

Joann Peck

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ACADEMIC POSITIONS

University of Wisconsin-Madison, Associate Dean of Learner Success & Assessment, 2024-present
University of Wisconsin-Madison, Associate Dean of Teaching Innovation & Assessment, 2021-2024
University of Wisconsin-Madison, Full Professor, 2021
University of Wisconsin-Madison, Associate Professor, 2009-present
University of Wisconsin-Madison, Associate Dean, Undergraduate Programs, 2011-2017
University of Wisconsin-Madison, Assistant Professor, 2001-2008
University of Chicago, Visiting Assistant Professor, University of Chicago, 2000-2008

EDUCATION

Ph.D. Carlson School of Business, University of Minnesota
Major: Marketing; Minor: Psychology 2000
M.B.A. Wisconsin School of Business, University of Wisconsin-Madison
Major: Marketing 1994
B.S. University of Michigan, Secondary Education
Major: Mathematics; Minor: General Science 1981

RESEARCH INTERESTS

My research is primarily in the areas of nonverbals and psychological ownership. I began with a focus on haptics and specifically product touch and have expanded in the nonverbal area to interpersonal touch and textual paralanguage. I have also delved in psychological ownership with some projects overlapping haptics and ownership. I continue to work in the haptics and ownership areas while broadening my interests based on PhD student interests.

PEER-REVIEWED PUBLICATIONS (* equal contribution)

Yoon, Rin, Joann Peck and Suzanne Shu, "Increasing Hotel Loyalty Through Psychological Ownership," *Cornell Hospitality Quarterly*, conditional accept Nov 2024.

*Krishna, Aradhna, *Andrea Webb Luangrath, and *Joann Peck (2024), "A Review of Touch Research in Consumer Psychology," *Journal of Consumer Psychology* 34, (2), 359-381.

Lu, Zoe Y., Suyeon Jung, and Joann Peck (2024), "It Looks Like "Theirs": When and Why Human Presence in the Photo Lowers Viewers' Liking and Preference for an Experience Venue," *Journal of Consumer Research* 51 (2), 321-341.

Ringler, Christine, Nancy J. Sirianni, Joann Peck, and Anders Gustafsson (2024), "Does Your Demonstration Tell the Whole Story? How a Process Mindset and Social Presence Impact the Effectiveness of Product Demonstrations," *Journal of the Academy of Marketing Science*, 52(2), 512-530.

- Jha, Subhash, M. S. Balaji, and Joann Peck (2023), "Conveying Product Weight in Digital Media Using a Hand Image," *Journal of Retailing*, 99 (3), 353-369.
- *Peck, Joann, and *Andrea W. Luangrath (2023), "A Review and Future Avenues for Psychological Ownership in Consumer Research, " *Consumer Psychology Review*, 6 (1), 52-74.
- Jung, Wonsuk, Joann Peck, Mauricio Palmeira, and Kyeongheui Kim (2022) "An Unintended Consequence of Product Upgrades: How Upgrades can Make Current Consumers Feel Left Behind," *Journal of Marketing Research*, 59 (5), 1019-1039.
- Kirk, Colleen P., Joann Peck, Constantine Sedikides and Claire Hart (2022), "Just My Luck: Narcissistic Admiration and Rivalry Differentially Predict Word of Mouth About Promotional Games," *Journal of Business Research*, 150, 374-388.
- Polman, Evan, Rachel L. Ruttan and Joann Peck (2022), "Using Curiosity to Increase the Choice of 'Should' Options," *Organization Behavior and Human Decision Processes*, 173.
- Cleroux, Angelina, Joann Peck, and Ori Friedman (2022), "Young Children Infer Psychological Ownership from Stewardship," *Developmental Psychology*, 58(4), 671–679.
- Luangrath, Andrea, Joann Peck, William Hedgcock and Yixiang Xu (2022), "Observing Product Touch: The Vicarious Haptic Effect in Digital Environments and Virtual Reality," *Journal of Marketing Research*.
- *Peck, Joann, *Colleen Kirk, *Andrea Luangrath and *Suzanne B. Shu (2021), "Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship for Public Goods," *Journal of Marketing*, 85 (2), 33-49.
- *Fritze, Martin P., *Martin Benkenstein, *Russell Belk, *Joann Peck, *Bart Claus and *Jochen Wirtz (2021) "Commentaries on the Sharing Economy: Advancing New Perspectives," *Journal of Service Management Research*, 5 (1), 3-19.
- Luangrath Webb, Andrea, Joann Peck and Anders Gustafsson (2020), "Should I Touch the Customer? Rethinking Interpersonal Touch Effects from the Perspective of the Touch Initiator," *Journal of Consumer Research*.
- Jha, Subhash, M.S. Balaji, Joann Peck, Jared Oakley, and George D. Deitz (2020), "Effects of Environmental Haptic Cues on Consumer Perceptions of Retailer Warmth and Competence, *Journal of Retailing*.
- Ringler, Christine, Nancy Sirianni, Anders Gustafsson and Joann Peck (2019), "Look but Don't Touch! The Impact of Active Interpersonal Haptic Blocking on Compensatory Touching and Purchasing," *Journal of Retailing*, 95 (4), 186-203.
- Kirk, Colleen, *Joann Peck and *Scott Swain (2018), "Property Lines in the Mind: Consumers' Psychological Ownership and Their Territorial Responses," *Journal of Consumer Research*, 45 (1), 148-168.
- Luangrath, Andrea, Joann Peck and Victor Barger (2017), "Textual Paralanguage and Its Implications for Brand Communications," *Journal of Consumer Psychology* 27 (1) 98-107.

- Webb, Andrea and Joann Peck (2015), "Individual Differences in Interpersonal Touch: On the Development, Validation and Use of the 'Comfort with Interpersonal Touch' (CIT) Scale," *Journal of Consumer Psychology*, 25 (1), 60-77.
- Johnson, Jennifer Wiggins, Joann Peck and David A. Schweidel (2014), "Can Purchase Behavior Predict Relationship Perceptions and Willingness to Donate," *Psychology & Marketing*, 31 (8), 647-659.
- Peck, Joann, Victor Barger and Andrea Webb, (2013) "In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Psychological Ownership and Object Valuation," *Journal of Consumer Psychology*, 23 (2), 189-196.
- Klatzky, Roberta L. and Joann Peck (2012), "Please Touch: Aesthetic Features that Invite Touch," *IEEE Transactions on Haptics*, 5 (2), 139-147.
- *Shu, Suzanne and *Joann Peck (2011), "Perceived Ownership and Affective Reaction: Emotional Attachment Process Variables and the Endowment Effect," *Journal of Consumer Psychology*, 21, 439-452.
- Peck, Joann and Jennifer Wiggins Johnson (2011), "Autotelic Need for Touch, Haptics and Persuasion: The Role of Involvement," *Psychology & Marketing*, 28 (3), 222-239.
- Thomas, Veronica, Jennifer Wiggins Johnson and Joann Peck (2010), "Do Specialized MBA Programs Cultivate Alumni Relationships and Donations," *Journal of Marketing for Higher Education*, 20 (1), 119-134.
- *Peck, Joann and *Suzanne Shu (2009), "The Effect of Mere Touch on Perceived Ownership," *Journal of Consumer Research*, October 36(3), 434-447.
- Peck, Joann and Jennifer Wiggins (2006), "It Just Feels Good: Consumers' Affective Response to Touch and Its Influence on Persuasion," *Journal of Marketing*, 70, October, 56-69.
- Peck, Joann and Terry L. Childers (2006), "If I Touch It I have to Have it: Individual and Environmental Influences on Impulse Purchasing," *Journal of Business Research*, 59, 765-769.
- Loken, Barbara and Joann Peck (2005), "The Effects of Instructional Frame on Female Adolescents' Evaluations of Larger-Sized Models in Print Advertising," *Journal of Applied Social Psychology*, 35(4), 850-868.
- Peck, Joann and Barbara Loken (2004), "When Will Larger-Sized Female Models in Advertisements be Viewed Positively? The Moderating Effects of Instructional Frame, Gender, and Need-for- Cognition," *Psychology & Marketing*, 21 (6), 425-442.
- Peck, Joann and Terry L. Childers (2003), "To Have and To Hold: The Influence of Haptic Information on Product Judgments," *Journal of Marketing*, April 67 (2), 35-48.
- Peck, Joann and Terry L. Childers (2003), "Individual Differences in Haptic Information Processing: On the Development, Validation, and Use of the 'Need for Touch' Scale," *Journal of Consumer Research*, 30 (3), 430-442.
- Loken, Barbara, Christopher Joiner and Joann Peck (2002), "Category Attitude Measures: Exemplars as

Inputs,” *Journal of Consumer Psychology*, 12 (2), 149-162.

Childers, Terry, Chris Carr, Joann Peck and Stephen Carson (2001), “Hedonic and Utilitarian Motivations for Online Retail Shopping Behavior,” *Journal of Retailing*, 77, 511-535

BOOK CHAPTERS

Peck, Joann and Andrea Webb Luangrath (2018), “Looking Ahead: Future Research in Psychological Ownership,” in *Psychological Ownership and Consumer Behavior*, Eds. Joann Peck and Suzanne Shu, Springer.

*Shu, Suzanne B. and *Joann Peck (2018), “Solving Stewardship Problems with Increased Psychological Ownership,” in *Psychological Ownership and Consumer Behavior*, Eds. Joann Peck and Suzanne Shu, Springer.

Pierce, Jon and Joann Peck (2018), “The History of Psychological Ownership and its Emergence in Consumer Psychology,” in *Psychological Ownership and Consumer Behavior*, Eds. Joann Peck and Suzanne Shu, Springer.

Peck, Joann (2010), “Does Touch Matter? Insights from Haptic Research in Marketing,” in *Sensory Marketing: A Confluence of Psychology, Neuroscience and Consumer Behavior Research*, Aradhna Krishna, Ed., Psychology Press/Routledge, New York, New York.

Childers, Terry L. and Joann Peck (2010), “Informational and Affective Influences of Haptics on Product Evaluation: Is What I Say How I Feel?” in *Sensory Marketing: A Confluence of Psychology, Neuroscience and Consumer Behavior Research*, Aradhna Krishna, Ed., Psychology Press/Routledge New York, New York.

Peck, Joann and Terry L. Childers (2008), “Effects of Sensory Factors on Consumer Behaviors,” In F. Kardes, C. Haugtvedt, and P. Herr (Ed.), *Handbook of Consumer Psychology*. Mahwah, NJ: Erlbaum, 193-220.

BOOK

Peck, Joann and Suzanne Shu editors (2018), “*Psychological Ownership and Consumer Behavior*,” Springer.

MANUSCRIPTS UNDER REVIEW

Jung, Wonsuk, Joann Peck and Yohei Nishimura, “Enhanced or Exaggerated – Subjective Knowledge and Bias in Product Upgrade Evaluation,” submitted to the *Journal of Marketing Research*, Dec 2024..

Luangrath, Andrea, Joann Peck and Anders Gustafsson, “The Staying Power of Unnoticed Touch: Interpersonal Touch Affects How Consumers Spend Time in Store,” invited revision at *Journal of Service Research*.

RESEARCH IN PROGRESS

Jung, Suyeon and Joann Peck, “The Effect of Brand Control over Influencer Posts on Consumer Engagement, and Interest in the Sponsored Product,” target *Journal of Consumer Research*, Spring 2025.

Jung, Wonsuk, Bowen Ruan, Joann Peck and Anders Gustafsson, “Grip not to Slip: How Haptic Roughness Leads to Psychological Ownership,” target *Journal of Consumer Psychology*, Spring 2025.

Jung, Suyeon, Anjali Tapadiya, Wendy Jiang and Joann Peck, “Interpersonal Touch Observation and Textual Paralanguage: Combining Non-Verbal Communication in Political Communications.”

Jung, Suyeon, Andrea Luangrath, and Joann Peck, “The Stability and Change in Touch Preferences: The Effect of #MeToo and COVID-19 on Individual Differences in Interpersonal and Product Touch.

Cedeno, Michelle, Weston Baxter and Joann Peck, “Designing for Psychological Ownership: A Methodological Mapping Method to Help Influence Ownership and Create Sustainable Interventions for Behavior Change.”

Peck, Joann, Andrea Webb Luangrath and Victor Barger, “Does a Lawyer Touch Matter?: Persuasion and Touch in the Courtroom.”

RESEARCH AWARDS AND HONORS

Noble/Grewal/Gundlach Mentoring Award (2025) -Awarded by the *American Marketing Association* to honors scholars who have been exceptional mentors to doctoral students or junior scholars. Awarded at the Winter AMA conference in Phoenix, AZ, 2025.

Invited with Andrea Luangrath to do “How I Wrote this Podcast” hosted by Karen Winterich, *Journal of Marketing Research*, recorded August 29, 2023.

Invited as Legacy Speaker, Haring Symposium, April 14, 15 2023, Bloomington, Indiana.

Erwin A. Gaumnitz Distinguished Faculty Research award winner (2022), awarded annually to one faculty member at the Wisconsin school of Business, University of Wisconsin-Madison. The award is based on the caliber, significance, and productivity of research.

Journal of Marketing article “Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship for Public Goods,” was finalist for 2022 *Journal of Marketing* **AMA/Marketing Science Institute/H. Paul Root Award**-given for a significant contribution to the advancement of the practice of marketing in a calendar year.

Journal of Marketing article “Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship for Public Goods,” was finalist for the 2021 *Journal of Marketing* **Shelby D. Hunt/Harold H. Maynard Award** -recognizes the article published in the *Journal of Marketing* (JM) that make the most significant contributions to marketing theory in a given calendar year.

Nominated for President of the *Society for Consumer Psychology*, Oct, 2020.

Journal of Marketing article “Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship for Public Goods,” was selected to be part of the *Journal of Marketing* Webinar: Insights for Managers Series, November 19, 2020.

Awarded BRITE lab research grant with Wonsuk Jung, \$3,000, November 2020.

University of Wisconsin-Madison Graduate School Research Grant, 2001-2005, 2012, 2013 2020

Invited as Keynote speaker, Southern Ontario Behavioral Decision Research Conference, Ontario, May 2019
Elected to the Board of Directors of SynTouch, <https://www.syntouchinc.com/en/company/>, an LA based company quantifying elements of touch, August 2018.

Park Young Scholar award, *Journal of Consumer Psychology* awarded to Andrea Luangrath for the paper, "Textual Paralanguage and Its Implications for Brand Communications," with Joann Peck and Victor Barger, March 2018.

Highly Cited Paper award, Elsevier, *Journal of Consumer Psychology*, January 2017.

Peck, Joann, Victor Barger and Andrea Webb, (2013) "In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Psychological Ownership and Object Valuation," *Journal of Consumer Psychology*, 23 (2), 189-196.

Park Award for Outstanding Paper, *Journal of Consumer Psychology*, 2016.

Peck, Joann, Victor Barger and Andrea Webb, (2013) "In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Psychological Ownership and Object Valuation," *Journal of Consumer Psychology*, 23 (2), 189-196.

Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2014.

AMA Sheth Consortium faculty attendee 2013 University of Michigan, 2017 University of Iowa, 2023 BI Oslo, Norway.

ACR Doctoral Symposium Faculty, 2013-present.

Vilas Life Cycle Professorship Award, 2007.

Association for Consumer Research, Best Working Paper Presentation, 2003 with Jennifer Wiggins

Society for Consumer Psychology Conference, Honorable Mention Award for the Best Paper submitted by a Ph.D. student, 1999.

TEACHING AWARDS

University of Wisconsin-Madison-Emil H. Steiger Distinguished Teaching Award, 2008.

University of Wisconsin School of Business MKT Marketing Professor of the Year, 2006, 2007, 2009.

University of Wisconsin School of Business Lawrence J. Larson Excellence in Teaching Award, 2005

COURSES TAUGHT

Conscious and Non-Conscious decision making; undergraduate freshmen direct admits from high school

Consumer Psychology; Ph.D. Seminar

Marketing Strategy; undergraduate and MBA

Marketing Management; day, evening, weekend and executive MBA, University of Wisconsin, University of Chicago

Principles of Marketing; undergraduate, University of Minnesota

Consumer Behavior; undergraduate, full time MBA, evening MBA, executive MBA, University of Wisconsin-Madison, undergraduate and evening MBA, University of Wisconsin.

INVITED PRESENTATIONS (last 10 years)

"Haptics Past, Present and Future, Notre Dame, South Bend, Indiana, Nov 1, 2024.

"The Power of Haptics," Fireside discussion with Marc Hostovsky, CEO of Minoan Experience, Leadership Series, October 25, 2024.

"Ownership Theory and Public Goods," City University of Hong Kong, April 17, 2024.

"Innovations in Higher Education," EFMD Global Americas Conference, Mexico City, Mexico, Oct 11-13, 2023.

"Haptics and Ownership Theory," Oregon State University, May 12, 2023.

- “Everything Will be Fine,” Legacy Speaker, Haring Symposium, Bloomington, Indiana, April 14, 15, 2023.
- “Insights and Future Work on Haptics and Psychological Ownership, University of California-Riverside, April 7, 2022.
- “Vicarious Touch in Digital Environments,” University of Miami digital speaker series, Feb 5, 2021.
- “Tangibility and Design: Getting Research Ideas,” invited by a joint program at The Royal College of Art and The Imperial College of London, London, England, zoom seminar, presented to the Innovation Design Engineering Masters students, October 16, 2020.
- “Psychological Ownership and Field Experiments,” Cornell University PhD zoom seminar, October 6, 2020.
- “Psychological Ownership and Vicarious Haptic Experiences,” invited as the Keynote speaker, Southern Ontario Behavioral Decision Research Conference, May 2019.
- “From Haptics Research to Psychological Ownership and Stewardship,” Distinguished Speaker series, Iowa State University, Ames, Iowa, March 2018.
- “Psychological Ownership Theory and Haptic Theory: Relationships and Current Research,” Keynote speaker at the Symposium and Workshop on Sensory Marketing and Ownership, invited by Professor Ulku Yuksel and Professor Vince Mitchell, University of Sydney Business School, Sydney, Australia, Feb 2018.
- “Increasing Psychological Ownership to Increase Stewardship,” Symposium and Workshop on Sensory Marketing and Ownership, University of Sydney Business School, Sydney, Australia, Feb 2018.
- “Conducting Research with Impact: Key Skills and Discussions of Potential Topics, Symposium and Workshop on Sensory Marketing and Ownership, University of Sydney Business School, Sydney, Australia, Feb 2018
- “Publishing Research Using Experiments,” Karlstad University Service Research Center, Karlstad, Sweden, October, 2017.
- “From Haptics to Psychological Ownership,” University of Iowa, Iowa City, IA, October 2017.
- “From Touch (Haptics) to Psychological Ownership, Washington State University, Pullman, WA, September 2017.
- “But I Want to Touch! How the Sense of Touch Can Influence Consumer Decisions,” Consumer Response to the Evolving Retail Landscape, Wharton Baker Retailing Center Conference, Philadelphia, PA, June 2017.
- “Research with Impact,” invited to be on a panel with John Lynch, Debbie McInnis and Andrea Morales, Sheth Consortium, University of Iowa, June 2017.
- “Key Trends in Consumer Behavior,” invited to be on a panel with Jeff Inman and C.W. Park, Joint SCP-JACS (Japan Association for Consumer Studies), Tokyo, Japan, May 2017.
- “How Haptics Influence the Consumer Journey,” Disruption in Retail Conference sponsored by Wharton’s Baker Retailing Center, Rubin Museum, New York, NY October 2016.
- “On the Other Hand....Haptic Influences in Consumer Behavior,” Choice Symposium, as part of the Influence of Expression Modalities on Preference Construction and Decision Making session, Lake Louise, Canada May 2016.
- “Please Touch... Or Maybe Not: Product and Interpersonal Touch in a Marketing Context,” Nielsen Center Advisory Board, September 24, 2015.
- “Please Touch... Or Maybe Not: How your Sense of Touch Can Influence You,” Columbia University Marketing Camp, May 2015.
- “Please Touch! How your Sense of Touch Can Influence your Purchase Decisions,” presented to 140 alums at Target headquarters, Minneapolis, MN, Feb. 2014.
- “The Relationship Between Mere Touch and Perceived Ownership,” Invited presentation at the Workshop on Ownership and Decision Making, Vienna, Austria, September 26-27, 2013
- “Haptics Research, a Review and Future Directions,” National Polyolefin Conference of plastics engineers invited speaker, Houston, TX, February 25-26, 2013.
- “Touching and Purchase Decisions,” Shanghai University of Finance and Economics, Shanghai, China, March, 2012

“Please Touch: How Your Sense of Touch Can Influence Marketing Decisions,” Sheth Marketing Camp invited speaker, University of Pittsburgh, February 1-3, 2012.

CONFERENCES – (last 10 years)

- Peck, Joann, Rin Yoon and Suzanne Shu (2023), “Increasing Hotel Loyalty Through Psychological Ownership,” Ownership Conference Reloaded, Vienna, Austria.
- Jain, Tanishka and Joann Peck (2023), “The Importance of Interaction While Utilizing a Digital Avatar for Shopping,” Association for Consumer Research, Seattle, WA.
- Jain, Tanishka and Joann Peck (2023), “Shopping Utilizing Interactive Customized Avatars and Impact on Self,” *Society of Consumer Psychology*, March 2-4, San Juan, Puerto Rico.
- Jung, Suyeon and Joann Peck (2023), “Interpersonal Touch Observation as a Double-Edged Sword: How Viewing Interpersonal Touch Affects Consumer Perceptions of Service Providers and Service Quality,” *Society of Consumer Psychology*, March 2-4, San Juan, Puerto Rico.
- Peck, Joann, Wonsuk Jung, Bowen Ruan, Anders Gustafsson (2023), Exploring the Effects of Haptic Sensation and Valence on Product Interaction, New Insights in Sensory Marketing Roundtable, *Society of Consumer Psychology*, March 2-4, San Juan Puerto Rico.
- Jain, Tanishka and Joann Peck (2022), “Customization of an Avatar and Impact on Product Ownership,” *Association for Consumer Research*, Denver, CO.
- Jung, Suyeon and Joann Peck (2022), “Interpersonal Touch Observation and Perceptions of Service Providers and Service Quality,” *Association for Consumer Research*, Denver, CO.
- Jha, Subhash, M.S. Balaji and Joann Peck, “Am I Confident in the Weight? Conveying Product Weight in Digital Media using a Hand,” part of the Special Session, Out of Touch? Multi-Methodological Approaches to the Evolving Role of Haptics in Consumers’ Experiences, *Association for Consumer Research*, Denver, CO.
- Jung, Wonsuk and Joann Peck (2022), “A Pitfall of Sequential Product Naming,” *Association for Consumer Research*, Denver, CO.
- Cedeno, Michelle, Weston Baxter, Tayla Porat and Joann Peck (2022), “Towards a Method of Psychological Ownership Mapping,” *Design Research Society (DRS)*, Bilbao, Spain, June 25-July 3, 2022.
- Luangrath, Andrea, Suyeon Jung and Joann Peck (2022), “Tracking Comfort with Interpersonal Touch over Time: The Effect of #MeToo and Covid 19 on Preferences for Touch,” *Society for Consumer Psychology*.
- Jung, Wonsuk and Joann Peck (2022), “Self-Other Difference in Distance Perceptions,” *Society for Consumer Psychology*.
- Luangrath, Andrea, Suyeon Jung and Joann Peck (2021), “Tracking Comfort with Interpersonal Touch over Time: The Effect of #MeToo and Covid 19 on Preferences for Touch,” *Association for Consumer Research*.
- Jung, Wonsuk, Joann Peck, Mauricio Palmeira and Kyeongheui Kim (2020), “My Brand is Moving Away from Me: When Upgrade Products Leave Consumers Behind,” *Association for Consumer Research*, special session.
- Jung, Wonsuk and Joann Peck (2020), “Others Seem to Move Further Than I Do: How Perceived Change in Distance May Differ Depending on Who Creates the Distance,” *Association for Consumer Research*, working paper.
- Luangrath, Andrea, Joann Peck, William Hedgcock and Yixiang Xu (2020), “The Vicarious Haptic Effect in Online and Virtual Reality,” *Association for Consumer Research*.
- Lu, Zoe and Joann Peck (2020), “It Cannot (Can) Be Mine: How a Person in a Photo Impacts Viewer’s Perceptions of an Experiential Venue,” *Society for Consumer Psychology*.
- Luangrath, Andrea, Joann Peck, and Victor Barger (2019), “Nonverbal Mimicry: The Role of Empathy in Mimicry of Textual Paralanguage,” *Association for Consumer Research*.
- Kirk, Colleen P., Joann Peck, Clare Hart and Constantine Sedikides (2019), “It’s Not Chance, It’s Me! Serendipity Motivates Psychological Ownership and Word-of-Mouth in Narcissistic Consumers,” *Association for Consumer Research*.

- Peck, Joann, Colleen P. Kirk, Andrea Luangrath, and Suzanne B. Shu (2019), *Uncommonly Mine: Feelings of Ownership Promote Stewardship of Public Goods*. Paper presented at the Association for Psychological Science Annual Convention, Washington, D.C. (May, 2019).
- Kirk, Colleen P. Joann Peck, Claire Hart, and Constantine Sedikides (2018). "It's Meant for Me: When Serendipity Increases Word-of-Mouth," *Association for Consumer Research*.
- Chung, Sorim, Ying Zhu and Joann Peck (2018), "Horizontal or Vertical? How Browsing Direction Affects Online Shoppers," *Society for Consumer Psychology*, San Francisco, CA.
- Kirk, Colleen P., Joann Peck and Scott Swain (2017), "When Is an Incursion an Infringement? Consumers' Contingent Territorial Responses for Psychologically-Owned Targets," Ownership Conference, July 2017, Vienna, Austria.
- Shu, Suzanne and Joann Peck (2017), "From Tragedy to Benefit of the Commons: Increasing Psychological Ownership to Increase Stewardship," Ownership Conference, July 2017, Vienna, Austria.
- Kirk, Colleen P., Joann Peck and Scott Swain (2017), "When and How Consumers Defend Their Psychological Possessions," *Association for Consumer Research*.
- Kirk, Colleen P., Joann Peck and Scott Swain (2017), "Hey, That's Mine! The Effect of Others' Psychological Ownership Signals on Consumers' Territorial Responses," *Society for Consumer Psychology*.
- Kirk, Colleen, Joann Peck and Scott Swain (2017), "Property Lines in the Mind: Consumers' Perceptions of Infringement and Their Territorial Responses," *Joint SCP-JACS (Japan Association for Consumer Studies)*, Tokyo, Japan, May 2017.
- Ruan, Bowen, Joann Peck and Robin Tanner, (2016), "Grip not to Slip: How Haptic Roughness Leads to Psychological Ownership," *Association for Consumer Research*, Berlin, Germany.
- Colleen P. Kirk, Joann Peck and Scott Swain (2016), "You Stepped on My Toes: When Does Psychological Ownership Lead to Territorial Responses?" *Association for Consumer Research*.
- Kirk, Colleen, Joann Peck and Scott Swain, (2016), "You Stepped on My Toes: When Does Psychological Ownership Lead to Territorial Responses," *Association for Consumer Research*, Berlin, Germany.
- Webb, Andrea, Joann Peck and Anders Gustafsson (2015), "Imagining versus Experiencing Interpersonal Touch: Discrepancies in Perceptions of Touch," *Society for Consumer Psychology*.
- Barger, Victor A. and Joann Peck (2015), "Influencing Behavior for the Good of the Individual and Society through the Need for Approval," *Marketing and Public Policy Conference, AMA*, Washington DC, June 4-6
- Webb, Andrea, Joann Peck and Victor A. Barger (2015), "Textual Paralanguage and Its Implications for Brand Communications in Online Environments," *Direct/Interactive Marketing Research Summit*, Marketing EDGE, Boston, MA, Oct 3-4.
- Webb, Andrea, Joann Peck and Victor Barger (2015), "GREAT, Umm, *Eyeroll*: Textual Paralanguage and Its Implications for Brand Communications," *Association for Consumer Research*.
- Webb, Andrea, Joann Peck and Victor Barger (2014), "Ugh, *Eyeroll*, Brrr: The Conceptualization of Textual Paralanguage in Consumer Contexts," *Society for Consumer Psychology*.
- Webb, Andrea and Joann Peck (2013), "The More You Think You Know, The More You Want to Touch: Subjective Knowledge and Haptic Exploration," *Association for Consumer Research*.

SERVICE

JOURNAL SERVICE

Associate Editor: *Journal of Consumer Psychology*, Jan 2015- Jan 2020.

Editorial Review Board:

Journal of Consumer Psychology – Jan 2011-present

Journal of Marketing Research – July 2020-present

AMS Review, May 2019-present

Journal of Consumer Research - Fall 2014-Jan 2025

Guest Associate Editor:

Journal of Consumer Research, June 2018 - Jan 2020.

Ad Hoc Reviewing

Journal of Marketing

Marketing Science

Journal of Personality and Social Psychology

Emotion

Journal of Retailing

Psychology & Marketing

Journal of Business Research

EMAC (European Marketing Academy conference)

Emotion

Association for Consumer Research

National Science Foundation

American Marketing Association

California Management Review

Cultural Diversity and Ethnic Minority Psychology

Journal of Sensory Studies

Journal of Interactive Marketing

Scientific Reports

Behavioural Public Policy

International Journal of Human-Computer Interaction

DOCTORAL STUDENTS

Dissertation Chair

Tanishka Jain

Suyeon Jung

Wonsuk Jung

Suhhash Jha, co-chair with George Dietz, University of Memphis

Andrea Webb Luangrath

Victor Barger

Jennifer Wiggins-Johnson

Dissertation Committee Member

Emily L. Hoffins, School of Pharmacy, UW-Madison

Joy Shields- Pepperdine University

Zoe Lu

Bowen Ruan

Rusty Stough

Ushu Pappu- University of Queensland

Sophie Sussenbach – University of Vienna

Thanh Nguyen Thai-University of Sydney Business School

Charlene Chen-UCLA

Ryann Reynolds-McIlroy- Temple University

Ty Henderson

Anocha Aaribarg

Bart Claus-KU Leuven

Tarje Gaustad- BI Norwegian Business School
Xiadong Kuang
Mary O'Conner Drout

WISCONSIN SCHOOL OF BUSINESS SERVICE

Associate Dean of Learner Experience & Assessment, July 2024- present
Panel Member for Research Integrity Discussion, November 14, 2024.
Associate Dean of Teaching Innovation & Assessment, July 2021-July 2024
Undergraduate Curriculum Committee, Aug 2020- May 2021
Task force on Badges for MBA, Aug 2020-Dec 2020
Rays of Research presentations (March, 2010, Nov 2020).
Panel member for the Disruption of Retail with Washington Post reporter Jonathan O'Connell, March 2019
Associate Dean of the Undergraduate Program, August 2011-August 2017
Interim Faculty Director of the MBA Bolz Center for Arts Administration, 2015-2016.
Presented at Nielsen Advisory Board Meeting, 2016.
Wisconsin school of Business Teaching Initiative (help faculty with teaching by meeting individually, observing their teaching and answering teaching questions), Fall 2009-2015.
Faculty Speaker at the Teaching Improvement Program (TIP) 2009-2014.
Lead Teaching Session with Student Compass facilitators (2013- 2016).

MARKETING DEPARTMENT SERVICE

Provided comments on PhD summer papers, attended presentations, skyped prospective students, 2012-present.
Research presentation to undergraduate student organizations, Oct 15, 2020.
Member of AMA recruiting team, 2013
Marketing Department PhD Coordinator, 2009, 2010
Faculty representative at the Haring Symposium, Indiana University, Bloomington, IN, 2002, 2003.
Faculty representative at the Midwest Marketing Camp, University of Illinois at Champaign-Urbana, 2002.
Presented research to the board members of the Center of Brand and Product Management (2004).
Initiated a process for requesting participants from Marketing 300 for research. I used University of Minnesota and University of Michigan as models to plan the process and to prioritize requests (2006).
Participated in faculty recruitment efforts including receptions, dinners and presentations.

PROFESSIONAL SERVICE

Vienna Ownership conference co-sponsor, July 2023, Vienna.
Program committee, ACR, 2015, Vienna; October 2016, Berlin; 2018, Dallas
Education and Training Chair, Society of Consumer Psychology, 2014, 2015
Letter writer for tenure promotion, University of Pittsburgh (2013), Loyola University (2015), Colorado State University (2017), University of Sydney (2018), New York Institute of Technology (2018), Louisiana State University (2020), University of Victoria (2022)

SAMPLE RESEARCH IN THE PRESS

Wall Street Journal, Aug 21, 2024

<https://www.wsj.com/lifestyle/travel/selfies-vacation-travel-research-46ac89f9>

Using ownership with the Introduction of the New Antarctica flag True South:

<https://www.truesouthflag.com/post/meet-antarctica-s-new-flag-the-latest-tool-for-the-conservation-of-the-continent-press-release>, published April 15, 2021.

“TRUE SOUTH, a new flag for Antarctica’s conservation,” by Teo Sandigliano, WeVux (Italian Design cite: <https://wevux.com/true-south-a-new-flag-for-antarcticas-conservation0065925>, published May, 2021.

“Shoppable hotel rooms may offer a boost to the recovering industry,” by Regan Stephens, Forbes online, published April 24, 2021.

Invited guest on Podcast discussing Haptic Embellishments in Digital Printinig, MGI Digital technologies, with host Keven Abergel, Vice President of Sales and Marketing, MGI Ditial Technology, recorded March 16, 2021.

Wharton Marketing Matters, Sirius XM Live Radio show hosted by Professor Barbara Kahn and Professor Americus Reed.

“The Role of Interpersonal Touch on Marketing and Decision Making”, aired June 21, 2017.

<https://businessradio.wharton.upenn.edu/bestof/marketing-matters/?h=gzdGz>

“Property Lines in the Mind: Consumers’ Psychological Ownership and Their Territorial Responses, aired May 2, 2018.

“Touch, Ownership and Covid,” Aug 31, 2020

Forbes, Touch article 2018. <https://www.forbes.com/sites/margaretmagnarelli/2018/09/14/haptic-marketing/#2bcb43dd7a3f>

CBS Affiliate, Madison, WI, appeared live on the news to discuss Textual Paralanguage, July 27, 2018. UW Madison news feature, July 24, 2018, “Away with Words: Emoji help Brands Communicate with Customers,” written by Kari Knutson. Based on textual paralanguage paper with Andrea Luangrath and Victor Barger.

StoryBridgeTV, aired July 2016, Big Ten Network.

Touch and Marketing, March 2014, Exhibitor magazine.

As Digital Innovation Moves Away from Touch, We’re Letting Go a Powerful Marketing Tool, Forbes.com, Joann Peck, (May 23, 2013)

WPR University of the Air guest faculty speaker (aired May 13, 2012).

CBC Interview on touch (aired Friday, 3.26/2010)

Harper’s magazine (2010), Want to Save Money? Shop Without Touching

Time Magazine (April 3, 2009), If You Don’t Want to Buy, Don’t Touch: Shopping Study

CBC News (April 3, 2009)

Clark Howard: The Hands-Off Approach to Savingm CNN (April 21, 2009)

Kliencie, strzeż się dotykania towaru! Student News in Poland (April 20, 2009)

Here’s How to Stop Impulse Purchases: Keep Your Hands to Yourself! WSBtv.com – Georgia (April 2, 2009)

Buyer Beware: Touching Something Increases Perceived Ownership Medical News Today (April 2, 2009)

How to Resist Temptation News-Medical.net (April 1, 2009)

Look But Don't Touch to Avoid Impulse Buys, Metro (UK) (April 1, 2009)

Nej, nej, nej - rör inte vid kläderna! Metro (Sweden) (April 1, 2009)

Impulsköp ökar om kunden får känna, Sveriges Radio (Sweden) (April 1, 2009)

A Mere Touch of an Object Can Make You Buy It (April 1, 2009, TopNews (India)

Thaindian.com (Thailand)

Little About (India) Newpost Online (India)

촉감 좋은 상품 잘 팔린다(April 1, 2009), Korea

Consumers Can Train Themselves to Make Smarter Spending Decisions, The Morning Call (May 3, 2009)

Train Yourself to Spend Smarter, Chicago Tribune (May 3, 2009).