

AMBER M. EPP

University of Wisconsin-Madison
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ACADEMIC POSITIONS

- 2026-Present Professor, and Wilbur Dickson-Bascom Professor in Business, University of Wisconsin-Madison
- 2015-Present Faculty Affiliate, Center for Child and Family Well-Being (UW-Madison)
- 2018-2026 Associate Professor, and Wilbur Dickson-Bascom Professor in Business, University of Wisconsin-Madison
- 2015-2018 Associate Professor (with tenure), University of Wisconsin-Madison
- 2008-2015 Assistant Professor, University of Wisconsin-Madison

EDUCATION

- 2008 Ph.D., Department of Marketing, University of Nebraska-Lincoln
- 2003 Master of Arts in Business (Marketing), University of Nebraska-Lincoln
- 2000 Bachelor of Arts in Business Administration and Economics, Hastings College
Cum Laude Graduate

RESEARCH INTERESTS

My research advances an interdisciplinary perspective of family consumption behavior that draws from theories of materiality, narratives, practices and actor-networks/assemblages. I view family as a key organizing force and cultural institution that shapes consumers' behaviors and experiences in the marketplace. My current projects focus on understanding relational phenomena including family and community identities, human-object agency, and parental evaluations of their consumption choices within broader socio-cultural contexts.

JOURNAL PUBLICATIONS

- Epp, Amber M. and Ashlee Humphreys (2025), "Collaborating with Generative AI in Consumer Culture Research," *Journal of Consumer Research*, 52 (June), 32-48.
- Franco, Paolo, Robin Canniford, Marcus Phipps, and Amber M. Epp (2024), "Continued Use Trajectories: How Entropy Work Sustains Technology Assemblages," *Journal of Marketing*, 88 (6), 43-63. <https://doi.org/10.1177/00222429241255306>
- Velagaleti, Sunaina R. and Amber M. Epp (2023), "When Fields are Destabilized: Mobilizing Gendered Capital to Resolve Hysteresis," *Journal of Consumer Research*, 50 (Feb), 1052-69.
- Epp, Amber M. and Cele C. Otnes (2020), "High-Quality Qualitative Research: Getting into Gear," *Journal of Service Research*, 24 (2), 163-67. <https://doi.org/10.1177/1094670520961445>

- Thomas, Tandy Chalmers, Amber M. Epp, and Linda L. Price (2020), "Journeying Together: Aligning Retailer and Service Provider Roles with Collective Consumer Practices," *Journal of Retailing*, 96 (March), 9-24.
- Thomas, Tandy Chalmers and Amber M. Epp (2019), "The Best Laid Plans: Why New Parents Fail to Habituate Practices," *Journal of Consumer Research*, 46 (Oct.), 564-589.
- Epp, Amber M. and Linda L. Price (2018), "Constraints and Possibilities in the Thrown Togetherness of Feeding the Family," *European Journal of Marketing*, 52 (12), 2499-2511.
- Epp, Amber M. and Sunaina Velagaleti (2014), "Outsourcing Parenthood? How Families Manage Care Assemblages Using Paid Commercial Services," *Journal of Consumer Research*, 41 (Dec.), 911-35.
- Epp, Amber M, Hope Jensen Schau, and Linda L. Price (2014), "The Role of Brands and Mediating Technologies in Assembling Long-Distance Family Practices," *Journal of Marketing*, 78 (May), 81-101. [Finalist for the 2019 Sheth Foundation/*Journal of Marketing* Award]
- Epp, Amber M. and Linda L. Price (2011), "Designing Solutions around Customer Network Identity Goals," *Journal of Marketing*, 75 (March), 36-54.
- Epp, Amber M. and Linda L. Price (2010), "The Storied Life of Singularized Objects: Forces of Agency and Network Transformation," *Journal of Consumer Research*, 36 (Feb), 820-37.
- Thompson, Blair, Jody Koenig Kellas, Jordan Soliz, Jason Thompson, Amber Epp, and Paul Schrodtt (2009), "Family Legacies: Constructing Individual and Family Identity through Intergenerational Storytelling," *Narrative Inquiry*, 19 (1), 106-34.
- Epp, Amber M. and Linda L. Price (2008), "Family Identity: A Framework of Identity Interplay in Consumption Practices," *Journal of Consumer Research*, 35 (June), 50-70. [Recognized as the 2009 Sidney J. Levy award winner for outstanding CCT dissertation research]

CHAPTER PUBLICATIONS

- Epp, Amber M. and Tandy Thomas (2023), "Family and Collective Identity," in Michelle Weinberger and David Crockett (Eds.), *Consumer Culture Theory 2nd edition*, Sage.
- Epp, Amber M. and Tandy Thomas (2018), "Family and Collective Identity," in Eric J. Arnould and Craig J. Thompson (Eds.), *Consumer Culture Theory*, Sage.
- Price, Linda L. and Amber M. Epp (2015), "The Heterogeneous and Open-Ended Project of Assembling Family," in Robin Canniford and Domen Bajde (Eds.), *Assembling Consumption, Researching Actors, Networks and Markets*, Routledge, New York, 59-76.
- Epp, Amber M. and Linda L. Price (2012), "Family Time in Consumer Culture: Implications for Transformative Consumer Research," in David Mick, Simone Pettigrew, Connie Pechmann, and Julie Ozanne (Eds.), *Transformative Consumer Research for Personal and Collective Well-Being*, New York: NY, Routledge Taylor & Francis, 599-622.
- Epp, Amber M, James W. Gentry, Robert L. Harrison, and Stacey Menzel Baker (2011), "Family," in Dale Southerton (Ed.), *Encyclopedia of Consumer Culture*, Sage Publications, Inc.

Arnould, Eric J. and Amber M. Epp (2006), “Deep Engagement with Consumer Experience: Listening and Learning with Qualitative Data,” In Rajiv Grover and Marco Vriens (Eds.), *The SAGE Handbook of Marketing Research*, Thousand Oaks, CA: Sage Publications, Inc, 51-82.

GRANTS/FELLOWSHIPS

2020-2021	WARF grant (Wisconsin Alumni Research Foundation) (\$34,409)
2015-2019	Social Sciences and Humanities Research Council (\$114,570, with Tandy Thomas)
2013	Marketing Science Institute Research Grant (\$6, 608)
2011	WARF grant (Wisconsin Alumni Research Foundation) (\$26,244)
2010	Marketing Science Institute Research Grant (\$20,000)
2010	WARF grant (Wisconsin Alumni Research Foundation) (\$13,000)
2007-08	Presidential Fellowship (University of Nebraska)
2006-07	Mabel J. Reichenbach Fellowship
2004-06	Emley Fellowship

HONORS/AWARDS

2026	Faculty Fellow, AMA Sheth Foundation Doctoral Consortium (2010-11, 2014, 2020-21)
2024	Symposium Faculty, Association for Consumer Research Doctoral Consortium (2011-2014, 2022, 2023)
2023	Erwin A. Gaumnitz Distinguished Faculty Teaching Award
2020, 2014	Outstanding Reviewer Award, Journal of Consumer Research
2016	Lehman Life Cycle Scholar, University of Wisconsin-Madison
2015	Marketing Science Institute (MSI) Young Scholar
2015	Outstanding Reviewer Award, Journal of Marketing
2011	Erwin A. Gaumnitz Junior Faculty Research Award, Wisconsin School of Business
2011	Finalist, Student Faculty Board Business Award of Excellence
2009	Sidney J. Levy Award (Outstanding Dissertation Award)
2006-07	College of Business Administration Graduate Research Assistant Award
2006	Doctoral Fellow, AMA Sheth Foundation Doctoral Consortium
2006	Recognized as Professor of the Month by The Black Masque Chapter of Mortar Board
2005-06	Marketing Department Award for Excellence in Research by a Graduate Student
2004-05	Baker Award for Excellence in Service by a Graduate Student
2003-04	Marketing Department Award for Excellence in Teaching by a Graduate Student

RESEARCH IN PROGRESS

Tomar, Nitisha and Amber M. Epp, “Consumers Just Want to Have Fun? Unveiling the Civic Potential of Play,” invited for revision, *Journal of Consumer Research*.

Epp, Amber M., Adina Robinson, and Nitisha Tomar, “(Re)gaining Morality: Parental Justifications for Consumption Decisions within Economies of Worth,” data collection and analysis complete, writing in progress, target *Journal of Consumer Research*.

Epp, Amber M. (with Pelin Geyik and Henri Weijs), “Gender-Conscious Parenting,” data collection and analysis complete, writing in progress, target *Journal of Consumer Research*.

Epp, Amber M. (with Kaiyang Wu and Meredith Thomas), “Strangers in Their Own Land: Overlooked Identities in Placemaking,” data collection in progress, target *Journal of Consumer Research*.

Colligan, Carissa, Jillian Hmurovic, and Amber M. Epp, “More Than Modality: Conceptualizing Virtual Volunteering,” data collection complete, analysis in progress.

Epp, Amber M. (with Maud Derbiar and Francois Fouss), “Surviving the Race: Serious Leisure, Family Rhythms, and Consumption,” data collection and analysis in progress.

INVITED PRESENTATIONS

“Testing Morality: Parental Justifications for Consumption Decisions within Economies of Worth,” Invited presentation, University of San Diego, April 2026.

“The Classic Struggle,” Invited panelist, *ACR Early Career Workshop*, Washington D.C., October 2025.

“Testing Morality: Parental Justifications for Consumption Decisions within Economies of Worth,” Invited presentation, University of Arizona, October 2025.

“(Re)gaining Morality: Parental Justifications for Consumption Decisions within Economies of Worth,” Invited presentation, Oregon State University, May 2024.

“Holding it Together: Assembling Tech-Product Continued Use through Entropy Work,” Invited presentation, University of Wyoming, May 2024.

“Meet the Editors Session,” Invited panelist (JM AE), *Consumer Culture Theory Conference*, Lund, Sweden, June 2023.

“Resisting Entropy: How Consumers and Objects Share ‘Work’ to Sustain Continued Tech-Product Use,” Invited presentation, University of Illinois Chicago, April 2023.

“How Culture Influences Product Strategy,” Invited panelist, *Microsoft webinar*, February 2023.

“Data Analysis: Moving Beyond Description,” Invited panelist, *Qualitative Data Analysis Workshop*, Corvallis, Oregon, July 2022.

“When Fields are Destabilized: Mobilizing Capital to Establish Legitimacy,” Invited presentation, Schulich School of Business, York University, December 2021.

“When Fields are Destabilized: Mobilizing Capital to Establish Legitimacy,” Invited presentation, Cass Business School, University of London, April 2021.

“When Fields are Destabilized: Mobilizing Capital to Establish Legitimacy,” Invited presentation, Arizona State University, October 2020.

“Relational Work,” Invited panelist, Economy and Society workshop, Princeton University, September 2020 (*postponed due to COVID*).

“Framing Brands and Markets: Consumer Culture Theory,” Invited panelist, EPIC Talk, online, September 2019.

“Data Journey into the Woods,” *Qualitative Data Analysis Workshop*, Invited Keynote (with Michelle Barnhart and Ela Veresiu), Montreal, Canada, July 2019.

- “The Best Laid Plans: Practice Habituation after Obstacles,” *Hightower Speaker Series*, Invited Presentation, Emory University, Atlanta, GA, February 2019.
- “Oh the Places You’ll Go!: Advice for Young Scholars Panel,” *ACR Doctoral Symposium*, San Diego, CA, October 2017.
- “From Symbolic Violence to Symbolic Revolution: How Does Social Change Impact Consumer Legitimacy in the Marketplace,” Invited presentation, University of South Carolina, Columbia, SC, April 2017.
- “Assembling Family: Sociological Intersections,” invited panelist, Consumers and Consumption Yale Symposium, New Haven, CT, March 2017.
- “From Symbolic Violence to Symbolic Revolution: The Diverse Destigmatization Experiences of LGBT Consumers,” invited presentation, Concordia University, Montréal Quebec, Feb. 2017.
- “The Commercialization of Family Life,” *MSI Young Scholars Event*, Park City, UT, January 2017.
- “Outsourcing Parenthood: How Families Manage Care Assemblages Using Expanded Services,” *Families and Well-Being Seminar Series*, Center for Child and Family Well-being at the School of Human Ecology, University of Wisconsin-Madison, September 2015.
- “New Parent Decision Making in a Culture of Choice Overload,” *C4 Research Series*, Chicago, IL, February 2015.
- “(Re)assembling the Social in Consumer Research,” *ACR Perspectives Session*, Association for Consumer Research Conference, October 2014.
- “Consumer Culture Theory Session,” *AMA-Sheth Foundation Doctoral Consortium*, Northwestern University, Chicago, IL, June 2014.
- “Consumer Culture Theory Session,” *ACR Doctoral Symposium*, Chicago, Illinois, October 2013.
- “Outsourcing Parenthood: How Families Manage Care Assemblages Using Expanded Services,” invited presentation, University of Illinois at Urbana-Champaign, March 2013.
- “Consumer Culture Theory Session,” *ACR Doctoral Symposium*, Vancouver, Canada, October 2012.
- “Connected Families: How Consumption Practices Survive Distance,” invited presentation, Queens University, February 2012.
- “Consumer Culture Theory Session,” *ACR Doctoral Symposium*, St. Louis, Missouri, October 2011.
- “Connected Families: How Consumption Practices Survive Distance,” invited speaker and chair for a session on Qualitative Data Analysis, *AMA-Sheth Foundation Doctoral Consortium*, Oklahoma State University, Stillwater, OK, June 2011.
- “How Customer Networks Integrate Resources to Accomplish Identity Goals: A New Approach to Platform Design,” invited speaker, University of Arizona, January 2010.

“Designing Solutions around Customer Network Goals,” invited presentation, York University, March 2010.

“Young Scholars,” invited panelist, *AMA-Sheth Foundation Doctoral Consortium*, June 2010 & 2011.

“Transitioning from Doctoral Student to Junior Faculty: Best Practices,” Invited roundtable participant, *AMA Summer Educators’ Conference*, Chicago, IL, August 2009.

CONFERENCE PRESENTATIONS (REFEREED PROCEEDINGS)

Epp, Amber M. (2026), “Assembling Impact: Learning from Marketing’s Institutional Entrepreneurs,” Invited Panelist, *American Marketing Association Winter Academic Conference*, Madrid, Spain.

Epp, Amber M. (2025), “Using Artificial Intelligence Tools in CCT Research,” Invited roundtable participant, *Consumer Culture Theory Conference*, London, UK.

Coskuner-Balli, Gokcen and Amber M. Epp (2025), “Responsibilization of Caring Citizen-Consumers,” *Consumer Culture Theory Conference*, London, UK.

Derbaix, Maud, Amber M. Epp, and Francois Fouss (2025), “Surviving the Race: Serious Leisure, Family Time and Consumption Practices,” *Consumer Culture Theory Conference*, London, UK.

Franco, Pao, Adam Slobodzian, Amber M. Epp, and Tandy Thomas (2025), “Shhhh!-arenting Practices: How Parents Manage Online Sharing Tensions,” *Consumer Culture Theory Conference*, London, UK.

Epp, Amber M. (2025), “Advancing Queer Consumer Research,” Invited focused forum participant, *Consumer Culture Theory Conference*, London, UK.

Epp, Amber M. (2025), “Better World Marketing of Services for Family Caregivers,” Invited Panelist, *American Marketing Association Winter Academic Conference*, Phoenix, Arizona.

Epp, Amber M. (2025), “Consumer Behavior SIG – Effectively Mentoring Doctoral Students,” Invited Panelist, *American Marketing Association Winter Academic Conference*, Phoenix, Arizona.

Epp, Amber M. (2024), “Digital Inclusion and Consumer Empowerment,” Invited roundtable participant, *Association for Consumer Research* conference, Paris, France.

Geyik, Pelin, Amber M. Epp, and Henri Weijo (2024), “Gender-Conscious Parenting,” Special Session on Societal Shifts and Identity Performances, *Association for Consumer Research* conference, Paris, France.

Epp, Amber M. (2024), “Consumer Inclusion and Empowerment in Digital Times,” Invited roundtable participant, *Consumer Culture Theory Conference*, San Diego, CA, July 2024.

- Geyik, Pelin, Amber M. Epp, and Henri Weijo (2024), “‘He Can Become Whatever Kind of Boy He Wants to Be’: Gender-Conscious Parenting,” *Consumer Culture Theory Conference*, San Diego, CA, July 2024.
- Tomar, Nitisha and Amber M. Epp (2023), “Ludic Publics: Transformation through Ludic Consumption,” *Association for Consumer Research* conference, Seattle, WA.
- Epp, Amber M. (2023), “Moving toward an Institutional Utopia for CCT: Developing Plans for CCT Market Expansion,” workshop panelist, *Consumer Culture Theory Conference*, Lund, Sweden.
- Franco, Paolo, Marcus Phipps, Robin Canniford, and Amber M. Epp (2022), “Resisting Entropy: How Consumers and Objects Share ‘Work’ Involved in Sustaining Continued Use of Tech-Products,” *Association for Consumer Research* conference, Denver, CO.
- Tomar, Nitisha and Amber M. Epp (2022), “Community through Competition – Exploring the Trajectories of Deep Play and Communal Experiences Post Disruption,” *Consumer Culture Theory Conference*, Corvallis, Oregon.
- Tomar, Nitisha and Amber M. Epp (2022), “Ethnographic Futures in the Pandemic World,” Roundtable Co-Organizer, *Consumer Culture Theory Conference*, Corvallis, Oregon.
- Epp, Amber M., Nitisha Tomar, and Adina Robinson (2022), “Challenges to Social Solidarity: How Vaccine-Hesitant Parents use Emotion Work to Navigate an Economy of Morals,” *American Marketing Association Winter Educators’ Conference*, Las Vegas, NV.
- Epp, Amber M., Nitisha Tomar, and Adina Robinson (2021), “The Seesaw of Loss and Hope: How Vaccine-Hesitant Parents Justify and Experience their Choices within Economies of Worth,” *Association for Consumer Research* conference.
- Tomar, Nitisha and Amber M. Epp (2021), “The Babel of Collective Consumption: Tensions and Heterogeneity in Communities and Subcultures,” *Association for Consumer Research* conference.
- Epp, Amber M. (2019), “Beyond Identity Salience: How the Dynamic Self Impacts Consumer Behavior,” Knowledge Forum Panelist, *Association for Consumer Research* conference, Atlanta, GA.
- Velagaleti, Sunaina and Amber M. Epp (2019), “When Consensus Is Lost: Mobilizing Capital to Establish Consumer Legitimacy,” *Association for Consumer Research*, Atlanta, GA.
- Franco, Pao, Marcus Phipps, Robin Canniford, and Amber Epp (2019), “‘Let Me Write That Down’: Material Speed and Older Consumer Technology Adoption,” *Consumer Culture Theory Conference*, Montreal.
- Epp, Amber (2018), “Reaching Out and Building Up: Making Theoretical Contributions to Substantive Domains,” Roundtable Participant, *Consumer Culture Theory Conference*, University of Southern Denmark.
- Epp, Amber (2018), “Doing Observational Research,” panelist, *American Marketing Association Winter Educators’ Conference*, New Orleans, LA.

- Velagaleti, Sunaina and Amber M. Epp (2015), "Pursuing Marriage Equality in the Marketplace: Stigmatized Consumers' Responses to Mainstream Marketplace Access," *Association for Consumer Research* conference, New Orleans, LA.
- Velagaleti, Sunaina and Amber M. Epp (2015), "Pursuing Marriage Equality in the Marketplace: Stigmatized Consumers' Responses to Mainstream Marketplace Access," *Consumer Culture Theory* conference, Fayetteville, AR.
- Epp, Amber M. and Sunaina Velagaleti (2012), "Outsourcing Motherhood: Managing Assemblages of Care," *Advances in Consumer Research*, V. 40, ed. Zeynep Gurhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 18-21.
- Epp, Amber M., Hope Jensen Schau, and Linda L. Price (2011) ,"Connected Coalitions: Preserving Brand Loyalty Across Distances," *Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 242-3.
- Epp, Amber M. (2010), "Eliciting and Analyzing Collectively-Told Narratives for Theory-Building in Consumer Research," *European Association for Consumer Research* conference, Vol. 9, 85-86.
- Epp, Amber M., Kelli Frias-Gutierrez, and Linda L. Price (2009), "The Idealization of Family Dinner and Post-Feminist Strivings," *Consumer Culture Theory* conference, Ann Arbor, MI.
- Epp, Amber M., Linda L. Price, and Eric J. Arnould (2008), "Agency, Identity, and Materiality: The Storied Life of a Family and Their Table," *Association for Consumer Research* conference, 36, 53-55.
- Epp, Amber M. and Linda L. Price (2008), "Consuming Together and Apart: Sharing as Being a Family," *Consumer Culture Theory* conference, Boston, MA.
- Epp, Amber M. and Linda L. Price (2008), "Authoritative Performances: How Families Use Firms' Operand Resources," *American Marketing Association Winter Educators' conference*, 19.
- Epp, Amber M. (2007), "Idealized Family Time: Collective Identity Interplay in Vacations," *Association for Consumer Research* conference, 35, 189-193.
- Epp, Amber M. and Linda L. Price (2007), "Family Identity and the Meaning of Home," *European Advances in Consumer Research*, 8.
- Epp, Amber M. and Linda L. Price (2006), "Reflecting Family: Home Furnishings as Consumption Symbols of Family Identity," *European Advances in Consumer Research*, 7, 155-159.
- Epp, Amber M. and Eric J. Arnould (2006), "Enacting the Family Legacy: How Family Themes Influence Consumption Behavior," *Advances in Consumer Research*, 33 (1), 82-86.
- Epp, Amber M. and Linda L. Price (2005), "Rethinking Family Consumption: An Exploration of Family Identity," *Advances in Consumer Research*, 32 (1), 9-13.

TEACHING EXPERIENCE

University of Wisconsin-Madison

Spring 2023-Present	Consumer Behavior – PMBA Badge Course (MKT 705)
Fall 2008-Present	Consumer Behavior (MKT 305)
Fall 2017-2021	Qualitatively-Based Marketing Insights (MKT 805)
Fall 2009-2014	Consumer Behavior (MKT 705)

University of Nebraska-Lincoln

Fall 2005-06	Services Marketing (MRKT 490)
Summer 2006	Marketing Management (MRKT 442)
Spring 2004-06	Honors Introduction to Marketing (MRKT 341H)
Summer 2004, 2007	Introduction to Marketing (MRKT 341)
Fall 2000-Spring 2003	Marketing Recitation (MRKT 341)

SUMMARY OF KEY TEACHING EVALUATION ITEMS

Courses (selected)	Semester	Rank	No. of Students	Instructor Rating*
Consumer Behavior (hybrid)	Fall 2025	Undergraduate	38	4.79
Consumer Behavior (hybrid)	Spring 2025	Professional MBA	27	4.90
Consumer Behavior (hybrid)	Fall 2024	Undergraduate	50	4.63
Consumer Behavior (hybrid)	Spring 2023	Professional MBA	52	4.77
Consumer Behavior (asynchronous online)	Fall 2022	Online Undergraduate	36	4.83
Qualitatively-Based Marketing Insights	Fall 2021	MBA	14	4.84
Consumer Behavior (hybrid)	Fall 2021 (2 sections)	Undergraduate	97	4.80
Consumer Behavior (online)	Fall 2020**	Undergraduate	54	4.83
Qualitatively-Based Marketing Insights	Fall 2019	MBA	8	4.83
Consumer Behavior	Fall 2019 (2 sections)	Undergraduate	107	4.89
Consumer Behavior	Fall 2018 (3 sections)	Undergraduate	153	4.86
Qualitatively-Based Marketing Insights	Fall 2017	MBA	14	4.88
Consumer Behavior	Fall 2017	Undergraduate	99	4.87
Consumer Behavior	Fall 2015 (3 sections)	Undergraduate	153	4.86
Consumer Behavior	Fall 2014	Undergraduate	55	4.82
Consumer Behavior	Fall 2014	MBA	21	4.86
Consumer Behavior	Fall 2013 (2 sections)	Undergraduate	93	4.83
Consumer Behavior	Fall 2012 (2 sections)	Undergraduate	109	4.72
	Fall 2012	MBA	43	4.44
Consumer Behavior	Fall 2011 (2 sections)	Undergraduate	112	4.80
Consumer Behavior	Fall 2011	MBA	32	4.58
Consumer Behavior	Fall 2010 (2 sections)	Undergraduate	107	4.82

Consumer Behavior	Fall 2010	MBA	42	4.60
Consumer Behavior	Fall 2009 (2 sections)	Undergraduate	108	4.70
Consumer Behavior	Fall 2009	MBA	22	4.13
Consumer Behavior	Fall 2008 (3 sections)	Undergraduate	144	4.79
Services Marketing	Fall 2006	Undergraduate	44	4.73
Honors Marketing	Spring 2006	Undergraduate	21	4.76

*Based on a 5-point scale (1=low/5=high), averaged across undergraduate sections where applicable

**Two of my online sections during COVID had very low response rates, and thus are not reported.

DISSERTATION/THESIS SUPERVISION

Tomar, Nitisha, Dissertation Chair, “Exploring Ludic Consumption as a Creative Mode of Public Dialogue,” University of Wisconsin-Madison, [ACR dissertation award winner, 2023], (March 2019-August 2024), Placement – Bayes Business School, City University of London.

Geyik, Pelin, Committee Member, “Gender-Conscious Consumer Socialization,” Aalto University, (December 2021-Present), Placement – SKEMA Business School, Lille, France.

Ayoz, Sila, Committee Member, “The Socio-technical Performativity of the Platform Economy: How Disruptive Innovations Transform Market Systems,” (December 2024-Present).

Colligan, Carissa, Committee Member, “More Than Modality: Conceptualizing Virtual Volunteering,” Drexel University (August 2024-Present).

Ottlewski, Lydia, Co-Supervisor, “Alternative Ways of Constructing Family Using Market Resources,” Universität St. Gallen (June 2018-December 2020).

Isisag, Anil, Committee Member, “Mobile Dating Apps and the Gamification of Entrepreneurialized Romance,” University of Wisconsin-Madison (March 2018-May 2020)

Franco, Paolo, Committee Member, “‘Becoming Together’: The Integration of Technology into Everyday Family Life,” University of Melbourne (June 2017-May 2020)

Kumar, Ankita, Committee Member, “Conflicting Institutional Logics and Value Creation in the Eldercare Services Market,” University of Wisconsin-Madison (June 2016-July 2019)

Thomas, Meredith, Committee Member, “Owning Community,” University of Wisconsin-Madison (August 2015-May 2018)

Velagaleti, Sunaina, Dissertation Chair, “From Symbolic Violence to Revolution: How Social Change Impacts Consumer Legitimacy in the Marketplace,” University of Wisconsin-Madison (June 2014-May 2017), Placement – Industry, Ignite 360.

Paulson, Erika, Committee Member, “Social Disruption and Marketer Response,” Marketing, University of Wisconsin-Madison (January 2013-May 2014)

Alexis, Cydney, Reading Member, "Material Culture of Writing," Composition & Rhetoric, University of Wisconsin-Madison. (June 2011 – May 2012).

UNIVERSITY SERVICE

2025-present	PhD Coordinator, Marketing Department, Wisconsin School of Business
2025-present	Member, WSB Academic Planning Council (also 2020-2023)
2022-2023	Member, Marketing Department Strategy Committee
2024-2025	Chair, Board of Directors, University Book Store
2025	Panelist, WSB Talking About Teaching – Authentic Assessment
2018-2024	Executive Committee, Board of Directors, University Book Store
2020-2024	Member, BBA Educational Innovation Committee, Marketing Department
2019-2023	Chair, Dean of Students Advisory Committee
2020-2022	Senator, Faculty Senate, University of Wisconsin-Madison
2022	Member, Phase II Curriculum: “The Wisconsin Way,” Wisconsin School of Business
2021	Member, Phase II Curriculum Task Force, Wisconsin School of Business
2020	Member, Marketing Department Faculty Recruiting Committee (also 2012-2013)
2014-2020	Member, BBA Curriculum Committee, Wisconsin School of Business
2019	Member, WSB Strategic Planning Task Force
2018-2019	Member, Dean of Students Advisory Committee
2019	Guest speaker, Business Emerging Leaders Program, Wisconsin School of Business
2018	Member, Wisconsin School of Business Dean Search Committee
2017-2018	Member, Board of Directors, University Book Store
2013-2017	Invited panelist, Compass Facilitator Teaching Program
2010-2016	Member, Marketing Department Ph.D. Committee
2014	Department Champion, Learning Assessment
2011-2015	Faculty Representative, Mittelstaedt Doctoral Symposium
2011-2013	Co-advisor, Mu Kappa Tau
2013	Marketing Faculty Representative, Get Down to Business—Outreach Event
2012-2013	Instructor, Canvas Learning Management System, Pilot Program
2012, 2013	Member, Marketing Department Scholarship Committee
2012	Marketing Faculty Representative, WSoB Welcome Week Networking Event
2012	Marketing Faculty Representative, Ignite the Potential—Outreach Activities
2010	Faculty Representative, Haring Doctoral Symposium
2007-2008	Executive Chair, Graduate Student Association
2006-2007	Vice-Chair of External Affairs, Graduate Student Association
2006-2007	Student Representative, UNL Graduate Council
2006-2007	Member, UNL Teaching Assistant Workshop Planning Committee
2005-2006	Executive Council, Charter Member, Graduate Student Association
2005-2006	President, Marketing Doctoral Association

PROFESSIONAL SERVICE ACTIVITIES

2025-2026	President, American Marketing Association, Academic Council
2026	Faculty Ambassador, AMA DocSIG Global Colloquium
2024-2025	President-Elect, American Marketing Association, Academic Council
2023-2027	Executive committee, American Marketing Association, Academic Council
2026	Member, ACR Early Career Award Selection Committee
2024-2026	Member, Robert J. Lavidge Award Selection Committee
2018-present	Associate Editor, <i>Journal of Marketing</i>
2026-present	Member, Editorial Review Board, <i>Journal of Marketing Research</i>
2013-present	Member, Editorial Review Board, <i>Journal of Consumer Research</i>
2020-present	Member, Editorial Review Board, <i>Journal of Public Policy & Marketing</i>
2019-present	Member, Editorial Review Board, <i>Journal of Service Research</i>
2015-present	Ad hoc reviewer, <i>Journal of Marketing Research</i>

2010-present Ad hoc reviewer, *Journal of Consumer Psychology*
2010-present Ad hoc reviewer, *Consumption, Markets & Culture*
2025-2026 Member, AMA-EBSCO-RRBM Award Committee
2025 Member, *Journal of Marketing Research* Editor-in-Chief Selection Committee
2025 Track co-chair, Workshops & Roundtables, ACR Conference
2025 Member, AMA-Irwin-McGraw-Hill Distinguished Educator Award Committee
2025 Invited reviewer, MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (also 2024, 2011)
2017-2024 Treasurer, *Consumer Culture Theory (CCT) Consortium*
2011-2024 Faculty mentor, Qualitative Data Analysis Workshop, CCT Pre-Conference
2024 Faculty Mentor, Tenure Project Conference
2024, 2020 Program committee member, ACR Conference
2020-2023 Member, American Marketing Association, Academic Council
2023 Co-Chair, Doctoral Consortium, Summer AMA Marketing Educators' Conference
2018-2021 Vice-President, Policy Board, *Journal of Consumer Research*
2020 Co-Chair, AMA Summer Academic Conference
2019 Associate Editor, Association for Consumer Research Conference
2019 Associate Editor, Winter AMA Marketing Educators' Conference
2019 Program committee member, Managerially Relevant Consumer Insights (CBSIG)
2018 Program committee member, European Association for Consumer Research Conference
2012, 2018 Invited reviewer, John A. Howard/AMA Doctoral Award Competition
2017 Member, ACR Early Career Award Selection Committee
2017 Associate Editor, Association for Consumer Research Conference
2017 Associate Editor, Winter AMA Marketing Educators' Conference
2017 Co-chair, CCT Track, Summer AMA Marketing Educators' Conference
2016-2017 Member, Policy Board, *Journal of Consumer Research*
2014-2018 Ad hoc reviewer, *Journal of Services Research*
2014-15, 2017 Co-chair, CCT Track, Winter AMA Marketing Educators' Conference
2012-2018 Member, Editorial Review Board, *Journal of Marketing*
2016 Ad hoc reviewer, *Journal of Family Communication*
2015 Co-Chair, ACR Doctoral Symposium
2015 Program committee member, Society for Consumer Psychology Conference
2011, 2014 Program committee member, ACR Asia-Pacific Conference
2010-2014 Program committee member, ACR
2013 Jury head, Sidney J. Levy Award
2007-2013 Ad hoc reviewer, *Journal of Consumer Research*
2013 Co-chair, Poster Session, Consumer Culture Theory Conference
2012 Ad hoc reviewer, *Journal of Marketing*
2011 Organizing committee member, Politics of Consumption Conference
2010 Program committee member, Consumer Culture Theory Conference
2010 Ad hoc reviewer, *Journal of Consumer Culture*
2010 Ad hoc reviewer, *Journal of Marketing Management*
2010 Invited reviewer, ACR/Sheth Foundation Dissertation Grants Competition
2009, 2012 Reviewer, Consumer Culture Theory Conference
2008-2009 Reviewer, Association for Consumer Research Conference
2007 Ad hoc reviewer, *Journal of Consumer Behaviour*
2005, 2006 Co-organizer, Mittelstaedt Doctoral Symposium
2005 Volunteer worker, Association for Consumer Research Conference
2005 Discussant, Mittelstaedt Doctoral Symposium

TRAINING AND PROFESSIONAL DEVELOPMENT ACTIVITIES

2021 Microaggressions and Inclusion in Education Workshop, Wisconsin School of Business
2021 Unconscious Bias Workshop, Wisconsin School of Business
2020 WISELI workshop for search committee members, UW-Madison

AFFILIATIONS

Member, Association for Consumer Research
Member, Consumer Culture Theory Consortium
Member, American Marketing Association
Member, Marketing Science Institute
Member, American Association of Family & Consumer Sciences