

C. Page Moreau

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University of Wisconsin School of Business
Madison, WI 53705
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EDUCATION

Columbia University
Ph.D., Marketing, 1998
M.Phil., Marketing, 1996

Tulane University
MBA, Marketing and Finance, 1992

Davidson College
BA, Economics, 1989

THESIS

“Entrenched Knowledge Structures and Resistance to New Products”

ACADEMIC POSITIONS

University of Wisconsin School of Business
John R. Nevin Professor of Marketing , August 2014 – present
Executive Director, Center for Brand and Product Management
Leeds School of Business, University of Colorado
Professor, July 2011 – June 2014
Associate Professor, May 2006 – July 2011
Assistant Professor, June 2002 – May 2006
Cox School of Business, Southern Methodist University
Assistant Professor, June 1998 – June 2002

HONORS & AWARDS

- Editor, *Journal of Marketing*, 2018 – July 2022
- Wisconsin School of Business Distinguished Service Award, 2021
- Marketing Science Institute (MSI), Academic Fellow, 2020-present
- Co-Editor, *Journal of the Association of Consumer Research*, “Consumer Response to Big Innovations,” July 2019
- ACR North American Conference Co-Chair (Berlin, Germany), 2016
- ACR Doctoral Symposium Co-Chair, 2015
- SCP 2nd International Conference Co-Chair (Vienna, Austria), 2015
- William H. Baughn Faculty Service Award, 2012
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2003, 2009
- 2008 Best Article Award, *Journal of Consumer Research* for Moreau and Dahl (2005)
- 2008 *AMA TechSIG* Award, Best Article on Technology or Innovation, Honorable Mention for Wood and Moreau (2006)
- Guiney Award for Innovative Research, 2007, 2008
- MBA Teaching Excellence Award, 2007
- AMA Doctoral Consortium Faculty, 2007, 2008, 2010, 2012, 2013, 2014,

2015, 2018, 2020, 2021

- Provost Faculty Achievement Award, University of Colorado, 2006
- ACR Doctoral Symposium Faculty, 2004, 2005, 2009, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018
- Marketing Science Institute (MSI) Young Scholar, 2003
- HOPE Professor of Excellence, SMU, Spring 2000
- Junior Faculty Research Award, Cox School of Business, 2000
- Procter & Gamble Marketing Innovation Research Fund Award, 1998
- AMA Doctoral Consortium Fellow, 1997

JOURNAL ARTICLES

Hoffman, Donna, C. Page Moreau, Stefan Stremersch, and Michel Wedel (2022), "The Rise of New Technologies in Marketing: A Framework and Outlook," *Journal of Marketing*, 86 (1), 1-6.*

Van Heerde, Harald J., Christine Moorman, C. Page Moreau, Robert W. Palmatier (2021), "Reality Check: Infusing Ecological Value into Academic Marketing Research," *Journal of Marketing*, 85 (2), 1-13.*

Moreau, C. Page, Emmanuela Prandelli, Martin Schreier, and Silke Hieke (2020), "Customization in Luxury Brands: Can Valentino Get Personal," *Journal of Marketing Research*, 57 (5), 937-947.

Moreau, C. Page (2020), "Brand Building on the Doorstep: The Importance of the First (Physical) Impression," *Journal of Retailing*, 96 (1), 155-167.

Moorman, Christine, Harald van Heerde, C. Page Moreau, and Robert W. Palmatier (2019), "Challenging the Boundaries of Marketing," *Journal of Marketing*, 83 (5), 1-4.*

Moorman, Christine, Harald van Heerde, C. Page Moreau, and Robert W. Palmatier (2019), "JM as a Marketplace of Ideas," *Journal of Marketing*, 83 (1), 1-7.*

Moreau, C. Page and Marit Engest (2016), "The Downstream Consequences of Problem-Solving Mindsets: How Playing with Legos Influences Creativity," *Journal of Marketing Research*, 53 (1), 18-30.

Goode, Miranda, Darren W. Dahl, and C. Page Moreau (2013), "Innovation Aesthetics: The Relationship between Category Cues, Categorization Certainty and Newness Perceptions," *Journal of Product Innovation Management*, 30 (2), 192-208.

Moreau, C. Page, Leff Bonney, and Kelly B. Herd (2011), "It's the Thought (and the Effort) That Counts: How Customizing for Others Differs from Customizing for Oneself," *Journal of Marketing*, 75 (5), 120-133.

Burroughs, James, Darren W. Dahl, C. Page Moreau, Amitava Chattopadhyay and Gerry Gorn (2011), "Facilitating and Rewarding Creativity During New Product Development," *Journal of Marketing*, 75(4), 53-67.

Moreau, C. Page (2011), "Inviting the Amateurs into the Studio: Understanding How Consumer Engagement in Product Design Creates Value," invited article, *Journal of Product Innovation Management*, 28 (3), 409-410.

Moreau, C. Page and Kelly B. Herd (2010), "To Each His Own? How Comparisons to Others Influence Consumers' Evaluations of their Self-Designed Products," *Journal of Consumer Research*, 36(5), 806-819.

Goode, Miranda, Darren W. Dahl, and C. Page Moreau (2010), "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes," *Journal of Marketing Research*, 42(2), 274-286. WoS: 16; GS: 56.*

Dahl, Darren W. and C. Page Moreau (2007), "Thinking Inside the Box: Why Consumers Enjoy Constrained Creative Experiences," *Journal of Marketing Research*, 44(3), 357-369.

Wood, Stacy L. and C. Page Moreau (2006), "From Fear to Loathing? How Emotion Influences the Evaluation and Early Use of Innovations," *Journal of Marketing*, 70(3), 44-57.

Moreau, C. Page and Darren W. Dahl (2005), "Designing the Solution: The Influence of Constraints on Consumer Creativity," lead article, *Journal of Consumer Research*, 32 (1), 13-22.

Soman, Dilip, George Ainslie, Shane Frederick, Xiuping Li, John Lynch, Page Moreau, Andrew Mitchell, Daniel Read, Alan Sawyer, Yaacov Trope, Klaus Wertenbroch, and Gal Zauberman (2005), "The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?," *Marketing Letters*, 16 (3-4), 347-360.

Gregan-Paxton, Jennifer and C. Page Moreau (2003), "How Do Consumers Transfer Existing Knowledge? A Comparison of Analogy and Categorization Effects," *Journal of Consumer Psychology*, 13(4), 422-430.

Johar, Gita V., C. Page Moreau, and Norbert Schwarz (2003), "Gender Typed Advertisements and Impression Formation: The Role of Chronic and Temporary Accessibility," *Journal of Consumer Psychology*, 13(3), 220-230.

Dahl, Darren W. and C. Page Moreau (2002), "The Influence and Value of Analogical Thinking During New Product Ideation," *Journal of Marketing Research* (February), 47-60.

Moreau, Page, Aradhna Krishna, and Bari Harlam, (2001) "The Manufacturer-Retailer-Consumer Triad: Differing Perceptions Regarding Price Promotions," *Journal of Retailing* (December), 547-569.

Moreau, C. Page, Arthur B. Markman, and Donald R. Lehmann (2001) "'What Is It?' Categorization Flexibility and Consumers' Responses to Really New Products," *Journal of Consumer Research*, (March), 489-498.

Moreau, C. Page, Donald R. Lehmann, and Arthur B. Markman (2001)
 "Entrenched Knowledge Structures and Consumer Response to New
 Products," *Journal of Marketing Research*, (February), 14-29.

* Editorials

BOOK CHAPTERS

Moreau, C. Page, Nikolaus Franke, and Eric von Hippel (2018), "The
 Paradigm Shift from Producer to Consumer Innovation: Implications for
 Consumer Research," in *Handbook of Research on New Product Development*, Peter
 N. Golder and Debanjan Mitra (Eds.) Northampton, MA: Edward Elgar
 Publishing.

Moreau, C. Page and Darren W. Dahl (2009), "Constraints and Consumer
 Creativity," in *Tools for Innovation*, Arthur B. Markman and Kristin L. Wood
 (Eds.) New York: NY: Oxford University Press. GS: 17.

Burroughs, James E., C. Page Moreau, and David Glen Mick (2008), "Toward
 a Psychology of Consumer Creativity," in *Handbook of Consumer Psychology*, C.
 Haugtvedt, P. Herr, & F. Kardes (Eds.) New York, NY: Psychology Press. GS:
 56.

Markman, Arthur B. and Page Moreau (2000), "Analogy and Analogical
 Comparison in Choice," in *Analogy: Interdisciplinary Perspectives*, D. Gentner, K.
 Holyoak & Kokinov (Eds.) Cambridge, MA: MIT Press. GS: 89.

Markman, Arthur B., Shi Zhang, and Page Moreau (1999), "Representation
 and the Construction of Preferences," in *Cognitive Dynamics*, E. Dietrich & A.B.
 Markman (Eds.) Mahway, NJ: Lawrence Erlbaum Associates. GS: 5.

PROFESSIONAL PRESENTATIONS

INVITED TALKS

"How a Diversified Cause Portfolio Helps Brands Who Engage in Corporate
 Sociopolitical Activism"

University of Southern California, December 2021

University of Minnesota, May 2022

"Innovation Aesthetics: What Beautiful Products Tell Us About Ourselves"

Johns Hopkins University, September 2020

Boston College, December 2019

Keynote Address: La Londe Marketing Conference, June 2019

Leeds University, Leeds, UK, June 2019

University of Louisville, April 2019

Voya Financial Colloquium, University of Connecticut, November 2018

"Fostering Creativity"

UW NOW – Palm Springs, Atlanta, Chicago, Minneapolis, Milwaukee 2018

Marketing Science Institute – Immersion Conference – October 2017

RED Talk for Day on Campus – August 2017

Kohler Corporation – June 2017
Center for Corporate Innovation, Executive Circles – January 2017
Bascom Hill Society – February 2016
University of Wisconsin class of 1967 – October 2016
Keynote Address: Johan Arndt Conference – May 2014

“Impress Yourself: How Beautiful Products Influence Self-Perceptions of Performance”
University of Illinois – October 2015

“Problem-Solving Mindsets: How Playing with Legos Can Reduce Creativity”
Korea University – May 2015
University of Colorado – Boulder, January 2015
University of Southern California – May 2014
University of Wisconsin – Madison, October 2013
University of Vienna, June 2013

“Impress Yourself: Self-Signaling and Product Design”
University of Pittsburgh, February 2013

“The Influence of Identity Motives on Consumers’ Evaluations of their Own Creative Products”
Columbia University, May 2012
University of Houston, November 2012
University of Illinois, December 2012

“Identity Representation in Customization,”
Haring Symposium, Indiana University, March 2011
Erasmus University, April 2011
Bocconi University, May 2011
London Business School, July 2011
Hong Kong University of Science and Technology, December 2011

“Design and Creativity: Innovation for Growth,”
Marketing Science Institute 50th Anniversary Conference,
Boston, April 2011

“One for You or One for Me? How the Intended Gift Recipient Influences Product Evaluations,”
University of Michigan, March 2010
NYU, April 2010
University of Maryland, May 2010
Boston University, October 2010
BYU, November 2010

“Customization in Context,”
Marketing Science Institute Conference: Customer Insights for Innovation,
University of Miami, June 2009
University of Alberta, April 2009

“Is Beauty in the Eye of the Beholder? Understanding the Factors Influencing Consumer Self-Design,”

Virginia Tech, November 2008

Northwestern University, March 2008

Vanderbilt University, February 2008

“Innovating with Consumers,” AMA Sheth Foundation Doctoral Consortium, University of Missouri, June 2008

“Consumers and Innovation,” Rensselaer Conference on Innovation and New Products, May 2008

“Is this Product Really New?: The Importance of Category Identification in the Perceived Newness of New-to-Market Products,” Design Conference, University of Texas – Austin, October 2007.

“Consumer Innovation,” AMA Sheth Foundation Doctoral Consortium, Arizona State University, May 2007

“Constraints as an Innovation Tool,” Tools for Innovation Workshop, University of Texas – Austin, December 2006

“Constraints, Motivation, and Creativity,” University of Arizona, November 2006

“Creativity,” 5th Annual Doctoral Symposium, Association for Consumer Research Conference, Portland, OR, October 2004

“Designing the Solution: The Influence of Constraints on Consumer Creativity”

UC - Berkeley, April 2004

Wharton, April 2004

Duke University, March 2004

Texas Christian University, April 2003

University of Minnesota, March 2003

Marketing Science Institute’s Young Scholars’ Conference, March 2003

“Designing New Products with an Eye for How Consumers Evaluate Them,” Marketing Science Institute Conference: New Approaches for New Products, Chicago, IL, May 2003

“From Elation to Frustration: The Influence of Emotions on New Product Adoption,” University of Southern California Marketing Camp, January 2002

“The Influence of Analogical Thinking During New Product Ideation,”

University of Maryland, October 2001

University of Houston, October 2001

University of Colorado, Boulder, September 2001

UNC-Chapel Hill, May 2001

"Entrenched Cognitive Structures and Resistance to Really New Products,"
Procter & Gamble Headquarters, Cincinnati, Ohio, August 1998

CONFERENCES

"Affect During the Customization Process: A Longitudinal Analysis,"
Product and Services Innovation Conference, Park City, UT, February 2018
Winter AMA, Orlando, FL, February 2017.

"Making Meaning: How Consumers Build their Identity Into their Own
Creative Outcomes," Association for Consumer Research, San Diego, CA,
October 2018.

"When Valentino Gets Personal: Is Customization the New Luxury?,"
Association for Consumer Research, San Diego, CA, October 2017.

"What Makes for a Contribution to Consumer Research?" Winter AMA,
Orlando, February 2017.

"Impress Yourself: How Beautiful Products Influence Self-Evaluations of
Performance," Society for Consumer Psychology, San Francisco, February
2017.

"Does Suspense Spur or Hamper Consumer Creativity," Association for
Consumer Research, Berlin, Germany, October 2016.

"Identity Representation in Customization," Association for Consumer
Research, St. Louis, MO, October 2011.

"Designing Memories," Association for Consumer Research, Jacksonville, FL.
October 2010.

"Innovation Aesthetics: The Relationship between Category Cues,
Categorization Certainty and Newness Perceptions," Association for
Consumer Research, Jacksonville, FL. October 2010.

"One for You or One for Me? How the Intended Gift Recipient Influences
Product Evaluations," Association for Consumer Research, Jacksonville, FL.
October 2010.

"To Each His Own? How Comparisons to Others Influence Consumers'
Evaluations of their Self-Designed Products," Association for Consumer
Research, Pittsburgh, PA. October 2009.

"Customization in Context," La Londe Conference in Marketing
Communications and Consumer Behavior, La Londe, France. June 2009

"Is Beauty in the Eye of the Beholder? Understanding the Factors Influencing

Consumer Self-Design,” Marketing and Operations Innovation Conference, Park City, Utah. February 2009.

“The Influence of Extrinsic Rewards and Training on Creative New Product Design,” Society for Consumer Psychology, February 2008.

“Conceptual Combinations in Marketing,” Association for Consumer Research Annual Conference, September 2006.

“Thinking Inside the Box: Why Consumers Enjoy Constrained Creative Experiences,” Association for Consumer Research Annual Conference, September 2006.

“From Fear to Loathing? The Influence of Product Usage on Consumers’ Emotional and Cognitive Responses to New Products,” Association for Consumer Research Annual Conference, October 2004.

“Building Evolutionary Bridges for Revolutionary Products,” Association for Consumer Research Annual Conference, October 2004.

“Manufacturing the Solution: The Influence of Constraints on Consumer Creativity,” INFORMS, September 2004 and Association for Consumer Research Annual Conference, October 2003.

“The Influence of Negative Emotions on the New Product Adoption Process,” Society for Consumer Psychology Conference, February 2003.

"The Contrasting Effects of Categorization and Analogy on Consumer Learning," Association of Consumer Research Annual Conference, October 2002.

"Promoting Creativity: The Influence of Intrinsic Motivation, Extrinsic Rewards, and Visualization,” Marketing Science Conference, June 2002.

“Emotional Reactions to New Products: Their Influence on Preferences Over Time,” Society for Consumer Psychology Conference, February 2001.

"Systematicity in Analogical Inference: Implications for New Product Learning," Association for Consumer Research Annual Conference, October 2000.

"The Role of Analogical Transfer in New Product Design," Texas Marketing Consortium, April 2000.

"One Vs. Many: The Use of Analogies In Processing Really New Products," Association for Consumer Research Annual Conference, September 1999.

"The Influence of Stereotypical Ads on Consumers' Judgments of Strangers," Society for Consumer Psychology Advertising Conference, May 1999.

"Unanticipated Effects: Ads As Primes of Stereotypes," Society for Consumer Psychology Conference, February 1998.

"The Manufacturer-Retailer-Consumer Triad: Differing Perceptions Regarding Prices Promotions," Association for Consumer Research Annual Conference, October 1995.

TEACHING

New Product Development (FT MBA, 2001 – present)
Marketing Management (Evening MBA 2016-2017)
Entrepreneurial Marketing (FT MBA 2009 – 2012)
Principles of Marketing (Undergraduate and FT MBA, 1998 – 2010)

SERVICE

JOURNALS

Editor, *Journal of Marketing*, 2018 – July 2022

Associate Editor, *Journal of Consumer Research*, 2011 - 2018

Member of the Editorial Review Boards:

Journal of Consumer Research, 2003 – 2011

Journal of Marketing Research, 2008- 2018

Journal of Marketing, 2005 – 2006, 2011- 2018

Journal of Consumer Psychology, 2010 - 2018

Journal of Product Innovation Management, 2004 - 2014

International Journal of Research in Marketing, 2006 – 2012

GENERAL

ACR, At-Large Director (2014-2017)

Member, *Journal of Marketing* Editor Selection Committee, 2013

ACR Task Force on Planning for Growth, 2011

ACR Advisory Council, Appointed Member 2007- 2009

ACR Associate Editor, North American Conference, 2009

ACR Program Committee Member, 2004, 2006

Academic Program Review Team, Eller College of Management,
University of Arizona, 2008

UNIVERSITY OF WISCONSIN

Provost's Search Committee, 2018-2019

Dean's Search Committee, 2016-2017

Dean's 5th Year Review Committee, 2015-2016

WISCONSIN SCHOOL OF BUSINESS

Co-Chair, Strategic Planning Task Force, 2019-2020

Member, Subcommittee of the Executive Committee, 2018-2020

Integrative Learning Experiences Steering Committee, 2015-2016

Full-Time MBA Strategic Review Committee, 2015-2016

Building and Growing Enterprises Committee, 2015
MBA Admissions Director Search Committee, 2015
Space Committee, 2014-2015

UNIVERSITY OF COLORADO

Provost's Senior Academic Advisory Committee, 2013 - 2014
Dean's Search Committee, 2009-2010
Boulder Faculty Assembly Representative, 2010, 2011, 2012
Administrators' Appraisal Committee, 2010, 2011, 2012
Internal Reviewer, Center for the Arts and Humanities, 2008 - 2009
Provost's Faculty Achievement Awards Committee, 2007, 2008

LEEDS SCHOOL OF BUSINESS

Associate Dean of Innovation, 2013 – 2014
Director of Innovation and Change, 2012
Chair, Dean's "Visioning" Initiative, 2011-2012
Member, Leeds Board Innovation Committee, 2011-2012
Executive Education Internal Advisory Board, 2010, 2011
Executive Committee, Elected Faculty Representative, 2007-2009
Research Committee, 2007 - 2009
Marketing Division, PhD Doctoral Director, 2007 - 2009
Marketing Division Representative,
 Doctoral Curriculum Policy Committee, 2007 - 2009
Chair, Diversity Committee, Leeds School of Business, 2006-2007
Marketing Division, PhD Committee Member, 2003 - present
Marketing Division Representative,
 MBA Curriculum Policy Committee, 2004 - 2006
Marketing Division Representative, Undergraduate Curriculum Policy
 Committee, 2003 – 2004

DOCTORAL STUDENTS

Dissertation Chair
 Rusty Stough
 Kaiyang Wu
 Kelly B. Herd
 Abigail Schneider (co-chair)

Dissertation Committee Member
 Ajmal Hafeez, University of Southern Norway
 Zoe Lu, Wisconsin School of Business
 Ankita Kumar, Wisconsin School of Business
 Bowen Ruan, Wisconsin School of Business
 Franziska Metz, University of Vienna
 Sunaina Velagaleti, Wisconsin School of Business
 Meredith Thomas, Wisconsin School of Business
 An Tran, Leeds School of Business
 Bridget Leonard, Leeds School of Business

Marit Engeset, Norwegian School of Economics
Caleb Warren, Leeds School of Business
Miranda Goode, University of British Columbia
Rishte Batra, Boston University
Gina Mohr, Leeds School of Business
Asad Aziz, Leeds School of Business
Rod Ruble, Leeds School of Business
Barney Pacheco, Leeds School of Business
Denis Gregoire, Leeds School of Business