

Elizabeth Gelfand Miller

Marketing Department
Isenberg School of Management, Rm 218B
University of Massachusetts-Amherst
121 Presidents Drive
Amherst, MA 01003

Tel: 413-545-5639
Fax: 413-545-3858
E-mail: emiller@isenberg.umass.edu

EDUCATION

| | |
|--|------------------|
| <i>Wharton School of Business, University of Pennsylvania</i> | Philadelphia, PA |
| PhD in Marketing | May 2003 |
| Dissertation Title: | |
| <i>Interactions of Pleasant and Unpleasant Events: The Effect of Event Valence on Wait Management Strategies</i> | |
| MA in Marketing | May 2001 |
| <i>Cornell University</i> | Ithaca, NY |
| BA, majors: psychology and chemistry | May 1998 |
| <i>Magna cum laude</i> | |
| Distinction in all subjects | |

ACADEMIC POSITIONS

| | |
|-----------------------|--|
| July 2013 – Present | Associate Professor, <i>University of Massachusetts-Amherst</i> Marketing Department, Isenberg School of Management |
| July 2011 – June 2013 | Assistant Professor, <i>University of Massachusetts-Amherst</i> Marketing Department, Isenberg School of Management |
| July 2003 – June 2011 | Assistant Professor, <i>Boston College</i> Marketing Department, Carroll School of Management |

HONORS, AWARDS, AND GRANTS

Advertising Educational Foundation Visiting Professor Program, 2015
2013 Best Research Paper, Direct/Interactive Marketing Research Summit
Research Excellence Award, Isenberg School, University of Massachusetts 2012-2013
Mellon Mutual Team Mentorship Grant, University of Massachusetts 2012-2013
Faculty Research Fellowship, Boston College 2007
Research Incentive Grant, Boston College 2005, 2008, 2009
Research Expense Grant, Boston College 2003, 2005
SCP-Sheth Dissertation Proposal Award 2002

RESEARCH INTERESTS

The influence of affect on the use and interpretation of information
Consumer decision-making
Health Decisions
Affect and Behavior

JOURNAL ARTICLES

Benoit, Ilgim Dara and Elizabeth G Miller (forthcoming), "The mitigating role of holistic thinking on choice overload," *Journal of Consumer Marketing*, 34 (3).

Zanjani, Shabnam HA, Milne, George R, and Miller, Elizabeth G (2016), "Procrastinators' Online Experience and Purchase Behavior," *Journal of the Academy of Marketing Science*, 44 (5), 568-585.

Yuksel, Mujde, George R Milne, and Elizabeth G Miller (2016), "Social media as complementary consumption: The relationship between consumer empowerment and social interactions in experiential and informative contexts," *Journal of Consumer Marketing*, 33 (2), 111-123.

Ordabayeva, Nailya, Soren Askegaard, Pierre Chandon, Tracy Cheung, Zuzana Chytkova, Yann Cornil, Canan Corus, Julie Edell Britton, Danielle Mathras Fay, Astrid Junghans, Dorte Brogaard Kristensen, Ilona Mikkonen, Elizabeth G. Miller, Nada Sayarh, and Carolina Werle (2014), "Moralities in Food and Health Research," *Journal of Marketing Management*, 30 (17-18), 1800-1832.

Bublitz, Melissa G, Laura A Peracchio, Alan R Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G Miller, Carol M Motley, Paula C Peter, Priyali Rajagopal, Maura L Scott, and Beth Vallen (2013), "Promoting Positive Change: Advancing the Food Well-Being Paradigm," *Journal of Business Research*, 66 (8), 1211-1218.

Carlson, Kurt, Margaret G. Meloy, and Elizabeth G. Miller (2013), "Goal Reversion in Consumer Choice," *Journal of Consumer Research*, 39 (5), 918-930.

Bublitz, Melissa G, Laura A Peracchio, Alan R Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G Miller, Carol M Motley, Paula C Peter, Priyali Rajagopal, Maura L Scott, and Beth Vallen (2011), "The Quest for Eating Right: Advancing Food Well-being," *Journal of Research for Consumers*, 19,
http://www.jrconsumers.com/academic_articles/issue_19,_2011?f=45699.

Miller, Elizabeth G., Kathleen Seiders, Maureen Kenny, and Mary Walsh (2011), "Children's Use of On-Package Nutritional Claim Information," *Journal of Consumer Behaviour*, 10 (3), 122-132.

* Lead Article

Keller, Punam Anand, Debra L. Scammon, Pia A. Albinsson, Shalini Bahl, Jesse R. Catlin, Kelly L. Haws, Jeremy Kees, Tracey King, Elizabeth Gelfand Miller, Ann M. Mirabito, Paula C. Peter and Robert M. Schindler (2011), "Transforming Consumer Health," *Journal of Public Policy & Marketing*, 30 (Spring), 14-22.

Miller, Elizabeth G., Mary Frances Luce, Barbara E. Kahn, and Emily F. Conant (2009), "Understanding Emotional Reactions for Negative Services: The Impact of Efficacy Beliefs and Stage in Process," *Journal of Service Research*, 12 (August), 87-99.

Miller, Elizabeth G., Barbara Kahn, and Mary Frances Luce (2008), "Consumer Wait Management Strategies for Negative Service Events: A Coping Approach," *Journal of Consumer Research*, 34 (5), 635-648.

Meloy, Margaret G., J. Edward Russo, and Elizabeth G. Miller (2006), "Monetary Incentives and Mood," *Journal of Marketing Research*, 43 (May), 267-275.

Miller, Elizabeth G. and Barbara E. Kahn (2005), "Shades of meaning: The Effect of Color and Flavor Names on Consumer Choice," *Journal of Consumer Research*, 32 (June), 86-92.

RESEARCH IN PROGRESS

Yuksel, Mujde, Elizabeth G Miller, and Easwar Iyer, "Duality of suspense: The impact of spoilers on time-shifting viewing decisions," under review.

Benoit, Ilgim Dara and Elizabeth G Miller, "Conjuring creativity: The impact of fear," working paper.

Bennett, Delancy, William Diamond, Elizabeth Miller, and Jerome Williams, "Beyond source credibility: Understanding non-traditional celebrity endorsers via fantasy, hedonic consumption, and congruency," working paper.

Selected Current Projects:

- Maximization and Choice Satisfaction (with Kaeun Kim)
- Consumer Processing of FOP Nutritional Information (with Kathleen Debevec and Yana Andonova)

BOOK CHAPTERS

Miller, Elizabeth G (2007), "The Market of Higher Education," in *Higher Education: Open for Business*, edited by Christian Gilde, Lanham, MD: Rowman & Littlefield, 7-20.

OTHER ARTICLES AND PUBLICATIONS (invited, or non-refereed)

Mirabito, Ann M, Jesse R. Catlin, and Elizabeth Gelfand Miller (2013), "Show me the number: Communicating probabilities and tradeoffs in real estate transactions," *Keller Center Research Report*, 6 (3), 8-14.

Miller, Elizabeth G and Barbara E. Kahn (2006), "Strange Color Descriptors in Marketing" *Yale Economic Review*, Fall.

CONFERENCE PRESENTATIONS & PROCEEDINGS ABSTRACTS

Kim, Kaeun and Elizabeth G Miller (2017), "The joint effect of affect and information-processing style on price judgment," Society for Consumer Psychology, February 16-18, San Francisco, CA.

Miller, Elizabeth G, Mujde Yuksel, and Easwar Iyer (2016), "Don't kill the suspense: How outcome knowledge influences the enjoyment of entertainment," Academy of Marketing Science Annual Conference, May 18-20, Orlando, FL.

Dara, Ilgim and Elizabeth G Miller (2015), "Competitive forces when choosing from assortments of varying size: How holistic thinking mitigates choice overload," Association for Consumer Research Conference, October 1-3, New Orleans, LA.

Andonova, Yana, Elizabeth G Miller, and William Diamond (2015), "The effects of individual and brand personality on online engagement," American Marketing Association Summer Conference, August 14-16, Chicago, IL.

Dara, Ilgim, Elizabeth G Miller, Ann Mirabito, and Jesse Catlin (2015), "Developing a model of the effect of display format on patients' health decisions," Marketing & Public Policy Conference, June 4-6, Washington, DC.

- Dara, Ilgim, Elizabeth G Miller, and Kunal Swani (2015), "Do not text and drive: Impact of creativity on message effectiveness and the role of discrete emotions on creativity," American Marketing Association Winter Conference, February 26-28, Las Vegas, NV.
- Debevec, Kathleen, Elizabeth G Miller, and Yana Andonova (2014), "Is That Healthy? The Influence of Information Type and Location on Nutritional Information Processing," Long Abstract, Marketing & Public Policy Conference, June 6: Boston, MA.
- Dara, Ilgim and Elizabeth G Miller (2014), "Do/ Feel Good: Health Risk Display Formats and Decision-Making," Academy of Marketing Science Annual Conference, May 21-23: Indianapolis, IN.
- Catlin, Jesse R, Elizabeth G Miller, and Ann M Mirabito (2013), "The Effect of Health Risk Presentation Format on Consumer Perceptions and Choice," in *The Changing Role of Policy in Consumer Well-Being: AMA Marketing & Public Policy Academic Conference Proceedings*, Linda Salisbury and Kathleen Seiders, eds.: American Marketing Association, in press.
- Debevec, Kathleen, Yana Andonova, and Elizabeth G Miller (2012), "Is that Healthy? The Influence of Information Type and Location on Nutritional Information Processing," Long Abstract, *Advances in Consumer Research*, Zeynep Gurhan-Canli, Cele Otnes, and Rui Zhu, eds., forthcoming.
- Miller, Elizabeth G and Linda Court Salisbury (2010), "Never Trust a Doctor who Advertises: How notions of the sacred impact reactions to the use of advertising," Long Abstract, *Advances in Consumer Psychology Proceedings*, Margaret Meloy and Adam Duhachek, eds., vol. 2, 81.
- Carlson, Kurt, Margaret G. Meloy, and Elizabeth G Miller (2010), "When Flippers Flop: Goal Reversion in Consumer Choice," Long Abstract, *Advances in Consumer Psychology Proceedings*, Margaret Meloy and Adam Duhachek, eds., vol. 2, 134.
- Loveland, Katherine E, Elizabeth G Miller, and Naomi Mandel (2010), "The Effect of Model Size and Self-Awareness on Health Message Compliance," Abstract, *Advances in Consumer Research*, Darren W. Dahl, Gita V. Johar, and Stijn MJ van Osselaer, eds., vol 38.
- Carlson, Kurt, Margaret G Meloy, and Elizabeth G Miller (2010), "When Flippers Flop: Goal Reversion in Consumer Choice," Abstract, *Advances in Consumer Research*, Margaret C. Campbell, Jeff Inman, and Rik Pieters, eds., vol. 37.

- Miller, Elizabeth Gelfand (2008), "Real Consumers Have Curves: The Effects of Body Esteem and Weight on Consumer Responses to Marketing Stimuli," Special Session Summary, *Advances in Consumer Research*, Angela Y. Lee and Dilip Soman, eds., vol. 35, 205-208.
- Varki, Sajeev, Elizabeth G. Miller, and Syagnik Banerjee (2008), "Understanding Fairness Perceptions for Price Decreases," Abstract, *Advances in Consumer Research*, Angela Y. Lee and Dilip Soman, eds., vol. 35, 255.
- Miller, Elizabeth G, Kathleen Seiders, Maureen Kenny, and Mary Walsh (2007), "The Effects of Knowledge and On-Package Claims on Children's Food Choices," Transformative Consumer Research Conference, Tuck School of Business, Dartmouth.
- Miller, Elizabeth G, Barbara Kahn, and Mary Frances Luce (2005), "The Effect of Event Valence on Wait Management Strategies," Abstract Summary, *Winter Educators' Conference Proceedings, Marketing Theory and Applications*, Kathleen Seiders and Glen B. Voss, eds., vol. 16.
- Seiders, Kathleen, Elizabeth G. Miller, Maureen E. Kenny, and Mary E. Walsh (2005), "A model of children's preventive health behavior: Understanding the role of individual, contextual, and attitudinal determinants," ACR Conference, San Antonio, TX.
- Miller, Elizabeth G. and Barbara E. Kahn (2003), "The effect of color and flavor names on consumer choices," Marketing Science Conference, College Park, MD.
- Miller, Elizabeth Gelfand (2003), "Constructing Preferences: The Influence of When and Where," Special Session Summary, *Advances in Consumer Research*, Punam Anand Keller and Dennis W. Rook, eds., vol. 30, 11.
- Miller, Elizabeth Gelfand, Barbara Kahn, and Mary Frances Luce (2003), "How the Interactions of Pleasant and Unpleasant Experiences Affect Overall Evaluation," Abstract, *Proceedings of the Society for Consumer Psychology Winter Conference*, Christine Page and Steven S. Posavac, eds., 247-248.
- Miller, Elizabeth G., Mary Frances Luce, and Barbara E. Kahn (2002), "But I don't want to go: When wait management strategies exacerbate stress," ACR Conference, Atlanta, GA.
- Miller, Elizabeth G and Barbara E. Kahn (2002), "Shades of meaning: The effects of novel color names on consumer preferences," ACR Conference, Atlanta, GA.
- Kahn, Barbara E, Mary Frances Luce, and Elizabeth G. Miller (2001), "Testing as information seeking: The role of stress," ACR Conference, Austin, TX.
- Meloy, Margaret G, J. Edward Russo, and Elizabeth G. Gelfand (2000), "The perverse impact of incentives on predecisional distortion of information," BDRM Conference, Tucson, AZ.

INVITED TALKS AND PRESENTATIONS

Marketing Department Seminar Series, Isenberg School of Management, University of Massachusetts Amherst, February 2013, “Never Trust a Doctor Who Advertises: How Notions of the Sacred Impact Reactions to the Use of Advertising”

Isenberg School of Management Research Forum, University of Massachusetts Amherst, February 2012, “Understanding Consumers: An Introduction to My Research”

University of North Carolina Charlotte Marketing Department, January 2011, “When the Doctor Speaks: How the Source of Information Impacts Consumers’ Perceptions of Side Effect Information”

Rutgers Business School, Department of Supply Chain Management and Marketing Science, January 2011, “When the Doctor Speaks: How the Source of Information Impacts Consumers’ Perceptions of Side Effect Information”

Isenberg School of Management Marketing Department, University of Massachusetts Amherst, December 2010, “When the Doctor Speaks: How the Source of Information Impacts Consumers’ Perceptions of Side Effect Information”

University at Albany, School of Business Research Workshop, November 2010, “When Flippers Flop: Goal Reversion in Consumer Choice”

Boston College, Carroll School Research Seminar, February 2009, “Understanding Consumer Health Decisions”

Ideas in Progress Seminar, Boston College Marketing Department, November 2008, “Understanding Perceptions of Advertising”

University of Bath School of Management, Marketing Department, December 2007, “The Impact of Cues and Education on Children’s Healthful Food Choices”

Ideas in Progress Seminar, Boston College Marketing Department, November 2007, “Body Esteem and Shopping Behavior”

University of Massachusetts Amherst Marketing Department, October 2006, “Understanding Children’s Healthy Food Choices”

Boston College Works-in-Progress Seminar, March 2006, “Encouraging healthier food choices by children: The role of health information, knowledge, and goals”

Ideas in Progress Seminar, Boston College Marketing Department, February 2006, “Price unfairness perceptions amidst price decreases”

Boston College Junior Scholars in Conversation, November 2005, “The impact of health claims, knowledge, and health motivation on children’s food choices”

Boston College Works-in-Progress Seminar, November 2004, “The effect of event valence on wait management strategies”

Babson College Research Seminar, February 2004, “The effect of color and flavor names on consumer choice”

University of Pennsylvania Decision Processes Seminar, 2002, “But, I don’t want to go: When wait management strategies exacerbate stress”

TEACHING EXPERIENCE

University of Massachusetts-Amherst, 2011-present

- Services Marketing (Undergraduate, Graduate)
- Advertising Practicum (Undergraduate)
- Consumer Behavior (Undergraduate, Doctoral)
- Faculty Advisor, Undergraduate Field Experience

Boston College, 2004-2011

- Marketing Principles (Undergraduate)
- Marketing Principles, Honors (Undergraduate)
- Consumer Behavior (Undergraduate, MBA)

The Wharton School, University of Pennsylvania, 1998-2003

- Head TA, Introduction to Marketing Strategy for Undergraduates (1999-2001)
- Teaching assistant for Marketing Strategy for MBAs (Spring 2000, Fall 1998)

Teaching Interests:

Introduction to Marketing, Consumer Behavior, Market Research, Services Marketing, Advertising

DOCTORAL STUDENTS

Co-Chair, Dissertation Committee for Yana Andonova, University of Massachusetts-Amherst

Chair, Dissertation Committee for Ilgim Dara, University of Massachusetts-Amherst
Chair, Dissertation Committee for Fatima Hajjat, University of Massachusetts-Amherst

Member, Dissertation Committee for Katherine Loveland, Arizona State University
Member, Dissertation Committee for Shabnam Zanjani, University of Massachusetts-Amherst
Member, Dissertation Committee for Delancy Bennett, University of Massachusetts-Amherst
Member, Dissertation Committee for Spencer Ross, University of Massachusetts-Amherst
Member, Dissertation Committee for Mujde Yuksel, University of Massachusetts-Amherst
(Sport Management)
Member, Dissertation Committee for Robin Back, University of Massachusetts-Amherst
(Hospitality and Tourism Management)
Member, Dissertation Committee for Louise Bahry, University of Massachusetts-Amherst
(School of Education)
Member, Dissertation Committee for Soyoung Joo, University of Massachusetts-Amherst (Sport
Management)
Member, Dissertation Committee for Abdullah Demirel, University of Massachusetts-Amherst
(Sport Management)

UNDERGRADUATE THESES

Martin, Ali (2010), "Examining the Effects of Type of Framing of a Retail Coupon on Perceived Value of the Coupon," Boston College

Parker, Mollie (2010), "Celebrities and Models: Does the Face of a Fashion House Really Affect Its Success?" Boston College

Scott, Courtney (2010), "Consumer Purchasing Habits: A study of consumer habit formation for purchases of low-involvement, low-differentiation products," Boston College

Asher, Kelsey (2007), "Are Corporate-Created Online Brand Communities Effective?" Boston College

Shortt, Karen (2007), "Marketing Luxury to a Younger Demographic," Boston College

Hassel, Carolyn (2006), "How Ethical Actions Affect Consumer Perceptions and How This Relationship is Moderated by Brand Equity," Boston College

Wang, Ellen (2005), "The Influence of Age on Consumer Perceptions of Retail Store Color and Atmospherics," Boston College

O'Brien, Meghan (2004), "Product Placements in Movies: Exploring the Relationship Between Consumer Beliefs and Subsequent Usage Behaviors," Boston College

PROFESSIONAL SERVICE

Reviewing for Journals

- Member, Editorial Review Board, *Journal of Consumer Marketing* (2014 – present)
- Member, Editorial Review Board, *Journal of Public Policy & Marketing* (2016 – present)
- Ad-hoc reviewer for the *Journal of Consumer Research*
- Ad-hoc reviewer for the *Journal of Consumer Psychology*
- Ad-hoc reviewer for *Journal of Service Research*
- Ad-hoc reviewer for *Journal of Public Policy & Marketing*
- Ad-hoc reviewer for *Organizational Behavior and Human Decision Processes*
- Ad-hoc reviewer for the *Journal of Retailing*
- Ad-hoc reviewer for *Journal of the Academy of Marketing Science*
- Ad-hoc reviewer for *European Journal of Marketing*

Reviewing for Conferences

- Reviewer for the *Association for Consumer Research Annual Conference*
 - Program Committee (2017)
- Reviewer for the *Society for Consumer Psychology Annual Conference*
 - Program Committee (2010 – present)
- Reviewer for the *Marketing and Public Policy Conference*
 - Program Committee (2015 – present)
- Reviewer for the *American Marketing Association Summer and Winter Conferences*
- Reviewer, Society for Marketing Advances Conference, 2008.
- Reviewer, European Marketing Academy Conference, 2004.
- Judge, Best Working Paper, Association for Consumer Research Conference, 2007.

Other Reviewing

- Reviewer, SCP-Sheth Dissertation Proposal Competition
- Reviewer, Teaching Case, Harvard Business School Publishing

Academic Conference Chair/ Panelist/ Discussant

- Co-chair, Marketing & Public Policy Conference, 2014
- Co-chair, Marketing & Public Policy Doctoral Symposium, 2014
- Co-chair, Society for Consumer Psychology Summer Conference, 2008.
- Discussion Leader, “The Effect of Mindsets on Consumer Self-Regulation and Choice” (refereed special session), Society for Consumer Psychology Winter Conference, 2008.

DEPARTMENT, SCHOOL, AND UNIVERSITY SERVICE

University of Massachusetts, Amherst

- Member, School of Public Policy Undergraduate Curriculum Committee, 2015-2016

Isenberg School of Management, University of Massachusetts

- Undergraduate Advisor

- Member, Isenberg Scholarship Committee
- Member, Isenberg Undergraduate Curriculum Committee, 2012-2014
- Coordinator, Marketing Department PhD Program, 2013-present
- Chair, Marketing Department Curriculum Committee, 2013-present
- Member, Marketing Department Recruiting Committee, 2011, 2015
- Member, Marketing Department Merit Committee, 2011-present
- Member, Marketing Department Doctoral Student Selection Committee, 2012-present
- Member, Marketing Department Doctoral Student Comprehensive Exam Committee, 2011-present
- Member, Marketing Department Curriculum Committee, 2012-2013
- Faculty Advisor, AdLab, 2013-present

Carroll School of Management, Boston College

- Faculty Mentor, Freshmen students, 2004 – 2008.
- Undergraduate Advisor
- Presidential Scholars Program Mentor
- McNair Exploratory Program Mentor
- Member, Education Policy Committee, CSOM, 2006-2007.
- Member, CSOM Research and Teaching Strategic Planning Committee, 2004.
- Judge, Diane Weiss Competition, Carroll School of Management, Boston College, 2008, 2010.
- Coordinator, Marketing Department Ideas-In-Progress Seminar Series, 2004-2005, 2006-2007.
- Coordinator, Senior Exit Survey, Marketing Department, 2008, 2011.

Wharton School, University of Pennsylvania

- Member, Middle States Accreditation Review (Institutional Self-Review): Admissions, Systems, and Placement Strategies Subcommittee, University of Pennsylvania, 2002-2003.
- Member, Graduate Student Center Advisory Board, University of Pennsylvania, 2001-2003.
- Member, Wharton Doctoral Programs Executive Committee, 2001-2002.
- Coordinator, Marketing PhD Brown Bag Series, Wharton, 2001-2002.
- Member, University Library Committee, University of Pennsylvania, 2000-2001.
- Coordinator, Wharton Doctoral Mentoring Program for Incoming PhD students, Summer 1999.

Board Memberships and Service to the Community

- President, Congregation Beth Israel, North Adams, MA, 11/2016-present
 - Vice President, 11/2014-11/2016
 - Board Member, 2013-present
- Member, Advisory Board, Williams College Children's Center, 2008-2017
- Volunteer, Read Aloud Program, Boston College, Fall 2003.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- American Psychological Association