

## VITA

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### ACADEMIC BACKGROUND

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

MBA, Kent State University, 1975

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

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

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

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

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

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

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

Instructor, Department of Marketing, Kent State University, College of  
Business Administration, 1975-1976.

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

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

SELECT AWARDS AND HONORS

Research:	Outstanding Doctoral Dissertation in Consumer Psychology, American Psychological Association, Division 23
	<i>Journal of Consumer Research</i> Best Article Award, Honorable Mention, for “Consumer Socialization: A Reflection on Twenty-Five Years of Research”
	<i>Journal of Consumer Psychology</i> 2012 Outstanding Contributor Award for “When Does Negative Brand Publicity Hurt? The Moderating Influence of Analytic Versus Holistic Thinking”
	Carlson School Award for Excellence in Research, 2011
	Marketing Science Institute, Award for Brand Equity Research
Teaching/ Service:	Lifetime Service Award, <i>Journal of Consumer Research</i> , 2010
	President, Association for Consumer Research, 1996
	Editor, <i>Monographs of the Journal of Consumer Research</i>
	Associate Editor, <i>Journal of Consumer Research</i> , 1993-1996
	Associate Editor, <i>Journal of Consumer Psychology</i> , 2015-2017
	Top Reviewer Awards, <i>Journal of Consumer Psychology</i> , <i>Journal of Marketing</i>
	Carlson School Award for Excellence in Teaching, 2012

OVERVIEW OF RESEARCH CONTRIBUTIONS

I. CHILDREN’S CONSUMER BEHAVIOR

I have researched children’s consumer behavior for over 35 years. I am recognized as an expert in this area, both nationally and internationally. Among consumer researchers, I have the most publications in top marketing journals on this topic, spanning many different areas. One of my articles, entitled “Consumer Socialization of Children: A Retrospective Look at Twenty-Five Years of Research,” published in the *Journal of Consumer Research*, is currently the most widely cited article in children’s consumer behavior.

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

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

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

## II. BRANDING

For over 20 years, I have researched topics related to branding. I am an expert on how consumers respond to brands and how firms can use branding strategies to achieve their goals. During my career, I have worked in multiple areas of the field, including brand extensions, brand dilution, brand measurement, and brand's effects on consumer self-image.

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

## PUBLICATIONS

### I. REFEREED JOURNALS

- John, Deborah Roedder and Ji Kyung Park, "Mindsets Matter: Implications for Branding Research and Practice," Journal of Consumer Psychology, forthcoming.
- Park, Ji Kyung and Deborah Roedder John, "I Think I Can, I Think I Can: Brand Use, Self-Efficacy, and Performance," Journal of Marketing Research, 51 (April 2014), 233-247.
- Chaplin, Lan Nguyen, Ronald Hill, and Deborah Roedder John, "Poverty and Materialism: A Look at Impoverished Versus Affluent Children," Journal of Public Policy & Marketing, 33 (Spring 2014), 78-92.
- Park, Ji Kyung and Deborah Roedder John, "Capitalizing on Brand Personalities in Advertising: The Influence of Implicit Self-Theories on Ad Appeal Effectiveness," Journal of Consumer Psychology, 22 (October 2012), 424-432.
- Park, Ji Kyung and Deborah Roedder John, "More Than Meets the Eye: The Influence of Implicit Versus Explicit Self-Esteem on Materialism," Journal of Consumer Psychology, Special Issue: Nonconscious Processes in Consumer Psychology, 21 (January 2011), 73-87. (*JCP* Young Contributor Award to Ji Kyung Park)
- Park, Ji Kyung and Deborah Roedder John, "Got to Get You Into My Life: Do Brand Personalities Rub Off on Consumers?" Journal of Consumer Research, 37 (December 2010), 655-669.
- Monga, Sonia Basu and Deborah Roedder John, "What Makes Brands Elastic? The Influence of Brand Concepts and Styles of Thinking on Brand Extension Evaluation," Journal of Marketing, 74 (May 2010), 80-92.
- Chaplin, Lan Nguyen and Deborah Roedder John, "Interpersonal Influences on Adolescent Materialism: A New Look at the Role of Parents and Peers," Journal of Consumer Psychology, 20 (April 2010), 176-184.
- Monga, Sonia Basu and Deborah Roedder John, "When Does Negative Brand Publicity Hurt? The Moderating Influence of Analytic Versus Holistic Thinking," Journal of Consumer Psychology, 18 (October 2008), 320-332. (*JCP* Outstanding Contributor Award)
- Kim, Hakkyun and Deborah Roedder John, "Consumer Response to Brand Extensions: Construal Level as a Moderator of the Importance of Perceived Fit," Journal of Consumer Psychology, 18 (April 2008), 116-126.
- Chaplin, Lan Nguyen and Deborah Roedder John, "Growing Up in a Material World: Age Differences in Materialism in Children and Adolescents," Journal of Consumer Research, 34 (December 2007), 480-493.

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Monga, Sonia Basu and Deborah Roedder John, "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic vs. Holistic Thinking," Journal of Consumer Research, 33 (March 2007), 529-536.

John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim, and Sonia Basu Monga, "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," Journal of Marketing Research, Special Issue on Practitioner-Academic Collaborative Research, 43 (November 2006), 549-563.

Chaplin, Lan Nguyen and Deborah Roedder John, "The Emergence of Self-Brand Connections in Children and Adolescents," Journal of Consumer Research, 32 (June 2005), 119-125.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## II. REFEREED CONFERENCE PUBLICATIONS

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

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



Roedder, Deborah L., Nicholas M. Didow, and Bobby J. Calder (1978), "A Review of Formal Theories of Consumer Socialization," in H.K. Hunt (Ed.), Advances in Consumer Research, Volume 5, Ann Arbor, MI: Association for Consumer Research.

### III. BOOK CHAPTERS, WHITE PAPERS, AND OTHER CONTRIBUTIONS

John, Deborah Roedder, "Exploring Brand Consumption: What Really Happens When Consumers Use Brands?" in Susan Fournier, Michael Breazeale, and Jill Avery (Eds.), Strong Brands, Strong Relationships, in press.

John, Deborah Roedder and Lan Nguyen Chaplin (2012), "Self-Brand Connections in Children: Development from Childhood to Adolescence," in Ayalla A. Ruvio and Russell W. Belk (Eds.), Routledge Companion to Identity and Consumption, Routledge.

John, Deborah Roedder (2011), "Children and Advertising," in Joseph W. Alba (Ed.), Consumer Insights: Findings from Behavioral Research, Marketing Science Institute, 109-110.

Loken, Barbara and Deborah Roedder John (2011), "Brand Dilution and Brand Protection," in Joseph W. Alba (Ed.), Consumer Insights: Findings from Behavioral Research, Marketing Science Institute, 51-52.

Loken, Barbara and Deborah Roedder John (2009), "When Do Bad Things Happen to Good Brands? Understanding Internal and External Sources of Brand Dilution," in Barbara Loken, Rohini Ahluwalia, and Michael J. Houston (Eds.), Brands and Brand Management: Contemporary Research Perspectives, Taylor & Francis, 2009.

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

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

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

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

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

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

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

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

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

### PRESENTATIONS

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

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

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

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

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

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

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

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

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

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

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

“Culture and Attitudes: Analytic vs. Holistic Thinking,” paper presented at the ACR Doctoral Consortium, Memphis, Tennessee, October 2007.

“The Case for Branding” and “The Case for Extending Brands,” presented at “The Legal Implications of Branding,” a Trademark Law Continuing Legal Education seminar, Minneapolis, Minnesota, April 2007.

“Growing Up in a Material World,” paper presented at the University of Notre Dame, Notre Dame, Indiana, March 2007.

“Strategic Brand Management on the Cutting Edge: Building, Leveraging, Identifying, and Protecting Brands,” Carlson on Branding Conference, University of Minnesota, May 2006.

“Brand Concept Maps: Measuring what Your Brand Means to Consumers,” Carlson on Branding Conference, University of Minnesota, May 2006.

“Conceptualizing Individual Differences in Brand Extension Evaluation,” discussant comments presented at the Association for Consumer Research Conference, San Antonio, Texas, October 2005.

“Children’s Consumer Socialization: Growing Up in a Material World,” Carlson School Research Lecture Series, University of Minnesota, November 2004.

“Consumer Response to Brand Extensions: Does Culture Matter?” paper presented at the Association for Consumer Research Conference, Toronto, Canada, October 2003.

“Directions for Brand Research: Managing Brand Portfolios,” presented at the American Marketing Association Doctoral Consortium, Minneapolis, June 2003.

“Identifying Brand Structures: A Concept Mapping Approach,” paper presented at Wharton School of Business, February 2003.

“Psycholinguistic Perspectives on Consumer Learning,” discussant comments presented at the Association for Consumer Research Conference, Atlanta, Georgia, October 2002.

“Brand Concept Maps: Identifying Brand Association Networks,” paper presented at Northwestern University, Marketing Camp, September 2002.

“Identifying Brand Structures: A Concept Mapping Approach,” paper presented at the Association for Consumer Research Conference, Austin, Texas, October 2001.

- “New Methods for Research with Children,” discussant comments presented at the Association for Consumer Research Conference, Austin, Texas, October 2001.
- “Consumer Socialization,” paper presented at the Seminar on Children’s Socialization and Their Perceptions of Advertising, sponsored by The Forum for Advertising Research, Copenhagen Business School, Copenhagen, Denmark, June 2001.
- “Abercrombie & Fitch--That’s Me! Brand Names in Children’s Self-Concepts,” paper presented with Lan Nguyen at the Association for Consumer Research Conference, Salt Lake City, October 2000.
- “Understanding the Adolescent’s Consumption World: Shopping, Influencing, and Deceiving,” discussant comments presented at the Association for Consumer Research Conference, Salt Lake City, October 2000.
- “What’s Really New about Really New Product Learning?” discussant comments presented at the Association for Consumer Research Conference, Montreal, October 1998.
- “The ABC’s of Doing Research With Children,” paper presented at the Asia-Pacific Association for Consumer Research Conference, Hong Kong, June 1998.
- “The Analogy and Metaphor Literature: What’s in it for Consumer Researchers?” discussant comments presented at the Association for Consumer Research Conference, Denver, October 1997.
- “Leveraging Brand Positions,” paper presented with Barbara Loken at “Marketing Methods for New Product Innovation: What Really Works?” Center for Research in Marketing, Minneapolis, April 1997.
- “The Negative Impact of Extensions: Can You Dilute Flagship Products?” paper presented at the University of Southern California, March 1997.
- “Age Differences in Children’s Decision Making: Deciding How to Decide,” paper presented with Jennifer Gregan-Paxton at the Association for Consumer Research Conference, Tucson, October 1996.
- “Researching Special Populations,” paper presented at the American Marketing Association Doctoral Consortium, University of Colorado, Boulder, Colorado, August 1996.
- “You Are What You Wear: Age Differences in Children’s Use of Brand Names,” paper presented at the Association for Consumer Research Conference, Minneapolis, October 1995.
- “Spillover Effects of Brand Extensions: Can They Spread to a Firm’s Established Products?” paper presented at the Association for Consumer Research Conference, Boston, October 1994. Paper also presented at the University of Florida (April 1995) and Columbia University (June 1995).

"Spillover Effects of Brand Extensions," paper presented at the University of Alabama (April 1994) and at New York University (May 1994).

"How Capable are Children as Decision Makers?" paper presented with Jennifer Gregan-Paxton at the Association for Consumer Research Conference, Vancouver, British Columbia, October 1992.

"The Negative Impact of Extensions on Individual Product Beliefs," paper presented with Barbara Loken at the Association for Consumer Research Conference, Chicago, October 1991.

"Measuring Young Children's Preferences: When Actions Speak Louder than Words," paper presented at the American Marketing Association Attitude Research Conference, Miami Beach, January 1991.

"Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Association for Consumer Research Conference, New York City, October 1990.

"Measuring Young Children's Preferences: The Use of Behaviorally Anchored Rating Scales," paper presented with Yvonne Karsten at the Association for Consumer Research Conference, New York City, October 1990.

"Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Marketing Seminar Series, University of Minnesota, June 1990.

"Measuring Young Children's Preferences," paper presented at the Marketing Seminar Series, University of Minnesota, May 1990.

"Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Marketing Science Institute Workshop on Brand Equity, Cambridge, Massachusetts, February 1990.

"Consumer Socialization and the Role of Children in the Marketplace," discussant comments at the Association for Consumer Research Conference, New Orleans, October 1989.

"Age Differences in Children's Choice Behavior: The Impact of Available Alternatives," paper presented with Ramesh Lakshmi-Ratan at the Marketing Science Conference, Durham, North Carolina, March 1989.

"Age Differences in Product Categorization," paper presented at the University of British Columbia, Vancouver, British Columbia, March 1989.

"Age Differences in Categorization," paper presented to the Center for Learning, Perception, and Cognition, University of Minnesota, December 1988.

"Children's Responses to Television Advertising," paper presented at the American Council on Consumer Interests Conference, Chicago, Illinois, April 1988.

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"Age Differences in Product Categorization," paper presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.

"A Way to Look at Customer and Salesperson Expectations," paper presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.

"New Perspectives in Attitude Polarization: Is Mere Thought Enough?" discussant comments presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.

"Researching the Elderly Consumer: Insights from Children's Research," paper presented at the American Marketing Association Educator's Conference, Chicago, Illinois, August 1986.

"Central and Peripheral Modes of Persuasion: Summary and Recommendations," paper presented at the American Marketing Association Educator's Conference, Chicago, Illinois, August 1986.

"Understanding Young Consumers: Cognitive Abilities and Task Conditions," paper presented at the American Council on Consumer Interests Conference, St. Louis, April 1986.

"Understanding Young Consumers: Cognitive Abilities and Task Conditions," paper presented at the Association for Consumer Research Conference, Las Vegas, Nevada, October 1985.

"Script-Based Consumer Research: Imperfections, Priorities, and Trade-Offs," paper presented at the Association for Consumer Research Conference, Las Vegas, October 1985.

"Consumer Learning," paper presented with Stephen Hoch at the American Marketing Association Doctoral Consortium, Duke University, August 1985.

"The Development of Consumer Knowledge Structures," paper presented as a Visiting Distinguished Lecturer at the Ohio State University, Columbus, Ohio, June 1984.

"Biases and Deficits in Consumer Judgments," paper presented at the University of Minnesota, Minneapolis, Minnesota, June 1984.

"The Role of Inference in Children's Consumer Information Processing," paper presented at the American Psychological Association Conference, Los Angeles, California, August 1981.

"Source Effects in Television Advertising to Children," paper presented at the Midwest Business Administration Association Meetings, Chicago, Illinois, March 1980.

#### WORK IN PROGRESS

"Love it or Leave it? How Consumers Diverge from Others Depends on Self-Brand Connection," with Yajin Wang, invitation to revise and resubmit, *Journal of Marketing Research*.

"The Devil Wears Prada: How Luxury Consumption Influences Social Behavior," with Yajin Wang and Vlad Griskevicius, invitation to revise and resubmit, *Journal of Consumer Research*.

“You’re Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products, with Yajin Wang and Jennifer Stoner, invitation to revise and resubmit, *Journal of Marketing Research*.

“Reducing Materialism in Adolescents,” with Lan Nguyen Chaplin and Aric Rindfleisch, invitation to revise and resubmit, *Journal of Public Policy & Marketing*.

“Louis Vuitton and Your Waistline: Using Luxury Brands Depletes Self-Regulatory Resources and Increases Unhealthy Food Consumption,” with Yajin Wang, invitation to resubmit a new paper, *Journal of Consumer Research*.

“Getting Real: Collaboration in Applied Psychological Research,” with Barbara Loken, in Eugene Borgida and Richie Zweigenhaft (Eds.), *Collaboration in Psychological Science: Lifting the Veil*,” manuscript accepted in 2014, book being prepared for submission.

“Consumer Information Processing and Marketing Applications: Contributions of James R. Bettman,” in *Legends in Consumer Behavior, Volume 2: Consumer Information Processing: Marketing Applications*, Mita Sujun (Ed.), manuscript accepted in 2014, book being prepared for submission.

“Cause Marketing for Prestige Brands: Does ‘Doing Good’ Always Pay Off?” with Ji Kyung Park, Sonia Basu Monga, and Carlos Torelli, draft manuscript completed.

“Who Are You? How Implicit Self-Theories Influence Perceptions of Others,” with Ji Kyung Park, three studies completed.

“Secret Consumption and Brand Love,” with Maria Rodas, two studies completed.

“Self-Presentation Ability and Brand Preference,” with Nick Olson, three studies completed.

“The Great Recession’s Silver Lining: Less Materialistic and More Grateful Adolescents,” with Lan Nguyen Chaplin and Aric Rindfleisch, three studies completed.

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

“Understanding Brand Dilution: Insights from Twenty-Five Years of Research in Marketing,” with Barbara Loken, working paper in progress.

### RESEARCH GRANTS

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

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

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

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

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

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

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

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

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

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

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

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

Co-Investigator, Wisconsin Milk Marketing Board, to investigate context effects in children's choice behavior, 1986-1987.

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

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

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

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



## TEACHING

Executive:	Strategic Brand Management
Graduate:	Brand Management Marketing Management Marketing Research PhD Seminar in Research Methods PhD Seminar in Consumer Behavior
Undergraduate:	Marketing Research Brand Management

## SERVICE

### PROFESSIONAL SERVICE

#### Journal of Consumer Research:

Associate Editor, 1993-1996  
Guest Associate Editor, 2010 to present  
Member, Editorial Board, 1983 to present  
Reviewer, 1982-1983

#### Journal of Consumer Psychology:

Associate Editor, 2015 to present  
Member, Editorial Board, 1991 to present  
Policy Board, 2010-2012

#### Journal of Marketing Research:

Member, Editorial Board, 1994 – 2003, 2012 to present  
Reviewer, 1982-1994, 2003-2011

#### Journal of Marketing:

Member, Editorial Board, 1990-2000  
Reviewer, 1986-1990, 2002 to present

#### Journal of Public Policy & Marketing:

Member, Editorial Board, 1998-2000, 2002 to present  
Reviewer, 1987-1998

#### Monographs of the Journal of Consumer Research:

Editor, 1997-2002

Advisory Boards, Monographs of the Journal of Consumer Research, Handbook of Consumer Psychology, Behavioral Marketing Abstracts

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

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

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

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

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

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

## PROFESSIONAL MEMBERSHIPS

Association for Consumer Research

President, 1996

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

Conference Co-Chair, 1993

Treasurer, 1992

Conference Program Committee, 1987, 1989, 2003

Conference Competitive Paper Review Board, 2013

Fellows Committee, 1997, 2006 (Chair)

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

Constitution Task Force, 2007

American Psychological Association

Society for Consumer Psychology

Scientific Affairs Committee, 1993

Conference Program Committee, 1994

COMMITTEE WORK (University of Minnesota)

University  
Committees:

Member, Dean's Comprehensive Review Committee, 2010  
(Advisory Committee to Provost Sullivan)  
Member, Dean Search Committee, Carlson School of  
Management, 2001, 2005  
Member, All University Non-Health Promotion & Tenure  
Committee, 2004-2007  
Member, Search Committee, Mithun Land Grant Chair in Advertising,  
School of Journalism and Mass Communications, 1991-1992  
Member, Graduate School Social Sciences Policy Review Council, 1992  
- 1993  
Member, Graduate School Social Sciences Policy and Review Council,  
Subcommittee on Graduate Faculty Appointments and 8000-Level  
Course Proposals, 1992-1993  
Member, Search Committee, Vice-Provost for Professional Studies,  
1995-1996

CSOM  
Committees:

Member, Carlson 2020 Strategy Committee, 2012-2013  
Member, P&T Committee, Carlos Torelli, 2012  
Member, Fourth Year Review Committee, Sophie LeRoy, 2012  
Member, P&T Committee, Vladas Griskevicius, 2011  
Member, Fourth Year Review Committee, Carlos Torelli, 2011  
Chair, Faculty Consultative Committee, 2007-2009  
Member, Faculty Consultative Committee, 2006-2009  
Member, Executive Education Dean Search Committee, 2008  
Member, P&T Committee, Michelle Duffy, 2008  
Member, Endowed Chair Committee for Marketing, 2008  
Member, Carlson Chair in SMO Selection Committee, 2007  
Member, Carlson Chair Review Committee (J. Dickhaut), 2007  
Member, 7.12 Promotion & Tenure Committee, 2006-2007  
Chair, McKnight Research Committee, 2006  
Member, McKnight Research Committee, 1994, 2001, 2005  
Chair, Carlson Chair in HRIR Selection Committee, 2006  
Member, Term Professorship Committee, 2001, 2004  
Member, ADC Committee, 2002-2003  
Member, Carlson Brand Team, 2002  
Member, FAPC Reading Committee, Shawn Curley, 2000  
Co-Chair, MBA Excellence Committee, 1998-99  
Member, Management Initiatives Oversight Team, 1998-99  
Member, Dean's Advisory Committee, 1995-1998  
Chair, RATS Evaluation Committee, 1997  
Member, RATS Task Force, 1995-1996  
Member, FAPC, 1994-95  
Member, FAPC Reading Committee, Ed Joyce, 1993  
Member, Ph.D. Program Committee, 1992-1993, 2000-2001

Chair, Curriculum Committee, 1992-1993  
Member, Curriculum Committee, 1990-1992  
Chair, FAPC Reading Committee, Akshay Rao, 1992  
Member, FAPC Review Committee, 1990 to 1992  
Member, Recruiting Committee, OMS, 1989-1990

Marketing Department  
Committees:

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

Dissertation  
Committees:

Chair: Yajin Wang, Ji Kyung Park, Lan Nguyen Chaplin, Sonia Basu Monga, Jennifer Gregan-Paxton, Gwen Bachmann Achenreiner, Yvonne Cariveau Karsten, Siew Meng Leong (U of Wisconsin, Madison)

Member: Chiraag Mittal, Jennifer Stoner, Ryan Rahinel, Jannine Lasaleta, Noelle Nelson, Andrew Kaikati, William Hedgcock, Christine Bennett, Lufang Meng (Maggie), Kyeong-Heui Kim, Ashwani Monga, Juliet Zhu, Allen Chen, Amy Cox, Sooyeon Yoo (Journalism), Seounmi Han Youn (Journalism), Joann Peck, Beth Holden (Food Science), Christopher Joiner, Jeffrey Jass, Katryna (Malafarina) Johnson, Vania Lindsay, David Forlani, John Mullins, Madhu Viswanathan, Shantanu Dutta, Cynthia Huffman, David Szymanski (U of Wisconsin, Madison)

Masters  
Committees:

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

OTHER SERVICE

Public Service: Consultant, Federal Trade Commission, Division of Advertising Practices, Washington, D.C., 1989-1990  
Member, Marketing Task Force, Greater Minneapolis Girl Scout Council, 1990

Selected Media Interviews:

Sarah Rose Miller (Star Tribune), 2013  
Susanne Mauthner (Austria KURIER), 2013  
Globe and Mail, with Simon Houpt, 2010  
MSNBC.com, with Melissa Dahl, 2010  
AOL News, with Paul Kix, 2010  
NBC, Kelly Eggers, 2010  
UK Daily Telegraph, with Andrew Hough, 2010  
Star Tribune, with Amelia Rayno, 2010  
Self, with Amanda Woerner, 2010  
Pioneer Press, with Maja Beckstrom, 2007  
Globe and Mail, with Patrick White, 2007  
U. of Minnesota Moment, with Drew Swain, 2007  
Reuters, with Kristina Cooke, 2007  
Pioneer Press, with Kay Harvey, 2005  
Star Tribune, with Ann Merrill, 2001  
Pioneer Press, with Allison Kaplan, 2001  
New York Times, with Constance Hays, 1999  
Minnesota Public Radio, with Lynette Nyman, 1999  
License! With Laura Liebeck, 1999  
New York Times, The Economist, Advertising Age, Financial Times,  
USA Today, CSOM Media Tour, 1999  
Minneapolis Star Tribune, with Janet Moore, 1999  
Minnesota Public Radio, with Bob Potter, 1998  
WCCO-AM, with Kathy Wurzer, 1997  
Business Week, with David Leonhardt, 1997  
Business Week Online, with Jack Dierdorff, 1997  
WCCO-TV, with Paula Engle, 1996  
WCCO-TV, with Paula Engle, 1995  
Minneapolis Star Tribune, with Dan Wascoe, 1995  
Minneapolis Star Tribune, with Ann Merrill, 1995  
Minnesota Public Radio, with Kathy Wurzer, 1992, 1993  
KMSP - Minneapolis, with Jeff Baillon, 1992  
Newsweek, with Karen Springen, 1990  
Minneapolis Star Tribune, with Dan Wascoe, 1990  
Minneapolis Star Tribune, with Dave Maheney, 1990  
Minnesota Public Radio, with Beth Friend, 1989  
Minneapolis Star Tribune, with Dick Youngblood, 1988