-selected Ad experiences: Are some advertising media better liked than others?", Psychology & Marketing, Vol. 21, No. 12, 2004, pp. 1011-1032.

Zhang, J., Shavitt, S., "Cultural values in advertisements to the Chinese X-generation: Promoting modernity and individualism", Journal of Advertising, Vol. 32, No. 1, Spring, 2003, pp. 23-33.

Nelson, M., Shavitt, S., "Horizontal and vertical individualism and achievement values: A multi-method examination of Denmark and the U.S.", Journal of Cross-Cultural Psychology, Vol. 33, No. 5, 2002, pp. 439-458.

Schlosser, A., Shavitt, S., "Anticipating discussion about a product: Rehearsing what to say can affect your judgments", Journal of Consumer Research, Vol. 29, No. 1, 2002, pp. 101-115.

Lowrey, T., Englis, B., Shavitt, S., Solomon, M., "Response latency verification of consumption constellations: Implications for advertising strategy", Journal of Advertising, Vol. 30, No. 1, 2001, pp. 29-39.

Maheswaran, D., Shavitt, S., "Issues and new directions in global consumer psychology", Journal of Consumer Psychology, Vol. 9, No. 2, 2000, pp. 59-66.

Schlosser, A., Shavitt, S., "Effects of an approaching group discussion on product responses", Journal of Consumer Psychology, Vol. 8, No. 4, 1999, pp. 377-406.

Schlosser, A., Shavitt, S., Kanfer, A., "Survey of internet users' attitudes toward internet advertising", Journal of Interactive Marketing, Vol. 13, No. 3, 1999, pp. 34-54.

Shavitt, S., Sanbonmatsu, D., Smittipatana, S., Posavac, S., "Broadening the conditions for illusory correlation formation: Implications for judging minority groups", Basic and Applied Social Psychology, Vol. 21, 1999, pp. 263-279.

Shavitt, S., Lowrey, P., Haefner, J., "Public attitudes toward advertising: More favorable than you might think", Journal of Advertising Research, Vol. 38, No. 4, 1998, pp. 7-22.

Han, S., Shavitt, S., "Persuasion and culture: Advertising appeals in individualistic and collectivistic societies", Journal of Experimental Social Psychology, Vol. 30, 1994, pp. 326-350.

Sanbonmatsu, D., Shavitt, S., Gibson, B., "Salience, set size, and illusory correlation: Making moderate assumptions about extreme targets", Journal of Personality and Social Psychology, Vol. 66, 1994, pp. 1020-1033.

Shavitt, S., Swan, S., Lowrey, T., Wanke, M., "The interaction of endorser attractiveness and involvement in persuasion depends on the goal that guides message processing", Journal of Consumer Psychology, Vol. 3, 1994, pp. 137-162.

Shavitt, S., "Evidence for predicting the effectiveness of value-expressive versus utilitarian appeals: A reply to Johar and Sirgy", Journal of Advertising, Vol. 21, No. 2, 1992, pp. 47-51.

Shavitt, S., Lowrey, T., Han, S., "Attitude functions in advertising: The interactive role of products and self-monitoring", Journal of Consumer Psychology, Vol. 1, No. 4, 1992, pp. 337-364.

Sanbonmatsu, D., Shavitt, S., Sherman, S., "The role of personal relevance in the formation of distinctiveness-based illusory correlations", Personality And Social Psychology Bulletin, Vol. 17, 1991, pp. 124-132.

Shavitt, S., Fazio, R., "Effects of attribute salience on the consistency between attitudes and behavior predictions", Personality And Social Psychology Bulletin, Vol. 17, 1991, pp. 507-516. Republished in Pettijohn, T.F. (1998). Sources: Notable selections in social psychology. Second Edition. Guilford, CT: Dushkin/McGraw-Hill. Pp. 107-115.

Wyer, R., Budesheim, T., Shavitt, S., Riggle, E., "Image, issues and ideology: The processing of information about political candidates", Journal of Personality and Social Psychology, Vol. 61, 1991, pp. 533-545.

Shavitt, S., "The role of attitude objects in attitude functions", Journal of Experimental Social Psychology, Vol. 26, 1990, pp. 124-148.

Shavitt, S., Brock, T., "Delayed recall of copytest responses: The temporal stability of listed thoughts", Journal of Advertising, Vol. 19, No. 4, 1990, pp. 6-17.

Sanbonmatsu, D., Shavitt, S., Sherman, S., Roskos-Ewoldsen, D., "Illusory correlation in the perception of performance by self or a salient other", Journal of Experimental Social Psychology, Vol. 23, 1987, pp. 518-543.

Lynn, W., Shavitt, S., Ostrom, T., "Effects of pictures on the organization and recall of social information", Journal of Personality and Social Psychology, Vol. 49, 1985, pp. 1160-1168.

### Proceedings

Wong, J., Shavitt, S., "Be rude to me and I will buy a Rolex: Effects of cultural orientation on responses to power threat in a service setting.", Advances in Consumer Psychology, 2010, Vol. 2, pp. 95.

Kulkarni, A., Shavitt, S., "The Consequences of the Horizontal- Vertical Cultural Distinction for Consumer Responses to Advertising Messages", Society for Consumer Psychology, 2009, Vol. 1, pp. 241.

Torelli, C., Shavitt, S., "Culture and mental representations of power goals: Consequences for information processing.", Advances in Consumer Research, 2008, Vol. 35, pp. 194-197.

Shavitt, S., Valenzuela, A., "S. Shavitt, and A. Valenzuela (2006). Beyond Individualism/Collectivism: New Theoretical Perspectives in Culture-Based Research. (Roundtable Session Summary)", Association for Consumer Research Annual Conference, Provo, UT: Association for Consumer Research, 2006.

Han, S., Shavitt, S., "Westernization of cultural values in Korean advertising: A longitudinal content analysis of magazine ads from 1968-1998", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 2005, Vol. 32, pp. 249-250. In G. Menon and A. R. Rao (Eds.), Advances in consumer research, Volume 32. Provo, UT: Association for Consumer Research. Pp. 249-50.

Lee, K., Shavitt, S., "New approaches and theoretical synergies in cross-cultural consumer psychology (Roundtable Session Summary)", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 2005, Vol. 32, pp. 444.

Zhang, J., Shavitt, S., "When gender differences make a difference: The role of the masculinity-femininity cultural dimension", Society for Consumer Psychology, 2005, pp. 80. In A.M. Brumbaugh and G.R. Henderson (Eds.)

Lee, K., Shavitt, S., "The role of cultural cognition in the use of contextual cues in product quality judgments (Abstract). Also Session Summary: The Influence of Cultural Thinking Styles on Evaluative Processes", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 2004, Vol. 31, pp. 451-453. Edited by B. Kahn and M.F. Luce

Zahay, D., White, T., Thorbjornsen, H., Shavitt, S., "Beyond Permission Marketing: Improving E-Mail Response Rate with Appropriate Personalization", Direct Marketing Education Foundation Conference, 2004.

Zhang, J., Shavitt, S., "Cultural values reflected in Chinese and U.S. advertisements: Examining the moderating role of media type and product characteristics", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 2003, Vol. 30, pp. 162. Edited by P. Anand Keller and D. Rook

Shavitt, S., Zhang, J., Johnson, T., "Horizontal and vertical orientations in cross-cultural consumer persuasion", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 2002, Vol. 29. Edited by S. Broniarczyk and K. Nakamoto

Sivadas, E., Bruvold, N., Nelson, M., Shavitt, S., "A cross-national examination of horizontal and vertical individualism and collectivism: Measurement and impact on consumer decision making", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 2000, Vol. 28, pp. 136. Edited by M.C. Gilly and J. Meyers-Levy

Schlosser, A., Shavitt, S., "Applying traditional attitude models to understand the effectiveness of internet advertising", Society for Consumer Psychology, Clemson, S.C: CtC Press, 1998, pp. 171. Edited by K. Machleit and M. Campbell

Shavitt, S., Nelson, M., Yuan, R., "Exploring cross-cultural differences in cognitive responding to ads", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 1997, Vol. 24, pp. 245-250. Edited by M. Brucks and D.J. MacInnis

Schlosser, A., Shavitt, S., "Anticipating focus group discussion: Effects on product thoughts", American Academy of Advertising, : Omnipress, 1996, pp. 140-145. Edited by G. Wilcox

Kim, K., Shavitt, S., "Toward a model of attitude reuse versus recomputation", Society for Consumer Psychology, Clemson, S.C: CtC Press, 1993, pp. 105-110. Edited by K. Finlay, A. A. Mitchell and F.C. Cummins

Shavitt, S., Lowrey, T., "Attitude functions in advertising effectiveness: The interactive role of product type and personality type", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 1992, Vol. 19, pp. 323-328. Edited by J. Sherry and B. Sternthal

Shavitt, S., Fazio, R., "Effects of attribute salience on the consistency of product evaluations and purchase predictions", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 1990, Vol. 17, pp. 91-97. Edited by G.J. Gorn and M.E. Goldberg

Shavitt, S., "Individual differences in consumer attitudes and behavior", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 1989, Vol. 16, pp. 51-55. Edited by T. K. Srull

Shavitt, S., "Products, personalities, and situations in attitude functions: Implications for consumer behavior", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 1989, Vol. 16, pp. 300-305. Edited by T. K. Srull

Shavitt, S., Brock, T., "Improving cognitive response prediction of persuasion: Towards a semantic hierarchy", Division of Consumer Psychology, American Psychological Association, 1985, pp. 13-14. Edited by D. Stewart

Shavitt, S., Brock, T., "Consumer research validity: The effect of social settings on cognitive responding to television commercials", Advances in Consumer Research, Provo, UT: Association for Consumer Research, 1984, Vol. 11, pp. 18-23. Edited by T. Kinnear

### Editorial Boards

Editorial Board Member, Journal of Consumer Research, 2011-

Editorial Board Member, Journal of Marketing Research, 2006-present

Editorial Board Member, Journal of Consumer Psychology, 2005-present

Editorial Board Member, Media Psychology, 2005-present

Editorial Board Member, Psychology and Marketing, 2004-present

Editorial Advisory Board, Handbook of Consumer Psychology (2008), Publisher: Erlbaum/Taylor and Francis, 2008

Board Member, Policy Board, Journal of Consumer Research, 2000-2006

Associate Editor, Journal of Consumer Psychology, 2002-2005

Co-Editor, Special issue on Cultural Psychology (with D. Maheswaran), Journal of Consumer Psychology, 2000

Editorial Board Member, Personality and Social Psychology Bulletin, 1992-1995

### RESEARCH GRANTS

Sharon Shavitt (Principal Investigator), Lost in translation is self-regulation, CIBER Faculty Research Award, Grant Total Amount is 3700 (USD), 2011

Hila Riemer, Sharon Shavitt, The nature of attitude across cultures, Binational Science Foundation (U.S.-Israel), Grant Total Amount is 60,000 (USD), 2010-2011

Sharon Shavitt (Principal Investigator), The effect of culturally mismatched thinking styles. Designated for distinction as an Arnold O. Beckman Award, Campus Research Board, Grant Total Amount is 13,810 (USD), 2010-2011

Sharon Shavitt (Co-Principal Investigator), National Institutes of Health, Racial/Ethnic Variability in Health Survey Question Processing and Response Behavior, co-PI with team in Survey Research Laboratory, Professional Development Grant for Conference Travel (Illinois Center for East Asian and Pacific Studies), Grant Total Amount is 1.4M (USD), 2007-2010

Sharon Shavitt (Co-Principal Investigator), Robert Wood Johnson Foundation, Advancing Measurement of Equity and Patient-Centered Care to Improve Health Care Quality, co-PI with team in Survey Research Laboratory, Grant Total Amount is 100,000 (USD), 2008-2009

Sharon Shavitt (Co-Principal Investigator), National Science Foundation, Cultural Variability in Survey Question Processing and Response Behaviors co-PI with team in Survey Research Laboratory, Grant Total Amount is 449,000 (USD), 2007-2009

Sharon Shavitt, University of Illinois Scholars' Travel Fund, University of Illinois at Urbana-Champaign, 1987-1989, 1991, 1993, 1997, 2001, 2003, 2005, 2007

Sharon Shavitt, College of Business, University of Illinois, Summer RA Grant, Grant Total Amount is 1611 (USD), 2006

Sharon Shavitt, CIBER, College of Business, University of Illinois, Summer Research Grant, Grant Total Amount is 3400 (USD), 2004

Sharon Shavitt, College of Business, University of Illinois, Summer RA Grant (From CIERA), Grant Total Amount is 1667 (USD), 2004

Sharon Shavitt (Co-Principal Investigator), Teradata Center at Duke University, "The role of personalization in increasing the response rate of email solicitations," with Debra Zahay, Tiffany White, and Helge Thorbjornsen, Grant Total Amount is 8500 (USD), 2002-2004

Sharon Shavitt, College of Business, University of Illinois, Summer Research Grant, Grant Total Amount is 3472 (USD), 2003

Sharon Shavitt, College of Business, University of Illinois, Summer RA Grant, Grant Total Amount is 1400 (USD), 2002

Sharon Shavitt, Cultural orientation and survey responding, University of Illinois Campus Research Board, Grant Total Amount is 11900 (USD), 2002

Sharon Shavitt, Seymour Sudman, The effect of frequency scales on self-reports of severe pain symptoms, Fetzer Institute, Grant Total Amount is 28000 (USD), 2000

Sharon Shavitt, Campus Honors Program, University of Illinois, Grant Total Amount is 2000 (USD), 1999

Sharon Shavitt, Campus Honors Program, University of Illinois, Grant Total Amount is 3000 (USD), 1998

Sharon Shavitt, B. Englis, M. Solomon, Tina Lowrey, Chronometric exploration of consumption constellations, American Academy of Advertising Research, Grant Total Amount is 3000 (USD), 1993

Sharon Shavitt, Motivational factors in message-based persuasion, University of Illinois Campus Research Board, Grant Total Amount is 5400 (USD), 1990

#### LECTURES AND CONFERENCE PAPERS:

##### Outside UIUC

Dai, Y, Shavitt, S., "Cultural Differences in Positive Affect Regulation", Society for Consumer Psychology, Atlanta, Georgia, 2011

Koo, M, Shavitt, S., Johnson, T., Holbrook, A., Cho, Y., Chavez, N., Weiner, S., "On Consuming Less and Being More Satisfied: Lifestyles and Cultural Orientations", Society for Consumer Psychology, Atlanta, Georgia, 2011

Koo, M, Wong, J, Shavitt, S., "Embodied cognition, Power and Culture", Society for Consumer Psychology, Atlanta, Georgia, 2011

Shavitt, S., "Culture and power goals", University of Texas--San Antonio, San Antonio, Texas, January 2011

Holbrook, A., Johnson, T., Cho, Y., Shavitt, S., Chavez, N., Weiner, S., "Survey satisficing in different populations: To what extent do response effects reflects satisficing across racial and ethnic groups?", American Association of Public Opinion Research, Chicago, May 2010

Johnson, T., Holbrook, A., Shavitt, S., Cho, Y., Chavez, N., Weiner, S., Mazarno, K., "Cultural values and survey response style", World Association of Public Opinion Research, Chicago, May 2010

Shavitt, S., "Cultural differences in power goals", Attitudes preconference, Society for Personality and Social Psychology, Las Vegas, Nevada, January 2010

Torelli, C., Shavitt, S., "Personalized and socialized power goals: Implications for information processing", 2010 AMA Summer Marketing Educators' Conference, Boston, August 2010

Wong, J, Shavitt, S., "How is rude service interpreted? Cultural orientation affects perceptions of power threat", Society for Consumer Psychology, Tampa, Florida, United States of America, February 2010

Kulkarni, A, Shavitt, S., "The Consequences of the Horizontal- Vertical Cultural Distinction for Consumer Responses to Advertising Messages", Society for Consumer Psychology, San Diego, California, United States of America, February 2009

Shavitt, S., "Cultural differences in power goals", Marketing in Israel Conference, December, 2009., Jerusalem, Israel, December 2009, invited by a consortium of universities (e.g., Hebrew University, Tel-Aviv University, Ben-Gurion University).

Shavitt, S., "Cultural self-construal and self-presentational goals", Ben-Gurion University of the Negev, Beer Sheva, Israel, December 2009, Invited to visit as Presidential Speaker. Gave a research seminar as well as taught a doctoral seminar session.

Shavitt, S., "Cultural self-construal and self-presentational goals", Indiana University, Department of Psychology, Bloomington, 2009

Shavitt, S., "Cultural self-construal and self-presentational goals", University of Iowa, Iowa Marketing Camp, Department of Marketing, Iowa, 2009

Shavitt, S., "Cultural self-construal and self-presentational goals", University of Western Ontario, School of Business, London, Ontario, Canada, September 2009

Wong, J, Shavitt, S., "The impact of cultural orientation on service experiences: When will the status of service staff make a difference", Society for Consumer Psychology, San Diego, California, United States of America, February 2009

Shavitt, S., "'Cross-cultural issues in consumer behavior research' and 'Teaching ethics in marketing communications'", AMA-Sheth Foundation Doctoral Consortium, Missouri, 2008

Shavitt, S., "Cultural self-construal and self-presentational goals", HEC Paris. Department of Marketing, Paris, 2008

Shavitt, S., "Cultural self-construal and self-presentational goals", University of California, Riverside. Department of Marketing, Riverside, 2008

Shavitt, S., "Cultural self-construal and self-presentational goals", University of Hawaii-Manoa Shidler Seminar Series, University of Hawaii, Manoa, 2008,

Shavitt, S., "Cultural self-construal and self-presentation", Advertising and Consumer Psychology, Santa Monica, California, June 2007

Shavitt, S., "Cultural self-construal and self-presentation", University of Washington, Washinton, 2007, University of Washington, Department of Marketing, "Cultural self-construal and self-presentation," November, 2007.

Torelli, C., Shavitt, S., "Culture and mental representations of power goals: Consequences for information processing. In D. Rucker (Chair), The Role of Power In Consumer Behavior: New Perspectives and Insights", Association for Consumer Research Annual Conference, Memphis, October 2007

White, T, Zahay, D., Thorbjornsen, H., Shavitt, S., "We know where you live: Personalization reactance in e-mail solicitations", World Marketing Congress, Verona, Italy, July 2007

Shavitt, S., "A Tribute to Tim Brock", Ohio State University, Columbus, 2006, "A Tribute to Tim Brock," September, 2006. Ohio State University, Department of Psychology,

Shavitt, S., "Cross-cultural consumer behavior: Emergent themes", Haring Symposium, Indiana University, Department of Marketing, Bloomington, 2006, Indiana University, Department of Marketing, "Cross-cultural consumer behavior: Emergent themes." Haring Symposium. March 2006.

Shavitt, S., "Cultural orientation, self-construal and self-presentation. Cross-Cultural Consumer Psychology Pre-Conference", Society for Consumer Psychology, St. Pete Beach, Florida, United States of America, February 2005

Shavitt, S., "Culture and self-presentation", Northwestern University, Department of Marketing, Chicago, 2005, Northwestern University, Department of Marketing, "Culture and self-presentation." May 2005.

Shavitt, S., "The selling of consumer identity: Who's buying", Museum of Contemporary Photography, Columbia College, Chicago, 2005, Museum of Contemporary Photography, Columbia College (Chicago). "The selling of consumer identity: Who's buying?" February 2005.

Zhang, J., Shavitt, S., "When gender differences make a difference: The role of the masculinity-femininity cultural dimension", Society for Consumer Psychology, St. Pete Beach, Florida, United States of America, February 2005

Han, S., Shavitt, S., "Westernization of cultural values in Korean advertising: A longitudinal content analysis of magazine ads from 1968-1998", Association for Consumer Research Annual Conference, Portland, October 2004

Shavitt, S., "Culture, self-construal, and image tending." "How to develop a PhD topic." "Attitude objects and attitude functions." "The relation between cultural orientation and socially desirable responding", Norwegian School of Economics and Business Administration, Sandviken, 2004, Norwegian School of Economics and Business Administration, Department of Marketing. Four talks: 1) "Culture, self-construal, and image tending." 2) "How to develop a PhD topic." 3) Attitude objects and attitude functions." 4) "The relation between cultural orientation and socially desirable responding." November 2004.

Shavitt, S., "Culture, self-construal, and image tending", American Marketing Association, College Station, Texas, 2004, American Marketing Association Doctoral Consortium, "Culture, self-construal, and image tending." Texas AandM University, College Station, June 2004.

Zahay, D., White, T., Thorbjørnsen, H., Shavitt, S., "Beyond permission marketing: Improving e-mail response rate with appropriate personalization", Direct Marketing Education Foundation Conference, New Orleans, October 2004

Lalwani, A., Shavitt, S., Johnson, T., Zhang, J., "What is the relation between culture and desirable responding?", Association for Consumer Research Annual Conference, Toronto, October 2003

Lee, K., Shavitt, S., "The role of cultural cognition in the use of contextual cues in product quality judgments. In K. Lee and S. Shavitt (Chairs), The Influence of Cultural Thinking Styles on Evaluative Processes", Association for Consumer Research Annual Conference, Toronto, October 2003

Shavitt, S., "'Beyond individualism and collectivism: Emerging topics in cross-cultural consumer behavior" and "The effect of ad message choice on resistance to counterpersuasion"', New York University, New York, 2003, New York University, Department of Marketing, "Beyond individualism and collectivism: Emerging topics in cross-cultural consumer behavior." September 2003.

Shavitt, S., "Beyond individualism and collectivism: Emerging topics in cross-cultural consumer behavior", Stanford University, Palo Alto, 2003, Stanford University, Department of Psychology, "Beyond individualism and collectivism: Emerging topics in cross-cultural consumer behavior." November 2003.

Shavitt, S., "Publish and perish? Advice on avoiding perils of the publication process", Norwegian School of Economics and Business Administration, Sandviken, 2003

Shavitt, S., "Why study culture?", American Marketing Association, Minneapolis, June 2003

Zahay, D., White, T., Thorbjørnsen, H., Shavitt, S., "Zahay, D., White, T., Thorbjørnsen, H., and Shavitt, S. (2003). The role of personalization in increasing the response rate of email solicitation", World Marketing Congress, Perth, Australia, June 2003

Zhang, J., Shavitt, S., "Cultural values reflected in Chinese and U.S. advertisements: Examining the moderating role of media type and product characteristics. In Talia Jomini (Chair), Reaching Across Cultural Boundaries: Glo", National Communication Association, Miami, November 2003

Shavitt, S., "Vertical and horizontal cultural orientations: Implications for persuasive messages", University of Colorado, Boulder, November 2002,

Shavitt, S., "Vertical and horizontal cultural orientations: Implications for persuasive messages", Norwegian School of Economics and Business Administration, Sandviken, Norway, August 2002

Shavitt, S., Nowlis, S., "Association for Consumer Research Doctoral Symposium, "Consumer research in computer-mediated environments"', Association for Consumer Research Annual Conference, Atlanta, 2002

Zhang, J., Shavitt, S., "Cultural values reflected in Chinese and U.S. advertisements: Examining the moderating role of media type and product characteristics", Association for Consumer Research Annual Conference, Atlanta, 2002

Shavitt, S., "'Effects of an approaching group discussion on product responses" and "The Effect of interactive advertising on attitude resistance"', Norwegian School of Economics and Business Administration, Sandviken, Norway, August 2001

Shavitt, S., Zhang, J., Johnson, T., "Horizontal and vertical orientations in cross-cultural consumer persuasion", Association for Consumer Research Annual Conference, Austin, Texas, United States of America, October 2001

Shavitt, S., "Effects of an approaching group discussion on cognitive responses", University of Haifa, Haifa, Israel, June 2000

Shavitt, S., "How to pursue a career in consumer psychology", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 2000

Shavitt, S., "Psychological approaches to understanding consumer behavior", American Association of Advertising Agencies Conference, Chicago, Illinois, United States of America, May 2000

Shavitt, S., "The effect of frequency scales on self-reports of severe pain symptoms", Fetzer Institute, Grant Recipient Seminar, Kalamazoo, Michigan, United States of America, September 2000

Schlosser, A., Shavitt, S., "The effect of interactive advertising on attitude resistance ", Association for Consumer Research Annual Conference, Columbus, Ohio, United States of America, October 1999

Shavitt, S., "Effects of an approaching group discussion on product responses", Purdue University, West Lafayette, Indiana, United States of America, September 1999

Shavitt, S., "Effects of an approaching group discussion on product responses", University of Chicago, Chicago, Illinois, United States of America, January 1999

Shavitt, S., "The effect of medium on attitudes toward advertising: Surveys and implications", Media Pool, Seminar on Medial Planning, Portoroz , Slovak Republic, November 1999

Shavitt, S., Nelson, M., "Observations on cultural differences in consumer behavior", Winter Conference of the Society for Consumer Psychology, Austin, Texas, United States of America, February 1998

Lowrey, P., Shavitt, S., Haefner, J., "Public attitudes toward advertising: More positive than you think", Association for Consumer Research Annual Conference, Denver, Colorado, United States of America, October 1997

Nelson, M., Shavitt, S., "Examining horizontal and vertical dimensions of individualism: The importance of cultural values", Association for Consumer Research Annual Conference, Denver, Colorado, United States of America, October 1997

Schlosser, A., Shavitt, S., "Effects of anticipating a focus group discussion on responses to a focal product", Association for Consumer Research Annual Conference, Denver, Colorado, United States of America, October 1997

Shavitt, S., "Effects of an approaching group discussion on product responses", Ohio State University, Columbus, Ohio, United States of America, March 1997

Shavitt, S., "The social identity function in person perception: Communicated meanings of product preferences", Ohio State University, Columbus, Ohio, United States of America, March 1997

Schlosser, A., Shavitt, S., "Anticipating group discussion: Effects on the attitude functions of product thoughts", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1996

Shavitt, S., "The social identity function in person perception: Communicated meaning of product preferences", Tel Aviv University, Tel Aviv, Israel, April 1996

Shavitt, S., Nelson, M., "Communicative social identity: Effects of product usage on person judgments", American Psychological Association, Toronto, Canada, August 1996

Shavitt, S., Nelson, M., "The communicative value of products: Effects of product usage on person judgments", Society for Experimental Social Psychology, Washington, District of Columbia, United States of America, September 1995

Smittipatana, S., Posavac, S., Sanbonmatsu, D., Shavitt, S., "The role of set size and distinctiveness in illusory correlation", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1995

Shavitt, S., "Attitude functions in advertising: The interactive role of products and self-monitoring", Purdue University, West Lafayette, Indiana, United States of America, November 1992

Swan, S., Shavitt, S., Lowrey, T., "The effects of attribute salience, involvement, and source attractiveness on persuasion: Turning a peripheral cue into substantive information", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1992

Lowrey, T., Shavitt, S., "Attitude functions in advertising: Product category and self-monitoring interactively affect choice of appeals", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1991

Fuhrman, R., Shavitt, S., "Effects of goal priming on the speed and favorableness of attitude judgments", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1990

Han, S., Shavitt, S., O'Guinn, T., "The influence of classroom role playing on students' political preferences", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1989

Shavitt, S., "Contextual influences on the attitude-behavior relation", Ohio State University, Columbus, Ohio, United States of America, November 1989

Shavitt, S., Sherman, S., Sanbonmatsu, D., "The role of personal relevance in the formation of distinctiveness-based illusory correlations", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1989

Shavitt, S., "Attitude functions: Implications for persuasion", Multi-ad Services, Peoria, Illinois, United States of America, March 1988

Shavitt, S., Fazio, R., "Attitude functions and self-monitoring in the attitude-behavior relation", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1988

Shavitt, S., Han, S., Kim, Y., Tillman, C., "Attitude objects and self-monitoring interactively affect attitude functions", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1988

Sanbonmatsu, D., Shavitt, S., Sherman, S., Roskos-Ewoldsen, D., "Illusory correlation in the perception of performance by self or a salient other", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1987

Shavitt, S., "Illusory Correlation in the Perception of Performance by Self versus others", Indiana University, Bloomington, Indiana, United States of America, April 1987

Shavitt, S., "Operationalizing functional theories of attitude", American Psychological Association, New York, New York, United States of America, August 1987

Shavitt, S., "The Role of Attitude Objects in Attitude Functions", University of California, Santa Cruz, California, United States of America, January 1987

Shavitt, S., Fazio, R., "Attitude functions in the attitude-behavior relationship", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1987

Shavitt, S., "Attitude functions affect informational bases of attitudes", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1986

Shavitt, S., "Self-Relevant Cognitive Responses in Persuasion", University of Southern California, Los Angeles, California, United States of America, January 1986

Shavitt, S., "The Role of Attitude Objects in Attitude Functions", Indiana University, Bloomington, Indiana, United States of America, October 1986

Shavitt, S., "The Role of Attitude Objects in Attitude Functions", Michigan State University, East Lansing, Michigan, United States of America, November 1986

Shavitt, S., Brock, T., "Attitude functions affect persuasiveness of appeals", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1986

Carnot, C., Shavitt, S., Brock, T., "Manipulating beliefs about beliefs: Perceived self-relevance of thoughts leads to persistence of persuasion", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1985

Shavitt, S., "Self-Relevant Cognitive Responses in Persuasion", University of Massachusetts, Amherst, Massachusetts, United States of America, January 1985

Shavitt, S., Brock, T., "Delayed reproduction of cognitive responses: Evidence for temporal stability", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1985

Shavitt, S., "Self-Relevant Cognitive Responses in Persuasion", New York University, New York, New York, United States of America, October 1984

Shavitt, S., "Self-Relevant Cognitive Responses in Persuasion", University of Michigan, Ann Arbor, Michigan, United States of America, November 1984

Shavitt, S., Brock, T., "The self in cognitive responding", Nags Head Conference on Attitudes and Influence, Nags Head, North Carolina, United States of America, May 1984

Shavitt, S., Brock, T., "The self-relevant dimension of cognitive responses in persuasion", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1984

Shavitt, S., Brock, T., "Schematic biases in evaluation: Applications from cognitive social psychology", Evaluation Research Society/Evaluation Network, Chicago, Illinois, United States of America, October 1983

Shavitt, S., Lynn, W., Ostrom, T., "Effects of pictures on the organization and recall of social information", Midwestern Psychological Association, Chicago, Illinois, United States of America, May 1983

Shavitt, S., "Recent research in corrective advertising: An evaluation of the evaluations", Evaluation Research Society/Evaluation Network, Baltimore, Maryland, United States of America, October 1982

#### At UIUC

Shavitt, S., "Vertical and horizontal cultural orientations: Implications for persuasive messages", University of Illinois, Champaign, Illinois, United States of America, March 2002

Shavitt, S., "The effect of interactive advertising on attitude resistance", University of Illinois, Champaign, Illinois, United States of America, February 2001

Shavitt, S., "Effects of an approaching group discussion on product responses", University of Illinois, Champaign, Illinois, United States of America, April 2000

Shavitt, S., "Quantitative methods: Experimental research", University of Illinois, Champaign, Illinois, United States of America, February 2000

Shavitt, S., "Quantitative methods: Survey research", University of Illinois, Champaign, Illinois, United States of America, February 2000

Shavitt, S., "Culture and advertising", National Center for Supercomputing Applications, Urbana, Illinois, United States of America, February 1999

Shavitt, S., "Culture and advertising: Implications for advertising content and persuasiveness", University of Illinois, Champaign, Illinois, United States of America, March 1999

Shavitt, S., "Effects of an approaching group discussion on product responses", University of Illinois, Champaign, Illinois, United States of America, February 1999

Shavitt, S., "Effects of an approaching group discussion on product responses", University of Illinois, Champaign, Illinois, United States of America, September 1999

Shavitt, S., "The effect of interactive advertising on attitude resistance", University of Illinois, Champaign, Illinois, United States of America, November 1999

Shavitt, S., "Researching cultural differences in advertising: Conceptual advances and methodological challenges", University of Illinois, Champaign, Illinois, United States of America, November 1998

Shavitt, S., "Effects of an approaching group discussion on product responses", University of Illinois, Champaign, Illinois, United States of America, February 1997

Shavitt, S., "The social identity function in person perception: Communicated meanings of product preferences", University of Illinois, Champaign, Illinois, United States of America, October 1996

Shavitt, S., "Psychology and advertising", Champaign-Urbana Ad Club, Champaign, Illinois, United States of America, April 1994

Shavitt, S., "Political evaluations from the perspective of a consumer psychologist", University of Illinois, Champaign, Illinois, United States of America, June 1993

Shavitt, S., "Attitude Functions and their Implications for Attitude Measurement", University of Illinois, Champaign, Illinois, United States of America, December 1988

Shavitt, S., "The Role of Attitude Objects in Attitude Functions", University of Illinois, Champaign, Illinois, United States of America, December 1986

DISCUSSANT, PANELIST, CHAIR, CO-CHAIR, ORGANIZER, MODERATOR (CONFERENCE or SESSION):

Discussant and Panelist Service

Discussant, Toward new conceptualizations of culture in consumer response: In L. Lau and D.A. Briley (Chairs), The dynamic nature of culture and consumer behavior, Association for Consumer Research Conference, Austin, Texas, United States of America, 2001

Discussant, Individual differences in consumer attitudes and behavior. In Competitive Paper Session on Individual Differences in Consumer Behavior, Association for Consumer Research Conference, Honolulu, Hawaii, United States of America, 1989

Conference, Panel and Session Chair/Co-Chair Service

Co-Chair, Association for Consumer Research North American Conference, San Francisco, California, United States of America, 2008

Invited Session Chair and Speaker, Introduction of Kent Monroe, ACR Fellows Session. Association for Consumer Research Conference, 2007

Co-chair, Roundtable Session, Beyond Individualism/Collectivism: New Theoretical Perspectives in Culture-Based Research, Association for Consumer Research Conference, 2005

Session Chair and Discussant, Directions for Practice and Theory on Subsistence Marketplaces, Subsistence Marketplace Conference, 2005

Session Co-Chair, New Approaches and Theoretical Synergies in Cross-Cultural Consumer Psychology at ACR Conference, Association for Consumer Research, Portland, Oregon, United States of America, 2004

Session Co-Chair, The Influence of Cultural Thinking Styles on Evaluative Processes, Association for Consumer Research, Toronto, Canada, 2003

Session Co-Chair, Beyond broad cross-cultural classifications: Implications for understanding consumer responses, Association for Consumer Research Conference, Austin, Texas, United States of America, 2001

Session Co-Chair, Applying traditional attitude models to understand the effectiveness of internet advertising, Winter Conference of the Society for Consumer Psychology, Austin, Texas, United States of America, 1998

Session Co-Chair, The long-term stability of attitudes: Examining the factors affecting attitude persistence, Annual Meeting of the American Psychological Association, Toronto, Canada, 1993

Session Chair, Toward a redefinition of 'attitude' in consumer research, Association for Consumer Research Conference, New Orleans, Louisiana, United States of America, 1989

Session Chair, Motivational factors in consumer attitudes and behaviors: Methodological and conceptual developments, Association for Consumer Research Conference, Honolulu, Hawaii, United States of America, 1988

Conferences Organized or Moderated

Co-founder (with Prof. Albarracín in Psychology): Social and Consumer Psychologists of Illinois, Conference of multi-disciplinary group of faculty and students across six UIUC departments. May 2011, present

Invited Co-Organizer, Second International Conference on Cultural Influences on Behavior, to be held June 2011 at Moscow School of Management. Robert Wyer, chief organizer, and C.Y. Chiu, Ying-Yi Hong, co-organizers., present

Organiser, Two-day workshop in College of Business. Attended by more than 70 faculty, staff, and students representing campus units across the campus (e.g., Education, Psychology, Labor and Employment Relations,, Questionnaire Design Workshop by Jon Krosnick (Stanford University), 2009

Co-organizer, First International Conference on Cultural Influences on Behavior at Hong Kong University of Science and Technology, 2006

Coordinator, Cross-Cultural Pre-conference at the meeting of the Society for Consumer Psychology, 2005

Organizer, A multi-disciplinary international conference (September 30 – October 2, 2004 at UIUC) in celebration of Survey Research Laboratory's 40th Anniversary, Sheth Foundation/Sudman Symposium on Cross-Cultural Survey Research, Champaign, Illinois, United States of America, 2003-2004

Organizer, Seymore Sudman Symposium, 2001

Organizer, Sponsored by the UI Survey Research Laboratory. Nineteen professors and administrators representing 14 different campus units gave research presentations at the conference, UIUC Conference on Surveys in the 21st Century, Champaign, Illinois, United States of America, 1999

#### OTHER PROFESSIONAL SERVICE:

##### Other

President, Association for Consumer Research, present

Chair, Selection Committee, JCP Best Paper Award, 2008

Program Committee, Association for Consumer Research European Conference, 2007

Elected Vice President of Policy Board, Journal of Consumer Research, 2007

Program Committee, Association of Consumer Research Conference, 1994, 2005, 2007

Member, Selection committee, ACR/Sheth Foundation Dissertation Proposal Award (Public Policy Track), 2006

Treasurer, Member of the Board of Directors, Association for Consumer Research, 2005-2006

Member, Editor Selection Committee, Monographs of the Journal of Consumer Research, 2001-2006

Member, Education and Training Committee, Society for Consumer Psychology, 1991-2006

Vice-President, Policy Board, Journal of Consumer Research, 2005

Member, Selection Committee, ACR-Sheth Foundation Dissertation Proposal Award, Cross-Cultural Track, 2001, 2003

Program Committee, Advertising and Consumer Psychology Conference, 2002

Chair, Scientific Affairs Committee and Member of Executive Board, Society for Consumer Psychology, 1991-1993

INSTRUCTIONAL INNOVATIONS AND DEVELOPMENTS:

Instructional Development

Ph.D. Curriculum Re-Evaluation Committee for Marketing Strategic Task Force, Department of Business Administration, Member, Ph.D. Curriculum Re-Evaluation Committee for Marketing Strategic Task Force, Department of Business Administration, 2002-2003. Committee examined and proposed curricular revisions and new courses, and provided a document outlining expectations of doctoral students in the Ph.D. program and updated lists of relevant coursework available outside of the College., 2002-2009

Persuasion and Consumer Response, Proposed and developed new course in Department of Advertising, "Persuasion and Consumer Response" (Adv 394). Taught for 1st time in Fall 2001, with mean core evaluation on CEQ form: 4.8/5, 2001

Proposed and developed new course in Department of Advertising, "Persuasion and Consumer Response" (Adv 394)., Proposed and developed new course in Department of Advertising, "Persuasion and Consumer Response" (Adv 394). Taught for 1st time in Fall 2001, with mean core evaluation on CEQ form: 4.8/5, 2001

Chair, Courses and Curricula Committee, College of Communications., Chair, Courses and Curricula Committee, College of Communications, 2000-01. Oversaw approval of course additions and changes, including the Advertising Department's proposal for a new curriculum., 2000-2001

Curriculum Revision Committee, Department of Advertising, Member, Curriculum Revision Committee, Department of Advertising, 1998-2001. Committee examined multiple alternatives and proposed broad revision of undergraduate curriculum., 1998-2001

Proposed and developed new Campus Honors Program course, "Psychology of Advertising" (cross-listed as Adv 199/Psych 199), Proposed and developed new Campus Honors Program course, "Psychology of Advertising" (cross-listed as Adv 199/Psych 199). Awarded competitive course development grants from Campus Honors Program for this course. Taught for 1st time in Spring 1999, with core course evaluation on CHP form: 4.7/5, 1999

Psychology of Advertising, Proposed and developed new Campus Honors Program course, "Psychology of Advertising" (cross-listed as Adv 199/Psych 199). Awarded competitive course development grants from Campus Honors Program., 1999