

Barbara Loken
Professor Emeritus
Curriculum Vitae
June 2022

Department of Marketing, Carlson School of Management, University of Minnesota
Email: bloken@umn.edu

EDUCATION

PhD, Social Psychology, University of Illinois at Urbana-Champaign, Champaign, IL
MA, Psychology, New York University, New York, NY
BA, Psychology, University of Minnesota, Minneapolis, MN

ACADEMIC/PROFESSIONAL POSITIONS

David C. McFarland Professor of Marketing, Carlson School of Management, University of Minnesota, Minneapolis, MN, 2015-2022; Full Professor, 1992-2022; Associate Professor of Marketing, 1986-1990. Assistant Professor of Marketing, 1980-1986.

Department Chair, Marketing, Carlson School of Management, University of Minnesota, Minneapolis, MN, 2011-2014.

Adjunct Professor of Psychology, University of Minnesota, Minneapolis, MN, 1992-2022. Adjunct Associate Professor of Psychology, 1987-1992. Adjunct Assistant Professor of Psychology, 1981-1987.

Associate Editor, *Journal of Consumer Research*, 1996-1999.

Visiting Associate Professor of Marketing, Anderson Graduate School of Management, UCLA, Los Angeles, CA, Winter/Spring, 1988.

Associate Director, Education Evaluation Division, Minnesota Heart Health Program, Department of Epidemiology, School of Public Health, University of Minnesota, Minneapolis, MN 1982-1987.

RESEARCH INTERESTS

Consumer psychology
Brands and brand management
Health promotion, tobacco and health

BOOKS AND MONOGRAPHS

Loken, Barbara, Rohini Ahluwalia and Michael J. Houston (2010). *Brands and Brand Management: Contemporary Research Perspectives*, NY: Psychology Press: A Taylor & Francis Group, 311p.

Davis, Ronald, Betsy Gilpin, Barbara Loken, K. Viswanath, and Melanie Wakefield (Eds.) (2008). *The Role of the Media in Promoting and Reducing Tobacco Use*, Monograph 19, National Cancer Institute, US Department of Health and Human Services, National Institutes of Health.

RESEARCH PUBLICATIONS

Koo, Ja Young and Barbara Loken (2022). Don't put all your green eggs in one basket: Examining environmentally friendly sub-branding strategies. *Business Ethics, the Environment, and Responsibility*, 31(1), 164-176.

Liu, Xian, Barbara Loken, and Liangyan Wang (2021). Leave or stay? The role of self-construal on luxury brand attitudes and purchase intentions in response to brand rejection. *Journal of Consumer Behavior*, (20), 119-131.

Loken, Barbara, Eugene Borgida, Tzushuo Wang, Molly K. Madzelan, Allison L. Williams, Dorothy Hatsukami, and Irina Stepanov (2021). Can the public be educated about constituents in smokeless tobacco? A three-wave randomized controlled trial, *Nicotine & Tobacco Research*, 23(1), 161-170.

Stoner, Jennifer L., Barbara Loken, and Ashley Stadler Blank (2018). The name game: How naming Products increases psychological ownership and subsequent consumer evaluations. *Journal of Consumer Psychology*, 28(1), 130-137.

Amaral, Nelson and Barbara Loken (2017). Viewing usage of counterfeit luxury goods: Social identity and social hierarchy effects on dilution and enhancement of genuine luxury brands. *Journal of Consumer Psychology*, 26(4), 483-495.

Amaral, Nelson and Barbara Loken (2017). Why luxury brand managers should pay attention to Social Class: Not all counterfeit users are equal. *Rutgers Business Review*, 2(3), 350-356.

Borgida, Eugene, Barbara Loken, Joseph Vitriol, Allison L. Williams, Irina Stepanov, and Dorothy Hatsukami (2015). Assessing constituent levels in smokeless tobacco products: A new approach to engaging and educating the public. *Nicotine & Tobacco Research*, 17(1), 1354-1361.

Meyers-Levy, Joan and Barbara Loken (2015). Revisiting gender differences: What we know and what lies ahead. *Journal of Consumer Psychology*, 25(1), 129-149.

Bennett, Christine M., Hakkyun Kim, and Barbara Loken (2013). Corporate sponsorships may hurt nonprofits: Understanding their effects on charitable giving. *Journal of Consumer Psychology*, 23(3), 288-300.

Wakefield, Melanie A., Barbara Loken, and Robert C. Hornik (2010). Use of mass media campaigns to change health behavior. *The Lancet*, 376(9748), 1261-1271.

Loken, Barbara (2006). Consumer Psychology: Categorization, inferences, affect, and persuasion. *Annual Review of Psychology*, 57, 453-85.

John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim, and Alokparna Basu Monga. (2006). Brand Concept maps: A methodology for identifying brand association networks. *Journal of Marketing Research*, 43 (November), 549-563.

- Loken, Barbara and Joann Peck (2005). The effects of instructional frame on female adolescents' evaluations of larger-sized female models in print advertising. *Journal of Applied Social Psychology*, 35(4), 850-868.
- Peck, Joann and Barbara Loken (2004). When will larger-sized female models in advertisements be viewed positively? The moderating effects of instructional frame, gender and need for cognition. *Psychology and Marketing*, 21(6): 425-442.
- Loken, Barbara, Christopher Joiner, and Joann Peck (2002). Category attitude measures. *Journal of Consumer Psychology*.
- Joiner, Christopher and Barbara Loken (1998). Category based induction: The inclusion fallacy. *Journal of Consumer Psychology*, lead article, 7(2), 101-129.
- John, Deborah Roedder, Barbara Loken, and Christopher Joiner (1998). The negative impact of extensions: can flagship products be diluted? *Journal of Marketing*, 62 (Jan), 19-32.
- Loken, Barbara and Deborah Roedder John (1993). Diluting brand beliefs: When do brand extensions have a negative impact? *Journal of Marketing*, 57 (July), 71-84.
- Boush, David M. and Barbara Loken (1991). A process-tracing study of brand extension evaluation, *Journal of Marketing Research*, 28 (February), 16-28.
- Lando, Harry A., Phyllis L. Pirie, Paul G. McGovern, Terry F. Pechacek, Janet Swim and Barbara Loken (1991). A comparison of self-help approaches to smoking cessation. *Addictive Behaviors*, 16, 183-193.
- Lando, Harry A., Barbara Loken, Beth Howard-Pitney, and Terry Pechacek (1990). Community impact of a localized smoking cessation contest. *American Journal of Public Health*, 80 (May), 601- 603.
- Loken, Barbara and James Ward (1990). Alternative approaches to understanding the determinants of typicality, *Journal of Consumer Research*, lead article, 17 (September), 111-126.
- Reprinted in: *Market Driving Strategies: A Reader* (1995), Gregory Carpenter, Glazer, and Kent Nakamoto (eds.), Harper Collin's College Publishers.
- Dubinsky, Alan and Barbara Loken (1989). An approach for analyzing ethical decision making in marketing. *Journal of Business Research*.
- Loken, Barbara and Beth Howard-Pitney (1988). Effectiveness of cigarette advertisements: An experimental study. *Journal of Applied Psychology*, 73 (3), 378-382.
- Finnegan, John R., K. Viswanath and Barbara Loken (1988). Predictors of cardiovascular health knowledge among suburban Cable TV subscribers and nonsubscribers. *Health Education Research: Theory and Practice*, 3 (2), 141-151.
- Boush, David, Shannon Shipp, Barbara Loken, Esra Genturk, Susan Crockett, Ellen Kennedy, Betty Minshall, Dennis Misurell, Linda Rochford, and Jon Strobel (University of Minnesota Consumer Behavior Seminar (1987). Affect generalization to similar and dissimilar line extensions, *Psychology and Marketing*, 4 (3), 225-241.

- Finnegan, John R. Jr., Barbara Loken, and Beth Howard-Pitney (1987). Using direct mail to bridge "knowledge gaps" in health communications, *Journal of Direct Marketing*, 1, No. 3, 26-39.
- Loken, Barbara, Phyllis Pirie, Karen Virnig, Ronald L. Hinkle, and Charles T. Salmon (1987). The use of 0-10 scales in telephone surveys, *International Journal of the Market Research*, 29, 3, 353-362.
- Loken, Barbara, Ivan Ross and Ronald L. Hinkle (1986). Consumer "confusion" of origin and brand similarity perceptions. *Journal of Public Policy and Marketing*, 5, 195-211.
- Loken, Barbara and Hoverstad, Ronald (1985). The relationship between information recall and reported attitudes: Some exploratory analyses. *Journal of Consumer Research*, 12(September), 155- 168.
- Salmon, Charles T., Barbara Loken, and John Finnegan, Jr. (1985). Direct mail in a cardiovascular health campaign: Use and effectiveness. *Evaluation and the Health Professions*, 8(4), 438-452.
- Loken, Barbara (1984). Attitude processing strategies. *Journal of Experimental Social Psychology*, 20, 272-296.
- Loken, Barbara and Wyer, Robert S., Jr. (1983). The effects of reporting beliefs in syllogistically-related propositions on the recognition of unmentioned propositions. *Journal of Personality and Social Psychology*, 44, 306-322.
- Loken, Barbara (1982). Heavy smokers', light smokers', and nonsmokers' beliefs about cigarette smoking. *Journal of Applied Psychology*, 67, No. 5, 616-622.
- Loken, Barbara and Martin Fishbein (1980). An analysis of the effects of occupational variables on childbearing intentions. *Journal of Applied Social Psychology*, 10, No. 3, 202-223.

BOOK CHAPTERS

- Loken, Barbara and Deborah Roedder John (2015). Getting real: Collaborations in applied psychological theory. In Zweigenhaft, Richard L. and Borgida, Eugene (editors) *Collaboration in Psychological Science: Lifting the Veil, Worth Publications*.
- Loken, Barbara and Jennifer Stoner (2014). Consumer psychology theory. In *Encyclopedia of Theory Psychology*, Ed. Harold (Hal) L. Miller, Sage Publications.
- Loken, Barbara (2011). Consumer categorization. Wiley International Encyclopedia of Marketing, Ed. J. Sheth & N.K. Malhotra. Series editor is Richard Bagozzi. John Wiley & Sons, Ltd.
- Wakefield, Melanie, Barbara Loken, and Robert C. Hornik (2011). Mass media campaigns can change health behaviors. In J. Alba, *Consumer Insights: Findings from Behavioral Research*, Marketing Science Institute.
- Loken, Barbara and Deborah Roedder John (2011). Brand Dilution and Brand Protection. In J. Alba, *Consumer Insights: Findings from Behavioral Research*, Marketing Science Institute.

- Loken, Barbara, K. Viswanath, and Melanie A. Wakefield (2011). Controlling Obesity: Lessons Learned from Tobacco Control and Tobacco Marketing Research.” In *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*, Eds. Rajeev Batra, Punan Anand Keller and Victor Strecher.
- Loken, Barbara, Rohini Ahluwalia, and Michael J. Houston (2010). On the science of branding: An Introduction. In *Brand and Brand Management: Contemporary Research Perspectives*, Eds. Barbara Loken, Rohini Ahluwalia and Michael J Houston, Routledge, a Taylor-Francis group.
- Loken, Barbara, Christopher Joiner, and Michael J. Houston (2010). Leveraging a brand through brand extensions. In *Brand and Brand Management: Contemporary Research Perspectives*, Eds. Barbara Loken, Rohini Ahluwalia and Michael J Houston, Routledge, a Taylor-Francis group.
- Loken, Barbara and Deborah John (2010), When bad things happen to good brands: Internal and external sources of brand dilution. In *Brand and Brand Management: Contemporary Research Perspectives*, Eds. Barbara Loken, Rohini Ahluwalia and Michael J Houston, Routledge, a Taylor-Francis group.
- Loken, Barbara, Larry Barsalou, and Christopher Joiner (2007). Categorization theory and research in consumer psychology: Category representation and category-based inference. In *The Handbook of Consumer Psychology*, Eds. Curtis Haugvedt, Paul Herr, and Frank Kardes.
- Gregan-Paxton, Jennifer and Barbara Loken (1996). Understanding consumer memory for ads: A process view. In *Measuring Advertising Effectiveness*, Eds. William D. Wells and Thomas Jones.
- Loken, Barbara, Janet Swim, and Maurice Mittelmark (1990). Heart health program: Applying social influence processes in a large-scale community health promotion program. In *Social Influence Processes and Prevention*, Vol. 1, Eds. John Edwards, Scott R. Tindale, Linda Heath, and Emil J. Posavac, 159-182.
- Loken, Barbara (1984). Frames of reference in consumer psychological theory. Book review. *Contemporary Psychology*, 29, No. 3, 239-24.
- Fishbein, Martin, James J. Jaccard, Andrew R. Davidson, Icek Ajzen, & Barbara Loken (1980). Predicting and understanding family planning behaviors: Beliefs, attitudes, and intentions. In Ajzen, Icek & Martin Fishbein, *Understanding Attitudes and Predicting Social Behavior*, Englewood Cliffs, N.J.: Prentice-Hall.

CONFERENCE PROCEEDINGS/PRESENTATIONS, INVITED PRESENTATIONS (partial)

2019

- Wang, TzuShuo Ryan, Jennifer Stoner, Barbara Loken and Sophia Min. Shop cheap and look good: A signaling framework (2019). Presented at Association for Consumer Research, Atlanta, GA.
- Xu, Alison Jing, Joan Meyers-Levy, Barbara Loken, and TzuShuo Ryan Wang (2019). Appreciation of creativity: Unintended consequences of thematic versus taxonomic product organization. *Proceedings of the Society of Consumer Psychology Conference*.

2018

Wang, Ryan TzuShuo and Barbara Loken (2018). Does price saving make you seem competent? Well, it depends on where you are from. Paper presented at Society of Consumer Psychology Conference, Dallas, TX.

2017

Loken, Barbara Understanding sources of brand dilution: Insights from twenty-five years of research in marketing (2017). Invited presentation to Guelph University, Toronto, CA.

Xu, Alison Jing, Joan Meyers-Levy, Barbara Loken, and TzuShuo Ryan Wang (2017). Appreciation of creativity: Unintended consequences of thematic versus taxonomic product organization. Published Abstract, NA *Advances in Consumer Research*, 45, Eds. Ayelet Gneezy, Vladas Griskevicius and Patti Williams, Duluth, MN: Association for Consumer Research, 968-69.

Wang, Ryan TzuShuo, & Loken, B. (2017). In our hearts you will always stay loved and remembered. Paper presented at the Society for Consumer Psychology Conference, San Francisco, CA.

2016

Stepanov, Irina, Barbara Loken, Eugene Borgida, Ryan Wang, Molly K. Madzelan, Allison L. Williams, Dorothy Hatsukami (2016). Consumer Perceptions of Smokeless Tobacco Constituents as a Function of Public Display Format. Tobacco Centers of Regulatory Science (TCORS) Grantee Meeting

Borgida, Eugene and Barbara Loken (2016). Consumer Perceptions of Smokeless Tobacco Constituents as a Function of Public Display Format. Invited presentation to the Tobacco Research Programs Seminar, School of Medicine, University of Minnesota.

2015

Liu, Jane, Barbara Loken and Lianyan Wang (2015). You can frustrate “me” but not “you”: The moderating effect of self-construal on luxury brand perceptions. Published Abstract, *Advances in Consumer Psychology*.

2014

Amaral, Nelson and Barbara Loken (2014). Are luxury brands’ prestige and attitudes ratings impact by viewing counterfeit products? Perceived social class, brand dilution, and brand enhancement. Monaco Symposium on Luxury: Luxury Marketing: From Tradition to Innovation, Monaco, France.

Stoner, Jennifer, Michael Covey and Barbara Loken (2014). Published *Abstract, Proceedings of the Society for Consumer Psychology*.

2012

Koo, Jayoung and Barbara Loken (2012). Don't put all your green eggs in one basket: Examining self- monitoring and environmentally friendly sub-branding strategies. Published Abstract, *Advances in Consumer Research*.

Loken, Barbara (June 2012). Keynote Speech: Five Strategic Decisions in Building and Protecting Brands. The 8th Royal Bank International Research Seminar, June 10th, 2012, at Shanghai Jiao Tong University.

Koo, Ja Young and Barbara Loken (2012). Don't put all your green eggs in one basket: Examining self-monitoring and environmentally friendly sub-branding strategies. Published Abstract, *Society for Consumer Psychology Proceedings*.

Amaral, Nelson and Barbara Loken (2012). Brand dilution: The impact of the user of counterfeits on genuine brand perceptions and the moderating role of social class. Published Abstract. *Advances in Consumer Research*.

Amaral, Nelson and Barbara Loken (2012). Brand dilution: The impact of the user of counterfeits on genuine brand perceptions and the moderating role of social class. Published Abstract, *Society for Consumer Psychology Proceedings*.

2011

Sukhacheva, Svelana, Janine Lasaleta, Maura O'Brien, Charlotte Zelle, Wyatt Wenzel, Elizabeth Diebel, and Barbara Loken (2011). The Impact of food placements in movies on food choices among young adults. Published Abstract, *Society for Consumer Psychology Proceedings*

2010

Wakefield, Melanie A., Barbara Loken & Robert C. Hornik (2010). Mass media campaigns to change health behavior: An integrative international review. Published Abstract, *Proceedings of the International Communications Association Conference*, Singapore.

Loken, Barbara (October 2010). Methods used in research that links smoking initiation with viewing movie depictions of tobacco: Issues and future directions. I Harvard Symposium on Tobacco-Related Disparities and Entertainment Media, Harvard School of Public Health.

Amaral, Nelson, Barbara Loken, and Stacie Goebel (2010). Brand dilution: Impact of the user of counterfeits on original brand perceptions. Published Abstract, *Advances in Consumer Research*, 37.

Amaral, Nelson and Barbara Loken (2010). Brand dilution: Impact of the user of counterfeits on original brand perceptions. Published Abstract, *Proceedings of the Society for Personality and Social Psychology*.

Loken, Barbara (May 2010). Tobacco Marketing to Young Adults after the FDA Bill: An Expert Panel Discussion. Department of Epidemiology, School of Public Health, University of Minnesota.

2009

Loken, Barbara (2009), Tobacco in the Entertainment Media (2009). Presentation at the World Conference on Tobacco or Health (WCOTH), Mumbai, India, March.

John, Deborah and Barbara Loken (2009). Understanding Brand Dilution. Presented at the Institute

for Research in Marketing Advisory Board meeting, April.

Loken, Barbara (2009). The Role of the Media in Promoting and Reducing Tobacco Use: Lessons Learned from Research on Tobacco Marketing and Tobacco Control. Presented at the 2009 Advertising and Consumer Psychology Conference: Leveraging Consumer Psychology for Effective Health Communications, University of Michigan, Ann Arbor, MI.

Loken, Barbara (2009). Discussant comments. Society for Consumer Psychology Conference, San Diego, February.

Loken, Barbara. Participant, *Inside the Boardroom*, featuring Jill Lajdziak, Saturn Division (2009), Carlson School of Management, University of Minnesota.

2008

Nelson, Noelle, Barbara Loken, and Christine Bennett (2008). Brand dilution effects on franchises. Presented at the Association for Consumer Research, San Francisco, CA.

2007

Bennett, Christine M., Hakkyun Kim, and Barbara Loken (2007). Examining the impact of corporate sponsorship on prospective donors' willingness to support nonprofit organizations. Published Abstract, *Advances in Consumer Research*, 34.

Bennett, Christine M. and Barbara Loken (2007). The brand has two faces: Examining the impact of an accented spokesperson on brand perceptions. Published Abstract, *European Advances in Consumer Research*, Vol. 8.

Bennett, Christine M. and Barbara Loken (2007). Language stereotypes and spontaneous social comparison: Understanding how accents can impact self-perceptions and brand evaluations. Published Abstract, *Proceedings of the Society for Consumer Psychology*, February 22-24.

2006

Loken, Barbara (2006). Consumer psychology: Review and integration of literature on categorization, inferences, affect, and persuasion. Invited presentation, Marketing Department seminar series, Marshall School of Business, University of Southern California.

Loken, Barbara (2006). Shoring up or watering down? Brand extension and dilution. Invited presentation, Carlson on Branding Conference, CSOM, University of Minnesota.

Loken, Barbara and Deborah Roedder John (2006). Brand concept maps? Measuring what your brand means to consumers. Invited presentation, Carlson on Branding Conference, University of Minnesota.

Hakkyun, Kim, Christine M. Bennett, and Barbara Loken (2006). Examining the Influence of Prominent Donors on Nonprofit Organizations, Association for Consumer research Conference, Orlando, Florida.

2005

Loken, Barbara (2005). Consumer psychology: Review and integration of literature on

categorization: Inferences, affect, and persuasion. Marketing Department seminar Series, CSOM.

John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim, and Alokparna Basu Monga. (2005). Brand concept maps: A Methodology for identifying brand association networks. *MSI Reports*, Issue 3. Marketing Science Institute.

2004

Joiner, Christopher and Barbara Loken (2004), Category induction and nonmonotonicity: Application to branded products and their competitors. Published Abstract, *Advances in Consumer Research*, Volume 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, Pages: 442-443.

Loken, Barbara (2004), "Brand concept maps: An alternative approach for measuring brand beliefs and brand interconnections. Invited talk, Department of Psychology, Social Psychology Seminar Series, University of Minnesota.

2003

Loken, Barbara (2003), Chair and Session Coordinator. Outside the box: Alternative perspectives and opportunities, AMA Sheth Foundation Doctoral Consortium.

Loken, Barbara and Kyeong-Heui Kim (2003), Measuring global brand attitudes: An investigation of the usefulness of a multi-product index. Published Abstract, *New Visions of Marketing and Development: Globalization, Transformation and Quality of Life*, The 8th International Conference on Marketing and Development, Eds. C. Shultz, D.R. Rahtz, and M. Speece.

2002

John, Deborah Roedder and Barbara Loken (2002). Branding metrics: New methods for eliciting consumer brand associations, Published Abstract, *Advances in Consumer Research*, 29, p.395.

John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim and Alokparna Basu Monga (2002). Identifying brand structures: A concept mapping approach. Published Abstract, *Advances in Consumer Research*, 29, p. 395-6.

2001

John, Deborah Roedder, and Barbara Loken (2001). Brand concept maps for the Mayo Clinic brand. Presented at the Mayo Clinic in Rochester, MN.

John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim, and Alokparna Basu Monga (2001). Brand concept maps. Presented at the Marketing Department seminar series, CSOM, University of Minnesota.

Peck, Joann and Barbara Loken (2001). Images of women in advertising: How people's perceptions of images are influenced by the context of the ad and the size of the model. Presented at the University of International Business and Economics (UIBE), Beijing, China.

1999

Peck, Joann and Barbara Loken (1999). The effects of need-for-cognition and priming typical and less typical products. Published Abstract, *Proceedings of the Society of Consumer Psychology*, Honorable Mention award for best competitive paper by a doctoral student.

1997

Loken, Barbara (1997). Dilution of individual products of a brand: Implications for categorical structure of exemplars and beliefs. Invited presentation, University of Michigan, Department of Marketing.

Loken, Barbara and Deborah Roedder John (1997). Leveraging brand strategies. Invited presentation to the Center for Research in Marketing Conference.

1996

Loken, Barbara (1996). Understanding the consumer: Do physical ingredients create love and success? Invited presentation to the Society for Cosmetic Chemists.

Loken, Barbara (1996). The impact of new information on beliefs about category exemplars. Invited presentation, Distinguished Lecture Series, Ohio State University, co-sponsored by the Department of Marketing and the Department of Social Psychology.

Loken, Barbara (1996). Branding strategies: Individual product and competitor brand beliefs. Invited presentation, University of Arizona, Department of Marketing.

Loken, Barbara (1996). The impact of new information on beliefs about category exemplars. Invited presentation to the University of Minnesota, Social Psychology Department.

Loken, Barbara (1996). Branding strategies: Individual product and competitor brand beliefs. Invited presentation, University of Washington, Department of Marketing.

1995

Peck, Joann and Barbara Loken (1995). Attitude accessibility, priming typical and less typical products, and attitude behavior correspondence. Association for Consumer Research, working paper section.

John, Deborah Roedder and Barbara Loken (1995). Brand equity issues: Research questions and results. Invited presentation to the Symposium on Product Strategy, Center for Research in Marketing, University of Minnesota.

1994

Joiner, Christopher and Barbara Loken (1994). Consumer inferences: A demonstration of category-based induction. *Advances in Consumer Research*, 21, Eds. Chris Allen and Deborah Roedder John.

John, Deborah Roedder, Barbara Loken and Christopher Joiner (1994). Spillover effects of brand extensions: Can they spread to a firm's established products? Presented at the Association for Consumer Research, Boston, MA.

John, Deborah Roedder, Barbara Loken and Christopher Joiner (1994). Spillover effects of brand extensions. Presentation to the Marketing Seminar Series, University of Minnesota.

Gregan-Paxton, Jennifer and Barbara Loken (1994). Memory loss as a function of time versus interference: Use of a process model to understand an age-old debate. Advertising and Consumer Psychology Conference, Minneapolis, MN.

Loken, Barbara (1994). Branding strategies: Research questions and results. Invited talk to the Center for Research in Marketing Retreat, Carlson Companies, Minneapolis, MN.

Malafarina, Katryna and Barbara Loken (1994). Mismatches between self-schemas, endorser schemas, and product-user schemas. Presented at the Association for Consumer Research, Boston, MA.

1993

Loken, Barbara and Christopher Joiner (1993). Branding strategies: Do brand beliefs change when a brand name is extended to new products? Invited talk presented at General Mills, Minneapolis, MN.

Loken, Barbara and Deborah Roedder John (1993). Diluting brand beliefs: When do brand extensions have a negative impact? Paper presented at the CSOM Interdisciplinary Conference: Cognition and Institutional Design, June, Minneapolis, MN.

Malafarina, Katryna and Barbara Loken (1993). Progress and limitations of social marketing: A review of empirical literature on the consumption of social ideas. In *Advances in Consumer Research*, 20, Eds. Leigh McAlister and Michael Rothschild.

1992

Loken, Barbara (1992). Brand dilution: When brand extensions have a negative impact. Invited talk presented at the UCLA Conference Center, Los Angeles.

John, Deborah Roedder and Barbara Loken (1992). Diluting brand beliefs: The negative impact of brand extensions. Marketing Science Institute technical working paper.

1991

Loken, Barbara and Deborah Roedder John (1991). The negative impact of brand extensions on individual product beliefs. Paper presented at the Association for Consumer Research Conference, Chicago, IL.

Loken, Barbara (1991) Invited participant, Nutrition Monitoring Conference, Centers for Disease Control, Atlanta, GA.

1990

John, Deborah and Barbara Loken (1990). Invited workshop on Brand Equity, Marketing Science Institute, Cambridge, MA.

Saunders, Don, Steve Tax, James Ward, Kym Young, and Barbara Loken (1990). The family resemblance approach to understanding categorization of products: Measurement problems, alternative solutions, and their assessment. *Advances in Consumer Research*, 18, Eds. Rebecca H. Holman and Michael R. Solomon, 84-89.

Huffman, Cynthia, Barbara Loken and James Ward (1990). Context and knowledge effects on typicality and attitude judgments. *Advances in Consumer Research*, 17, Eds. Gerald Gorn and Richard W. Pollay, 257-265.

1988

Loken, Barbara (1988). Product typicality measurement. Invited talk presented at the Anderson Graduate School of Management, UCLA, May.

Ward, James and Barbara Loken (1988). The generality of typicality effects on preference and comparison: An exploratory test. In *Advances in Consumer Research*, 15, Ed. Michael Houston, 55-61.

1987

Loken, Barbara and James Ward (1987). Measures of attribute structure underlying product Typicality. *Advances in Consumer Research*, 14, Eds. Melanie Wallendorf and Paul F. Anderson, 22- 28.

Loken, Barbara (1987). Product typicality measurement ideas. Invited talk presented at a mini-conference on categorization. Department of Marketing, Northwestern University.

Loken, Barbara and Janette M. Shimanski (1987). Attitude polarization under low and high involvement, paper presented at the Association for Consumer Research Convention.

Swim, Janet, Barbara Loken, and Beth Howard-Pitney (1987). A longitudinal test of attitude-behavior models, paper presented at the Midwestern Psychological Association, Chicago.

1986

Ward, James, Barbara Loken, Ivan Ross, and Tedi Hasapopoulos (1986). The influence of physical similarity on generalization of affect and attribute perceptions from national brands to private label brands, *American Marketing Association Educator's Conference Proceedings*.

Loken, Barbara and James Ward (1986). Beliefs and attitudes underlying product typicality. *13th International Research Seminar in Marketing Proceedings*, institute a' administration des entreprises, Aix-en-provence, France.

Ward, James and Barbara Loken (1986). The quintessential snack food: Measurement of product prototypes. *Advances in Consumer Research*, 13, Ed. Richard J. Lutz, 126-131.

Pechacek, Terry F., Cynthia Sillers, Russell E. Glasgow, David Murray, Susan M. Blake, Maurice B. Mittelmark, Barbara Loken and Russell V. Luepker (1986). Effect of social support on gender differences in smoking cessation. Paper presented at the American Psychological Association Conference.

Pechacek, Terry F., Cynthia Sillers, Susan M. Blake, David M. Murray, Barbara Loken, and Russell E. Glasgow (1986). Relapse among self-help quitters. Paper presented to the Society of Behavioral Medicine convention.

Maruyama, Geoffrey M., Barbara Loken, and Renee Peterson (1986). Designing more adequate empirical tests of attitude-behavior relations, paper presented at the American Psychological Association Conference.

Peterson, Renee P., Geoffrey Maruyama, and Barbara Loken (1986). Sex-linked communication styles: Behaviors, attitudes, norms, and intentions, paper presented at the American Psychological Association Conference.

Finnegan, John R., K. Viswanath and Barbara Loken (1986). Factors predictive of differences in knowledge about cardiovascular health among cable television subscribers and non-subscribers in a suburban midwestern community, paper presented at the Midwest Association for Public Opinion Research convention, Chicago.

1985

Finnegan, John & Barbara Loken (1985). The effects of direct mail on health awareness and knowledge gaps in community heart health campaigns. Paper presented at the International Communications Association Conference, Honolulu, Hawaii.

1984

Loken, Barbara (1984). Perspectives on persuasion and visual information processing. *Advances in Consumer Research*, 11, Ed. T. Kinnear, 81-83, discussant comments.

Blake, Susan, Phyllis Pirie, Barbara Loken, Daniel Wackman, Knut-Inge Klepp and Richard Crow (1984). Gender-based preferences and motives for physical activity. Paper presented at the Society for Behavioral Medicine.

1983

Loken, Barbara (1983). The theory of reasoned action: Examination of the sufficiency assumption for a television viewing behavior. *Advances in Consumer Research*, 10, Eds. Richard P. Bagozzi and Alice M. Tybout, 100-105.

Loken, Barbara (1983). Effects of uniquely purchase information on attitudes toward objects and attitudes toward behaviors. In *Advances in Consumer Research*, 10, Eds. Richard P. Bagozzi and Alice M. Tybout (eds.), 88-93.

Ross, Ivan and Barbara Loken (1983). Consumer psychological theory bearing on trademark infringement issues. Presented at the American Psychological Association Convention, Division 23, Anaheim, CA.

Salmon, Charles, John Finnegan, and Barbara Loken (1983). The effects of direct mail appeals on awareness, readership, and cognitive response content in a community heart health campaign. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Corvallis, Oregon.

Grimm, Richard, Daniel Wackman, Phyllis Pirie, Barbara Loken, Russell Luepker, and Henry

Blackburn (1983). Sources of health education information in the community: the Minnesota Heart Health Program. Presented at the National Conference on High Blood Pressure Control, Washington, D.C.

1982

Loken, Barbara (1982). Memory for logically-deduced conclusions. *Advances in Consumer Research*, 9, Ed. Andrew A. Mitchell, Ann Arbor MI: Association for Consumer Research, 348-353.

1981

Loken, Barbara (1981). Factors influencing ad ratings and memory for health warnings. Presented at the American Psychological Association Convention, Division 23, Los Angeles, CA.

1978

Wyer, Robert S., Jr. and Barbara Loken. The use of warnings in antacid drug commercials. Technical report to the Federal Trade Commission, December, 1978.

Fishbein, Martin, Barbara Loken, Stephen Roberts, and Jean Chung. Are young women informed about cigarette smoking? A report prepared for the staff of the Federal Trade Commission, August, 1978.

TEACHING

PhD Seminars:

- Theories of Categorization and Branding
- Classic and Contemporary Perspectives on Consumer Psychology Research
- Consumer Behavior
- Consumer Attitudes and Persuasion

MBA-level Courses:

- Consumer Behavior
- Marketing Research

Undergraduate-level Courses

- Brand Management (undergraduate, international)
- Buyer Behavior
- Freshman undergraduate seminar: Marketing and Social Issues
- Honors undergraduate course: Marketing, Social Issues, and Corporate Social Responsibility
- Marketing Research
- Marketing Management

Executive Education segment: Brand Management

UG: Nominated multiple times for Business UG Faculty of the Year.

PhD: Advisor or member, PhD dissertation committees for more than 35 PhD students marketing, psychology, journalism, strategic management, political science, food science, housing, design and apparel, and accounting.

EDITORIAL BOARD APPOINTMENTS

Editorial Boards: *Journal of Consumer Research*, 1993-2001, *Journal of Consumer Psychology*, 1994-2001, *Journal of Business Research*, 1988-2002, *Applied Social Psychology Annual*, 1988-1996

Advisory Boards: Legacy Evaluation Advisory Panel, Legacy Commission 2013-present; *Handbook of Consumer Psychology*, 2005-2007.

MEMBERSHIPS

Association for Consumer Research

Society for Consumer Psychology

Masonic Cancer Center Research Center, University of Minnesota, 2013-present.

Center for Research in Learning, Perception, and Cognition. Department of Psychology, University of Minnesota.

SERVICE ACTIVITIES

At the University level, Barbara Loken served on the All-University Promotion & Tenure Committee, Senate Judicial Committee, Academic Freedom and Tenure Committee, University Senate, Campus Curriculum Committee, University Commission on Women, Sabbatical Review Committee, and Search Committee for Provost of Professional Studies.

At the school-wide level (CSOM), Loken served on the school-wide Promotion and Tenure Committee, the PhD Committee, Faculty Consultative Committee (alternate), CSOM Faculty Committee on Promotion and Tenure (tenure document revisions), Dean search committee, Research Infrastructure Committee, Undergraduate Faculty Advisory Committee (UFAC), CSOM Task Force Group, Commission on Women, Teaching Skills Committee, and McKnight-BER Committee (summer funding proposal review).

As Chair of the Department of Marketing at CSOM, Loken oversaw website design changes, teaching schedules, hiring of tenure and non-tenure-track faculty, hiring of staff, Institute for Research in Marketing activities, and presentation of departmental accomplishments to the University President. In the Department of Marketing, Loken served as PhD Coordinator and member of the department-wide PhD committee, promotion & tenure review committees, recruiting committees, award committees, Elite Eight Competition Faculty committee, summer research grant committees, research seminar series coordinator, and numerous additional ad hoc committees. She developed the first departmental student research pool, including development of materials and procedures, naming it Research Using Students (RUS).

Within the professional discipline of marketing, Barbara Loken served as Associate Editor for *Journal of Consumer Research*, and served on the editorial boards of *Journal of Consumer Research* and *Journal of Consumer Psychology*. She served on the board of the *Association for Consumer Research*, served as treasurer, and served on the ACR officer nominating committee. She has presented invited academic talks in marketing (to, e.g., USC, Michigan, UCLA, Ohio State, Arizona, INSEAD, MSI), public health (Harvard School of Public Health, Centers for Disease Control), and psychology (Ohio State, Minnesota).