

ARIC RINDFLEISCH

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EDUCATION

PhD University of Wisconsin (Marketing & Sociology), 1998
MBA Cornell University (Marketing), 1990
BS Central Connecticut State University (Management), 1987

ACADEMIC HONORS AND AWARDS

Excellence in Research Award, University of Illinois, 2025
List of Teachers Ranked as Excellent, University of Illinois, 2014, 2016-2019, 2021-2025
AMA Marketing Strategy Doctoral Consortium Faculty, 2019, 2022, 2023, 2024
PDMA Doctoral Consortium Faculty, 2014, 2017, 2019, 2022, 2024
Zimmerman Faculty Fellow, University of Illinois, 2018-2024
Rao Award, *Customer Needs and Solutions*, 2022
Malholtra Award, *Review of Marketing Research*, 2020
AMA Doctoral Consortium Faculty, 2000, 2007, 2008, 2016, 2017
ACR Doctoral Symposium Faculty, 2001, 2002, 2004, 2009, 2011, 2015, 2016, 2017
Excellence in Teaching Award, UPCEA, 2016
Listed in Princeton Review's, The Best 300 Professors, 2012
Best Associate Editor Award, *Journal of Supply Chain Management*, 2008
Varadarajan Award, AMA, 2006
Stern Award, AMA, 2004
Outstanding Faculty Award, Graduate Business Association, University of Wisconsin, 2004
MSI Young Scholar, 2003
AMA Outstanding Marketing Teacher Award, University of Arizona, 2002
Levine Family Faculty Fellow, University of Arizona, 2000-2002
Maynard Award, *Journal of Marketing*, 1997
ISBM Business Marketing Doctoral Dissertation Award, Penn State University, 1996
AMA Doctoral Consortium Fellow, 1995
Passed with Distinction, PhD Prelim Exam, University of Wisconsin, 1995
AACSB National Doctoral Fellow in Business and Management, 1992-1993
Johnson Wax Minority Scholar, Cornell University, 1988-1989

ACADEMIC POSITIONS

<u>Institution</u>	<u>Position</u>
University of Illinois	John M. Jones Professor, 2012-present Center for Social & Behavioral Science Affiliate, 2025-present Seibel Center for Design Affiliate, 2024-present
University of Wisconsin	McManus-Bascom Professor, 2011-2012 Professor, 2008-2011 Associate Professor, 2004-2008 Assistant Professor, 2002-2004
University of Arizona	Assistant Professor, 1997-2002
Waseda University	Visiting Professor, 2022

Hong Kong Polytechnic University	Visiting Chair Professor, 2021
Yonsei University	Visiting Professor, 2018-2019
Korea University	Research Professor, 2008-2013
Tilburg University	Visiting Professor, 2005-2006

ADMINISTRATIVE POSITIONS

<u>Institution</u>	<u>Position</u>
University of Illinois	Executive Director, Illinois MakerLab, 2013-present Area Chair, 2018-2024 Department Head, 2012-2016
University of Wisconsin	Department Chair, 2010-2012 Associate Dean for PhD Programs & Research, 2008-2010

PROFESSIONAL POSITIONS

<u>Organization</u>	<u>Position</u>
Millward Brown	Research Executive, 1990-1992
J. Walter Thompson-Japan	Advertising Account Management Intern, 1989
Connecticut Valley Hospital	Hospital Administration Intern, 1985 & 1987
U.S. Army Reserve	Army Officer, 1985-1997

COURSES TAUGHT

<u>Institution</u>	<u>Courses</u>
University of Illinois	Marketing Strategy Seminar (PhD) The 3D Printing Revolution (Coursera) The Digital Marketing Revolution (Coursera & iMBA) Marketing in a Digital World (Coursera, iMBA & EMBA) Japan Immersion (iMBA) Marketing Management (EMBA) Marketing Strategy (PMBA) Global Branding (MSBC) Advanced Marketing Management (Undergrad) Consumer Behavior (Undergrad) Making Things (Undergrad)
University of Wisconsin	Marketing Strategy Seminar (PhD) Emerging Issues in NPD (MBA & Undergrad) Product and Price Management (MBA & Undergrad) Consumer Behavior (Undergrad)
University of Arizona	Marketing Strategy Seminar (PhD) International Marketing (MBA and Undergrad) Marketing Policies & Operations (Undergrad)
Hong Kong Polytechnic University	Marketing Strategy Seminar (PhD)
Yonsei University	3D Printing Revolution (MBA)

Korea University

Product Development & Brand Strategy (MBA)

Tilburg University

Marketing Strategy Seminar (PhD)

CITATIONS (GOOGLE SCHOLAR)

Total Citations = 21,596 H-Index = 44 I10-Index = 64

PUBLISHED RESEARCH

Ganesan, Shankar and Aric Rindfleisch (2026), "The Transaction Costs of Sharing Economy Platforms," in *Handbook of Interorganizational Research*, Rajdeep Grewal, Ed, forthcoming.

Kumar, Alok, Ravi Agarwal, Argha Sen, Amit Saini and Aric Rindfleisch (2025), "Improvisation in New Product Alliances," *International Journal of Research in Marketing*, 42, forthcoming.

Lee, Erica Ji Hyun, Aric Rindfleisch and Praveen Kopalle (2025), "Innovation in the Sharing Economy: Examining Uber's Transformation," *Journal of Product Innovation Management*, 42 (September), 822-849.

Gu, Flora, Danny Wang, Jeff Wang and Aric Rindfleisch (2025), "Relationship Ambidexterity in Buyer-Supplier Relations," *Journal of the Academy of Marketing Science*, 53 (July), 1184-1207.

Rindfleisch, Aric, Myoung Kim and Erica Ji Hyun Lee (2024), "AI as a Convivial Tool," *Journal of Macromarketing*, 44 (December), 920-927.

Rindfleisch, Aric, Myoung Hee Kim and Sahoony Kim (2024), "Artificial Intelligence and Qualitative Research" in *Handbook of Qualitative Research Methods in Marketing*, 2nd edition, Russell Belk and Cele Otnes, eds. Northampton, MA: Edward Elgar, 374-386.

Liu, Frank, Ravi Mehta, Aric Rindfleisch, Carlos J. Torelli and Tiffany Barnett White (2024), "Marketing at Illinois," *Customer Needs and Solutions*, 11 (1), 1-9.

Spanjol, Jelena, Charles H. Nobel, Markus Baer, Marcel Bogers, Jonathan Bohlmann, Ricarda Bouncken, Ludwig Bstieler, Luigi M. de Luca, Rosanna Garcia, Gerda Gemser, Dhruv Grewal, Martin Hoegel, Sabine Kuester, Mina Kumar, Ruby Lee, Dominik Mahr, Cheryl Nakata, Andrea Ordanini, Aric Rindfleisch, Victor P. Seidel, Alina Sorescu, Roberto Verganti, and Martin Wetzels (2024), "Fueling Innovation Management Research: Future Directions and Five Forward-Looking Paths," *Journal of Product Innovation Management*, 41 (September), 893-948.

Fukawa, Nobuyuki and Aric Rindfleisch (2023), "Driving Innovation with the Digital Twin," *Journal of Product Innovation Management*, 40 (July), 391-406.

Stanko, Michael A. and Aric Rindfleisch (2023), "Digital Manufacturing and Innovation," *Journal of Product Innovation Management*, 40 (July), 407-432.

Fisher, Gregory J. and Aric Rindfleisch (2023), "New Product Co-Creation: Key Insights and Success Factors," in *PDMA Handbook of New Product Development*, 4th edition, Ludwig Bstieler and Charlie Noble, eds. New York: John Wiley & Sons, 351-366.

Mende, Martin, Dhruv Grewal, Abhijit Guha, Kusum Ailawadi, Anne Roggeveen, Maura L. Scott, Aric Rindfleisch, Koen Pauwels and Barbara Kahn (2023), "Exploring Consumer Responses to COVID-19: Meaning Making, Cohort Effects and Consumer Rebound," *Journal of the Association of Consumer Research*, 8 (April), 220-234.

Shen, Jie, Alan J. Malter and Aric Rindfleisch (2023), "Transacting with Strangers in a Digital Age," *Journal of Macromarketing*, 43 (March), 76-84.

Rindfleisch, Aric, Nobuyuki Fukawa and Naoto Onzo (2022), "Robots in Retail: Rolling out the Whiz," *AMS Review*, 12 (December), 238-244.

Kopalle, Praveen, Manish Gangwar, Andreas Kaplan, Divya Ramachandran, Werner Reinartz and Aric Rindfleisch (2022), "Examining Artificial Intelligence (AI) Technologies in Marketing via a Global Lens: Current Trends and Future Research Opportunities," *International Journal of Research in Marketing*, 39 (September), 522-540.

Narang, Unnati, Manjit Yadav and Aric Rindfleisch (2022), "The 'Idea Advantage': How Content Sharing Strategies Impact Engagement in Online Learning Platforms," *Journal of Marketing Research*, 59 (February), 61-78.

Ahuvia, Aaron, Philipp Rauschnabel and Aric Rindfleisch (2021), "Is Brand Love Materialistic?" *Journal of Product and Brand Management*, 30 (April), 467-480.

Danienta, Nadia and Aric Rindfleisch (2021), "Epic Failures in 3D Printing," in *Radical Humility: Essays on Ordinary Acts*, Jamie Vander Broek and Rebekah Modrak, ed. Cleveland, OH: Belt Publishing, 177-186.

Rindfleisch, Aric and Myoung Hee Kim (2021), "Solving Global Crises via Desktop Manufacturing," *Journal of Public Policy & Marketing*, 40 (January), 111-112.

Rindfleisch, Aric (2020), "Transaction Cost Theory: Past, Present, and Future," *AMS Review*, 10 (June), 85-97.

Rindfleisch, Aric (2020), "The Second Digital Revolution," *Marketing Letters*, 31 (March), 13-17.

Rindfleisch, Aric, Ravi Mehta, Vishal Sachdev and Nadia Danienta (2020), "Innovation Research Themes for our New Environment: Insights from the 2019 PDMA Doctoral Consortium," *Journal of Product Innovation Management*, 37 (March), 126-137.

Eckhardt, Giana, Baojun Jiang, Mark Houston, Cait Lamberton, Aric Rindfleisch and Giorgis Zervas (2019), "Marketing in the Sharing Economy," *Journal of Marketing*, 83 (September), 5-27. ****Finalist: 2024 Sheth Award****

Rindfleisch, Aric and Alan J. Malter (2019), *Marketing in a Digital World: Review of Marketing Research*, 16, eds. Bingley, UK: Emerald.

Malter, Alan J. and Aric Rindfleisch (2019), "Transitioning to a Digital World," in *Review of Marketing Research*, Volume 16, Aric Rindfleisch and Alan J. Malter, eds. Armonk, Bingley, UK: Emerald, 1-12.

Rindfleisch, Aric, Alan J. Malter and Gregory J. Fisher (2019), "Self-Manufacturing via 3D Printing: Implications for Retailing Thought and Practice," in *Review of Marketing Research*, Volume 16, Aric Rindfleisch and Alan J. Malter, eds. Armonk, Bingley, UK: Emerald, 167-188.

Rindfleisch, Aric and Subin Im (2019), "Enhancing Customer Centricity via 3D Printing," in *Handbook of Customer Centricity*, Robert Palmatier, Christine Moorman and Ju-Yeon Lee, eds. New York: Edward Elgar, 317-340.

Chaplin, Lan Nguyen, Deborah Roedder John, Aric Rindfleisch and Jeffrey J. Froh (2019), "The Impact of Gratitude on Adolescent Materialism and Generosity," *Journal of Positive Psychology*, 14 (4), 502-511.

Rindfleisch, Aric, Matthew S. O'Hern and Vishal Sachdev (2017), "The Digital Revolution, 3D Printing, and Innovation as Data," *Journal of Product Innovation Management*, 34 (September), 681-690.

Mohr, Jakki, Linda Price, and Aric Rindfleisch (2016), "Marketing's Quest for Environmental Sustainability: Persistent Challenges and New Perspectives," in *Review of Marketing Research*, Volume 13, Naresh Malholtra, ed. Bingley, UK: Emerald, 29-59. ****Winner: 2022 Malholtra Award****

Grewal, Rajdeep, Gary L. Lilien, Sundar Bharadwaj, Pranav Jindal, Ujwal Kayande, Robert F. Lusch, Murali Mantrala, Robert W. Palmatier, Aric Rindfleisch, Lisa K. Scheer, Robert Spekman, and Shrihari Sridhar (2015), "Business-to-Business Buying: Challenges and Opportunities," *Customer Needs and Solutions*, 2 (September), 193-208.

Mahr, Dominik, Aric Rindfleisch, and Rebecca J. Slotegraaf (2015), "Enhancing Crowdsourcing Success: The Role of Creative and Deliberate Problem-Solving Styles," *Customer Needs and Solutions*, 2 (September), 209-221. ****Winner: 2022 Rao Award****

Wuyts, Stefan, Aric Rindfleisch, and Alka Citrin (2015), "Outsourcing Customer Support: The Role of Provider Customer Focus," *Journal of Operations Management*, 35 (May), 40-55.

Rindfleisch, Aric and Matthew S. O'Hern (2015), "Brand Remixing: 3D Printing the Nokia Case," in *Review of Marketing Research*, Volume 12, C.W. Park and Deborah MacInnis, ed. Bingley, UK: Emerald, 53-81.

Lind, Andrea, Aric Rindfleisch, and Aaron Ahuvia (2014), "Materialism," in *Encyclopedia of Quality of Life and Well-Being Research*, Alex C. Michalos, ed. Dordrecht, Netherlands: Springer, 3868-3871.

Ruvio, Ayalla, Eli Somer, and Aric Rindfleisch (2014), "When Bad Gets Worse: The Amplifying Effect of Materialism on Traumatic Stress and Maladaptive Consumption," *Journal of the Academy of Marketing Science*, 42 (January), 90-101.

Rindfleisch, Aric and James E. Burroughs (2013), "Existential Insecurity and the Self," in *The Routledge Companion to Identity and Consumption*, Russell W. Belk and Ayalla Ruvio, eds. New York: Routledge, 197-206.

Jap, Sandy D., Diana C. Roberston, Aric Rindfleisch, and Ryan Hamilton (2013), "Low-Stakes Opportunism," *Journal of Marketing Research*, 50 (April), 216-227.

Rindfleisch, Aric and Kersi D. Antia (2012), "Survey Research in B2B Marketing: Current Challenges and Future Opportunities," in *Business-to-Business Marketing Handbook*, Gary Lilien and Rajdeep Grewal, ed. New York: Edward Elgar, 699-714.

Burroughs, James E. and Aric Rindfleisch (2012), "What Welfare? The Mission of Transformative Consumer Research and the Foundational Role of Materialism," in *Transformative Consumer Research for Personal and Collective Well Being*, David Mick, Simone Pettigrew, Connie Pechmann and Julie Ozanne, ed. Mahwah, NJ: Taylor & Francis, 249-266.

Shrum, L. J., Jaehoon Lee, James E. Burroughs, and Aric Rindfleisch (2011), "An On-line Process Model of Second-Order Cultivation Effects: How Television Viewing Cultivates Materialism and Its Consequences for Life Satisfaction," *Human Communication Research*, 37 (January), 34-57.

O'Hern, Matthew S. and Aric Rindfleisch (2010), "Customer Co-Creation: A Typology and Research Agenda," in *Review of Marketing Research*, Volume 6, Naresh K. Malholtra, ed. Armonk, NY: M.E. Sharpe, 84-106.

Rindfleisch, Aric, Nancy Wong, and James E. Burroughs (2010), "God and Mammon: The Influence of Religiosity on Brand Connections," in *The Connected Customer*, Stefan Wuyts, Marnik G. Dekimpe, Els Gijsbrechts, and Rik Pieters, ed. New York: Taylor & Francis, 163-201.

Rindfleisch, Aric, Kersi D. Antia, Janet Bercovitz, James Brown, Joseph Cannon, Stephen Carson, Susan Helper, Mrinal Ghosh, Diana C. Robertson, and Kenneth H. Wathne (2010), "Transaction Costs, Opportunism, and Governance: Contextual Considerations and Future Research Opportunities," *Marketing Letters*, 21 (September), 211-222.

Dholokia, Uptal, Barbara Khan, Randy Reeves, Aric Rindfleisch, David Stewart, and Earl Taylor (2010), "Consumer Behavior in a Multichannel, Multimedia Retailing Environment," *Journal of Interactive Marketing*, 21 (May), 86-95.

Roest, Henk and Aric Rindfleisch (2010), "The Influence of Quality Cues and Typicality Cues on Restaurant Purchase Intentions," *Journal of Retailing and Consumer Services*, 17 (January), 10-18.

Frazier, Gary L., Elliot Maltz, Kersi D. Antia, and Aric Rindfleisch (2009), "Distributor Strategic Information Sharing with Suppliers," *Journal of Marketing*, 73 (July), 31-43.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2009), "The Safety of Objects: Materialism, Existential Insecurity, and Brand Connection," *Journal of Consumer Research*, 35 (June), 1-16.

Rindfleisch, Aric, Alan J. Malter, Shankar Ganesan, and Christine Moorman (2008), "Cross-Sectional Versus Longitudinal Survey Research: Concepts, Findings, and Guidelines," *Journal of Marketing Research*, 45 (June), 261-279. ****Finalist: 2013 O'Dell Award****

Mani, Sudha, Kersi D. Antia, and Aric Rindfleisch (2007), "Entry Mode and Equity Level: A Multilevel Examination of Foreign Direct Investment Ownership Structure," *Strategic Management Journal*, 28 (August), 857-866.

Luo, Xueming, Aric Rindfleisch, and David K. Tse (2007), "Working with Rivals: The Impact of Competitor Alliances on Financial Performance," *Journal of Marketing Research*, 44 (February), 73-83.

Thompson, Craig J., Aric Rindfleisch, and Zeynep Arsel (2006), "Emotional Branding and the Strategic Value of the Doppelgänger Brand Image," *Journal of Marketing*, 70 (January), 50-64.

Shrum, L. J., James E. Burroughs, and Aric Rindfleisch (2005), "Television's Cultivation of Material Values," *Journal of Consumer Research*, 32 (December), 473-479.

Ganesan, Shankar, Alan J. Malter, and Aric Rindfleisch (2005), "Does Distance Still Matter?

The Role of Geographic Proximity in New Product Development," *Journal of Marketing*, 6 (October), 44-60.

Houston, Mark, Michael Hutt, Christine Moorman, Peter Reingen, Aric Rindfleisch, Vanitha Swaminathan, and Beth Walker (2004), "A Network Perspective of Marketing Strategy Performance," in *Assessing Marketing Strategy Performance*, Christine Moorman and Donald Lehmann, ed. Cambridge, MA: Marketing Science Institute, 247-268.

Shrum, L. J., James E. Burroughs, and Aric Rindfleisch (2004), "A Process Model of Consumer Cultivation: The Role of Television is a Function of the Type of Judgment," in *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, L. J. Shrum, ed. Mahwah, NJ: Lawrence Erlbaum, 177-191.

Rindfleisch, Aric and James E. Burroughs (2004), "Terrifying Thoughts, Terrible Materialism? Contemplations on a Terror Management Account of Materialism and Consumer Behavior," *Journal of Consumer Psychology*, 14 (3), 219-224.

Rindfleisch, Aric and Christine Moorman (2003), "Interfirm Cooperation and Customer Orientation," *Journal of Marketing Research*, 40 (November), 421-436.

Wong, Nancy, Aric Rindfleisch, and James E. Burroughs (2003), "Do Reverse-Worded Items Confound Measures in Cross-Cultural Consumer Research? The Case of the Material Values Scale," *Journal of Consumer Research*, 30 (June), 72-91.

Burroughs, James E. and Aric Rindfleisch (2002), "Materialism and Well-Being: A Conflicting Values Perspective," *Journal of Consumer Research*, 29 (December), 348-370.

Rindfleisch, Aric and Christine Moorman (2001), "The Acquisition and Utilization of Information in New Product Alliances: A Strength-of-Ties Perspective," *Journal of Marketing*, 65 (April), 1-18.

Rindfleisch, Aric (2000), "Organizational Trust and Interfirm Cooperation: An Examination of Horizontal Versus Vertical Alliances," *Marketing Letters*, 11 (February), 81-95.

Rindfleisch, Aric and David X. Crockett (1999), "Cigarette Smoking and Perceived Risk: A Multidimensional Investigation," *Journal of Public Policy & Marketing*, 18 (Fall), 159-171.

Rindfleisch, Aric (1998), "Review of Co-opetition," *International Journal of Research in Marketing*, 15 (February), 79-81.

Rindfleisch, Aric and J. Jeffrey Inman (1998), "Explaining the Familiarity-Liking Relationship: Mere Exposure, Information Availability, or Social Desirability?" *Marketing Letters*, 9 (February), 5-19.

Rindfleisch, Aric and Jan B. Heide (1997), "Transaction Cost Analysis: Past, Present, and Future Applications," *Journal of Marketing*, 61 (October), 30-54. ****Winner: 1998 Maynard Award & 2004 Stern Award****

Rindfleisch, Aric, James E. Burroughs, and Frank Denton (1997), "Family Structure, Materialism, and Compulsive Consumption," *Journal of Consumer Research*, 23 (March), 312-325.

Rindfleisch, Aric (1996), "Marketing as Warfare: Reassessing a Dominant Metaphor," *Business Horizons*, 39 (September-October), 3-10.

RESEARCH IN PROGRESS

Berthon, Pierre, Weng Marc Lim, Lucia Pizzichini, Steve Raquel, Aric Rindfleisch, and Pei-Shan Soon, "The Accessship of the Phygital: A Typology and Implications for Consumer Well-Being," under review at *Journal of Macromarketing*.

Kim, Myoung Hee and Aric Rindfleisch, "Education Marketing: Strategic Considerations," under review at *Oxford Bibliographies*, Hari Shridhar, Ed.

Lee, Erica Ji Hyun, Maria Rodas, and Aric Rindfleisch, "The Impact of Delegating to AI on Consumer-Brand Relations," revising for resubmission to *Journal of Consumer Psychology*.

Patel, Chirag, Mariyani Ahmad Husairi and Aric Rindfleisch, "Safeguarding Crowdsourced Contributions," revising for resubmission to *International Journal of Research in Marketing*.

Ganesan, Shankar, Aric Rindfleisch and Avishek Lahiri, "Governance in Global Sharing Economy Platforms: A Transaction Cost Perspective," revising for resubmission to *Journal of International Marketing*.

Agarwal, Ravi and Aric Rindfleisch, "Asymmetries in Buyer-Seller Relations: A Regulatory Focus Perspective," revising for resubmission to *AMS Review*.

Mohr, Jakki J., Linda L. Price and Aric Rindfleisch, "Deep Listening to the Voice of Nature: The Journey Towards Sustainable Innovation," preparing draft for submission to *Journal of Product Innovation Management*.

Fukawa, Nobuyuki, Naoto Onzo, and Aric Rindfleisch, "Facing the Whiz: Effects of Robot Perceptions on Consumer Response," preparing draft for submission to *Journal of Marketing*.

Vivian Zheng, Aric Rindfleisch and David Griffith, "The Financial Impact of and Firms' Marketing Response to International Terrorism," preparing draft for submission to *Journal of International Business Studies*.

Rindfleisch, Aric and Jay Hong, "Happiness in the Sharing Economy," preparing draft for submission to *Journal of Interactive Marketing*.

Fisher, Gregory and Aric Rindfleisch, "Liquid Innovation in 3D Printing Communities," preparing draft for submission to *Journal of Product Innovation Management*.

Stanko, Michael, Aric Rindfleisch, Joseph Metayer, and Marc Becker, "Innovation as Competition: The Value of the OODA Loop," preparing draft for submission to *AMS Review*.

CONFERENCE PUBLICATIONS AND PRESENTATIONS

Rindfleisch, Aric (2025), "Facing the Whiz," American Marketing Association Summer Educator's Conference, Chicago, Illinois.

Rindfleisch, Aric (2025), "Robots in Retail," Maverick Insights Conference, Arlington, Texas.

Rindfleisch, Aric (2024), "AI as a Convivial Tool," PDMA Research Forum, St. Louis, Missouri.

Rindfleisch, Aric (2024), "How Consumers Respond to Non-Human Robots," Digital Technologies in Marketing and Operations Conference, Heilbronn, Germany.

Rindfleisch, Aric (2023), "Liquid Innovation," PDMA Research Forum, New Orleans, Louisiana.

Rindfleisch, Aric (2023), "Irresponsible AI," PDMA Research Forum, New Orleans, Louisiana.

Rindfleisch, Aric (2023), "The Digital Twin," American Marketing Association Winter Educator's Conference, Nashville, Tennessee.

Rindfleisch, Aric (2022), "Innovation 2030," American Marketing Association Summer Educators Conference, Chicago, Illinois.

Rindfleisch, Aric (2020), "Master Class: Teaching MOOCs," American Marketing Association Summer Educator's Conference, Fort Lauderdale, Florida.

Patel, Chirag, Mariyani Ahmadhusairi and Aric Rindfleisch (2019), "The Transaction Costs of Crowdsourcing," American Marketing Association Summer Educator's Conference, Chicago, Illinois.

Aaron Ahuvia, Philipp Rauschnabel and Aric Rindfleisch (2019), "Materialism and Brand Love: A Sub-Dimensional Analysis," 6th International Consumer Brand Relationship Conference, Cancun, Mexico.

Rindfleisch, Aric (2018), "The Future According to Bob," American Marketing Association Summer Educator's Conference, Boston, Massachusetts.

Rindfleisch, Aric (2018), "The Second Digital Revolution," American Marketing Association Summer Educator's Conference, Boston, Massachusetts.

Rindfleisch, Aric and Nadia Danienta (2018), "Framing Crowdfunding," Johns Hopkins Conference on Crowdsourcing in the Sharing Economy, Baltimore, Maryland.

Rindfleisch, Aric and Hyewon Cho (2018), "Making Mindfulness: How 3D Printing Impacts our Relation to Products," DigiFab Conference, Schaumburg, Illinois.

Rindfleisch, Aric and Hyewon Cho (2018), "Making Mindfulness," American Marketing Association Winter Educator's Conference, New Orleans, Louisiana.

Rindfleisch, Aric and Vishal Sachdev (2017), "The Illinois MakerLab," PDMA Research Forum, Chicago, Illinois.

Danienta, Nadia and Aric Rindfleisch (2017), "Making Failure, Humility and Pride," Humility in an Age of Self Promotion Conference, Ann Arbor, Michigan.

Rindfleisch, Aric (2017), "The Benefits of Engaging Buyers in the 3D Printing their Home," Annual Civil Engineering Workshop, Lille, France.

Rindfleisch, Aric (2017), "3D Printing and Consumer Behavior," 1st 3D Printing Colloquium, Seoul, Korea.

Rindfleisch, Aric (2017), "Marketing Strategy & 3D Printing," JAMS Thought Leaders Conference, Beijing, China.

Rindfleisch, Aric, Matthew S. O'Hern and Vishal Sachdev (2017), "The Digital Revolution, 3D Printing, and Innovation as Data," American Marketing Association Winter Educators' Conference, Orlando, Florida.

Aric Rindfleisch (2016), "Making is the new Buying," ISBM Biennial Meeting, Atlanta, Georgia.

Rindfleisch, Aric (2016), "Teaching the World how to 3D Print," Additive Manufacturing Europe Show, Amsterdam, Netherlands.

Rindfleisch, Aric, Matthew S. O'Hern and Vishal Sachdev (2016), "Innovation as Data," Innovation in Data Rich Environment Conference, Knoxville, Tennessee.

Rindfleisch, Aric (2016), "Teaching Marketing in a Digital World," American Marketing Association Winter Educators' Conference, Las Vegas, Nevada.

Rindfleisch, Aric (2016), "The Illinois MakerLab," American Marketing Association Winter Educators' Conference, Las Vegas, Nevada.

Rindfleisch, Aric and Hyewon Cho (2015), "From Marketing to Making," XVIII SEMEAD Conference, Sao Paulo, Brazil.

Rindfleisch, Aric (2015), "Insights from 3D Printing Research," ISBM Members' Conference, University Park, Pennsylvania.

Rindfleisch, Aric, Matthew S. O'Hern and Vishal Sachdev (2015), "Innovation as Data," American Marketing Association Summer Educators' Conference, Chicago, Illinois.

Rindfleisch, Aric (2015), "Making vs. Buying," American Marketing Association Winter Educators' Conference, San Antonio, Texas.

Rindfleisch, Aric and Matthew O'Hern (2015), "Brand Remixing: The Nokia Lumia Case," American Marketing Association Winter Educators' Conference, San Antonio, Texas.

Rindfleisch, Aric (2014), "The 3D Printing Revolution," MSI Immersion Conference, Boston, Massachusetts.

Rindfleisch, Aric (2014), "The 3D Printing Revolution," Innovation and the New Industrial Revolution in China Conference, Changsha, China.

Rindfleisch, Aric and Matthew O'Hern (2014), "Brand Remixing: The Nokia Lumia Case," Brands & Brand Relationship Conference, Boston, Massachusetts.

Ruvio, Ayalla, Eli Somer, and Aric Rindfleisch (2013), "When Bad Gets Worse: The Amplifying Effect of Materialism on Traumatic Stress and Maladaptive Consumption," Association for Consumer Research Annual Conference, Chicago, Illinois.

Rindfleisch, Aric and Vishal Sachdev (2013), "Learning by Making," Inside 3D Printing Conference, Chicago, Illinois.

Rindfleisch, Aric (2013), "The Illinois MakerLab," Consumer Culture Theory Conference, Tucson, Arizona.

Rindfleisch, Aric (2012), "The Maker Movement: Implications for Retail," University of Wisconsin 2020 Retail Conference, Madison, Wisconsin.

Rindfleisch, Aric (2012), "Chris Moorman's Pioneering Research on Organizations & Strategy," The 18th Paul D. Converse Symposium, Champaign, Illinois.

Rindfleisch, Aric (2011), "The Democratization of Innovation," University of Arizona Thinking Forward Conference, Tucson, Arizona.

Rindfleisch, Aric (2010), "Innovation without Firms," Product Development Management Association Research Forum, Orlando, Florida.

Rindfleisch, Aric (2010), "The Future of Theory," American Marketing Association Summer Educators' Conference, Boston, Massachusetts.

Jap, Sandy D., Diana Robertson, and Aric Rindfleisch (2010), "Bounded Opportunism," ISBM Biennial Meeting, Boston, Massachusetts.

Mahr, Dominik, Aric Rindfleisch, and Rebecca Slotegraaf (2010), "Innovation Beyond Firm Boundaries: The Routines and Resources of External Problem Solvers," Korean Academy of Marketing Science Spring International Conference, Seoul, South Korea.

Mahr, Dominik, Aric Rindfleisch, and Rebecca Slotegraaf (2010), "Innovation Beyond Firm Boundaries: The Routines and Resources of External Problem Solvers," American Marketing Association Winter Educators' Conference, New Orleans, Louisiana.

Matthew O'Hern and Aric Rindfleisch (2008), "Open to the Core: An Examination of Open Teams," ISBM Biennial Meeting, San Diego, California.

Kumar, Alok, Aric Rindfleisch, and Jan B. Heide (2008), "Organizing for Innovation: Mixed Versus Pure Alliances," ISBM Biennial Meeting, San Diego, California.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2008), "Religiosity and Brand Connections," Connected Customer Conference, Tilburg, The Netherlands.

Kumar, Alok and Aric Rindfleisch (2007), "Organizing for Innovation: Pure Versus Pure New Product Alliances," European Marketing Academy Conference, Reykjavík, Iceland.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2007), "The Safety of Objects: An Examination of Materialism and Brand Connections," Society for Consumer Psychology Conference, Las Vegas, Nevada.

Citrin, Alka, Stefan Wuyts, and Aric Rindfleisch (2007), "Customer Orientation and Outsourcing Success," American Marketing Association Winter Educators' Conference, San Diego, California.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2006), "The Safety of Objects: An Examination of Materialism and Brand Connections," Association for Consumer Research Conference, Orlando, Florida.

Rindfleisch, Aric (2006), "Interorganizational Survey Research: Challenges and Solutions," Benchmarking the Future of Marketing Distribution Conference, Chicago, Illinois.

Rindfleisch, Aric, Alan J. Malter, Shankar Ganesan, and Christine Moorman (2006), "Cross-Sectional Versus Longitudinal Survey Research," ISBM Biennial Meeting, Chicago, Illinois.

Rindfleisch, Aric, Nancy Wong, and James E. Burroughs (2006), "Materialism and Brand Resonance," European Marketing Academy Conference, Athens, Greece.

Rindfleisch, Aric (2006), "The Role of Universities in Innovation," Innovation! Conference, Amsterdam, The Netherlands.

Kumar, Alok and Aric Rindfleisch (2005), "Organizing for Innovation: Mixed Versus Pure Alliances," Second International Conference on Economics and Management of Networks, Budapest, Hungary.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2005), "Religious Fundamentalism And Brand Connections," Association for Consumer Research European Conference, Goteborg, Sweden.

Rindfleisch, Aric and James E. Burroughs (2005), "Pleasure Seekers and Power Seekers: Two Types of Materialists," First Midwest Materialism Conference, Champaign, Illinois.

Rindfleisch, Aric (2005), "Publishing Strategy Research: Data and Methodology Concerns," American Marketing Association Winter Educators' Conference, San Antonio, Texas.

Rindfleisch, Aric (2005), "Teaching and Research," American Marketing Association's "Making the Transition" Workshop, San Antonio, Texas.

Rindfleisch, Aric, Alan J. Malter, Shankar Ganesan, and Christine Moorman (2004), "Cross-Sectional Versus Longitudinal New Product Outcomes," MSI Hot Topics on Innovation Conference, Boston, Massachusetts.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2004), "Religiosity and Brand Commitment: A Multicultural Perspective," Association for Consumer Research Asia-Pacific Conference, Seoul, South Korea.

Rindfleisch, Aric (2004), "Making the Transition from Doctoral Student to Assistant Professor," American Marketing Association Winter Educators' Conference, Scottsdale, Arizona.

Houston, Mark, Michael Hutt, Christine Moorman, Peter Reingen, Aric Rindfleisch, Vanitha Swaminathan, and Beth Walker (2003), "A Network Perspective of Marketing Strategy Performance," MSI Marketing Strategy Performance Conference, Chicago, Illinois.

Ganesan, Shankar, Aric Rindfleisch, and Alan J. Malter (2003), "Geographic Proximity and New Product Development," EURO/INFORMS Joint International Meeting, Istanbul, Turkey.

Rindfleisch, Aric and Christine Moorman (2003), "Interfirm Cooperation and Customer Orientation," American Marketing Association Winter Educators' Conference, Orlando, Florida.

Rindfleisch, Aric, Shankar Ganesan, and Alan J. Malter (2001), "Understanding the Role of Geographic Proximity in High-Technology Clusters," The Competitiveness Institute's 4th Annual Meeting, Tucson, Arizona.

Rindfleisch, Aric and David Sprott (2000), "Moving Forward on Looking Backward: Advancing Theory and Practice in Nostalgia," in *Advances in Consumer Research*, 27, Steve Hoch and Robert Meyer, eds. Provo, UT: Association for Consumer Research, 34-35.

Rindfleisch, Aric, Dan Freeman, and James E. Burroughs (2000), "Nostalgia, Materialism, and Product Preference: An Initial Inquiry," in *Advances in Consumer Research*, 27, Steve Hoch and Robert Meyer, eds. Provo, UT: Association for Consumer Research, 36-41.

Rindfleisch, Aric and James E. Burroughs (1999), "Materialism and Childhood Satisfaction: A Social Structural Analysis," in *Advances in Consumer Research*, 26, Eric Arnould and Linda Scott, eds. Provo, UT: Association for Consumer Research, 519-526.

Slotegraaf, Rebecca and Aric Rindfleisch (1998), "Imperfect Information and Consumer Search Activity," Society for Consumer Psychology Conference, Austin, Texas.

Rindfleisch, Aric (1997), "The Costs and Benefits of Smoking: A Comparison of Cigarette Consumption among American and Korean Young Adults," Sixth Symposium on Cross-Cultural Consumer and Business Studies, Honolulu, Hawaii.

Burroughs, James E. and Aric Rindfleisch (1997), "Materialism as a Coping Mechanism: An Inquiry into Family Disruption," in *Advances in Consumer Research*, 24, Debbie MacInnis and Merrie Brucks, eds. Provo, UT: Association for Consumer Research, 89-97.

Rindfleisch, Aric and James E. Burroughs (1996), "The Changing American Family: Causes, Consequences, and Considerations for Consumer Research," in *Advances in Consumer Research*, 23, Kim Corfman and John Lynch, eds. Provo, UT: Association for Consumer Research, 81-82.

Rindfleisch, Aric, James E. Burroughs, and Frank Denton (1996), "Family Disruption and Consumer Attitudes and Behavior: An Exploratory Investigation," in *Advances in Consumer Research*, 23, Kim Corfman and John Lynch, eds. Provo, UT: Association for Consumer Research, 83-90.

Rindfleisch, Aric and J. Jeffrey Inman (1996), "Explaining Double Jeopardy: Mere Exposure, Information Availability, or Social Desirability," Marketing Science Conference, Gainesville, Florida.

Rindfleisch, Aric and Sangcheol Seol (1996), "The Perceived Risks of Smoking," American Marketing Association Winter Educators' Conference, Hilton Head, South Carolina.

Moorman, Christine and Aric Rindfleisch (1995), "Divergent Perspectives on the Role of Prior Knowledge in Consumer Information Search and Processing," in *Advances in Consumer Research*, 22, Frank Kardes and Mita Suja, eds. Provo, UT: Association for Consumer Research, 564-565.

Moorman, Christine and Aric Rindfleisch (1995), "The Role of Knowledge in the Acquisition of Product Information: A Test of Four Models," Association for Consumer Research Conference, Boston, Massachusetts.

Rindfleisch, Aric (1995), "A Behavioral Perspective of the Nature of Industry Competition," in *Marketing Theory and Applications*, 6, David W. Stewart and Naufel J. Vilcassim, eds. Chicago: American Marketing Association, 285-294.

Rindfleisch, Aric (1994), "Cohort Generational Influences on Consumer Socialization," in *Advances*

in Consumer Research, 21, Chris T. Allen and Deborah Roedder John, eds. Provo, UT: Association for Consumer Research, 470-476.

GRANTS

University of Illinois Generative AI Grant (with Kim), 2023
NASA CAPSat Grant (with Ghosh et al.), 2016
University of Illinois Extension Grant (with Sachdev and Vishwathanan), 2014
P&G Innovation Grant (with Sachdev), 2013
MSI Research Competition on Innovation Grant (with Mohr and Price), 2011
MSI-Wharton Interactive Media Initiative Research Grant (with Antia, O'Hern and Schweidel, 2009
ACR Transformative Consumer Research Grant (with Burroughs, Moorman and Richins), 2006
Institute for the Study of Business Markets Research Grant (with Citrin and Wuyts), 2006
Netherlands Organization for Scientific Research Visitors Grant, 2005
University of Wisconsin-Madison CIBER Grant (with Burroughs and Wong), 2003
Georgia Institute of Technology CIBER Grant (with Burroughs and Wong), 2003
MSI Research Grant (with Ganesan and Malter), 2000
University of Hawaii CIBER Grant (with Burroughs and Wong), 1999
University of Arizona Foundation Grant (with Burroughs), 1999
University of Wisconsin-Madison School of Business Dissertation Grant, 1997
University of Wisconsin-Madison School of Business Research Scholarship, 1996
Millward Brown, Inc. Research Grant (with Inman), 1995
Bank of Pusan (Korea) Research Grant (with Seol), 1995
University of Wisconsin-Madison Graduate School Research Award, 1993
University of Wisconsin-Madison School of Business Research Grant, 1993

INVITED TALKS

North America

University of Tennessee (2025), University of Hawaii (2025), Georgia Institute of Technology (2024, 2006), University of Texas at San Antonio (2023), Penn State University (2020), University of Nebraska-Lincoln (2018, 2016 & 2008), University of Oklahoma (2018), University of Houston (2018, 2008 & 1998), Texas A&M University (2017), University of Kansas (2016), Chicago Consumer Culture Community (DePaul) (2013), Boston University (2012), Tulane University (2012), University of Illinois at Urbana-Champaign (2011), University of Illinois at Chicago (2011), University of Arizona (2011 & 2004), Duke University (2011), MIT Innovation Lab (2010), Temple University (2010), Penn State Marketing Camp (2009), University of South Carolina (2009), DC Marketing Colloquium (George Mason) (2008), University of Southern California Marketing Camp (2005), Emory University (2004), Texas Christian University (2003), Harvard University (2001), University of Wisconsin-Madison (2001), University of Western Ontario (2001), University of Pennsylvania (2000), University of Virginia (1999)

Europe

University of Mannheim (2024), Grenoble Ecole de Management (2022 & 2012), Leeds University Marketing Camp (2019), ESSEC Business School (2019), Frankfurt School of Finance & Management Marketing Camp (2018), University of the Azores (2016), University of Lisbon (2016), Technical University of Lisbon (2016), University of Porto (2016), University of Aveiro (2016), University of Minho (2016), University of Ljubljana (2012), HEC—Paris (2012), Koc University (2011), Maastricht University (2011 & 2002), Eindhoven University of Technology (2010), London Business School Marketing Camp (2009), Tilburg University (2008 & 2005), Chemnitz University of Technology (2007), INSEAD Marketing Camp (2006), University of Muenster (2006), Erasmus University Rotterdam (2006), University of Groningen (2006), Wageningen University (2006), Imperial College London (2006), Vrije University Amsterdam (2005), Maastricht University Marketing Camp (2004)

Asia

Monash University Marketing Camp (2023), Waseda University (2022), Hong Kong Polytechnic University (2021), Korea University (2018 & 2006), Yonsei University (2016 & 2015), City University of Hong Kong (2013), Nanyang Technological University (2013), National Economics University (2011), Sungkyunkwan University (2009), Ewha Woman's University (2009), Samsung Electronics (2008), SK Corporation (2007)

MEDIA COVERAGE OF RESEARCH

"Who Needs People: Robots are Changing the Retail Experience" by Sam Hitt, *Dealerscope*, May 8, 2023. (<https://dealerscope.com/2023/05/who-needs-people-robots-are-changing-the-retail-experience/>)

"This Simple Nudge can get Students more Engaged in Online Courses," by Unnati Narang, *EdSurge*, June 29, 2022. (<https://www.edsurge.com/news/2022-06-29-this-simple-nudge-can-get-students-more-engaged-in-online-courses>)

"Branding as a Democracy," by Aric Rindfleisch and Myoung Hee Kim, *Economic Times*, July 26, 2021. (<https://brandequity.economictimes.indiatimes.com/news/marketing/branding-as-a-democracy/84748388>)

"How to Raise a Grateful Child," by Dave McGinn, *The Globe and Mail*, December 10, 2018. (<https://www.theglobeandmail.com/life/relationships/article-how-to-raise-a-grateful-child/>)

"To Raise Generous Kids, ask them what they're Thankful for Year-round," by Kate Thayer, *Chicago Tribune*, November 22, 2018. (<https://www.chicagotribune.com/lifestyles/ct-life-teach-kids-gratitude-20181116-story.html>)

"Is Encouraging Gratitude and Antidote for Materialism?" by Christopher Bergland, *Psychology Today*, November 22, 2018. (<https://www.psychologytoday.com/us/blog/the-athletes-way/201811/is-encouraging-gratitude-antidote-materialism>)

"Want more Happiness? Try a Dollop of Gratitude," by Joan Oliver, *Northwest Herald*, November 21, 2018. (<https://www.nwherald.com/2018/11/20/oliver-want-more-happiness-try-a-dollop-of-gratitude/akpifkt/>)

"UI Studies Find Gratitude Journals are the Gift that Keeps Kids Giving," by Debra Pressey, *News Gazette*, November 13, 2018. (<http://www.news-gazette.com/news/local/2018-11-13/ui-studies-find-gratitude-journals-are-the-gift-keeps-kids-giving.html>)

"3 Ways to buy Happiness (Instead of a \$1.6 Billion Lottery Ticket)," by Quentin Fottrell, *MarketWatch*, October 21, 2018. (<https://www.marketwatch.com/story/want-to-buy-happiness-spend-your-money-on-pets-plays-and-planes-not-prada-2017-07-07>)

"Encouraging Gratitude in Kids Reduces Materialism, Study Finds," by Alice G. Walton, *Forbes*, October 20, 2018. (<https://www.forbes.com/sites/alicegwalton/2018/10/20/encouraging-gratitude-in-kids-reduces-materialism-study-finds/#19966fae49d0>)

"Greedy Kids? New Study says a Gratitude Journal will Help," by Heidi Stevens, *Chicago Tribune*, February 25, 2016. (<http://www.chicagotribune.com/lifestyles/stevens/ct-reversing-materialism-in-kids-balancing-0225-20160225-column.html>)

"Studies Find Shopping Sprees can Lift Depression and Improve Health," by Jeanette Wang, *South China Morning Post*, February 25, 2014. (<http://www.scmp.com/lifestyle/health/article/1434186/studies-find-shopping-sprees-can-lift-depression-and-improve-health>)

"Shoppers Beware: A Materialist Ethos is More Misery-inducing than we Thought," by Oliver Burkeman, *The Guardian*, December 2, 2013. (<https://www.theguardian.com/news/2013/dec/02/shoppers-beware-materialism-worse-than-thought>)

"6 Reasons Why People—Not Things— Will Make You Happier," by Amanda Chan, *Huffington Post*, December 2, 2013. (http://www.huffingtonpost.com/2013/12/02/materialism-health-effects_n_4344056.html)

"Is Brand Loyalty a Thing of the Past?" by Mary Pilon, *Wall Street Journal*, September 3, 2009. (<https://blogs.wsj.com/wallet/2009/09/03/is-brand-loyalty-a-thing-of-the-past/>)

"Does Death Sell?" by Krishna Andavolu, *Obit Magazine*, March 13, 2009.

"Materialism and Gratitude," radio interview, *The Leslie Roberts Show*, February 27, 2008.

"Out of the Box: Compassionate Materialism?" by Becky Ebenkamp, *Brandweek*, January 15, 2007. "Doppelgangers," by Michael Fielding, *Marketing News*, October 15, 2006, 12-15.

"Consumerism and its Discontents," by Tori DeAngelis, *Monitor on Psychology*, June 2004. (<http://www.apa.org/monitor/jun04/discontents.aspx>)

"Clustering May Not Aid Optics," by Teya Vitu, *Tucson Citizen*, October 31, 2001.

"Simple Gifts Capture Season's Spirit," by Stephanie Innes, *Arizona Daily Star*, November 25, 2000.

"On Sale at Old Navy: Cool Clothes for Identical Zombies," by Damien Cave, *Salon.Com*, November 22, 2000. (http://www.salon.com/2000/11/22/old_navy/)

"Money Can's Buy Happiness," by Elaine Moyle, *Toronto Sun*, June 11, 1999.

"In Pursuit of Affluence, at a High Price," by Alfie Kohn, *New York Times*, February 2, 1999. (<http://www.alfiekohn.org/article/pursuit-affluence-high-price/>)

MEDIA COVERAGE OF TEACHING

"The 16 Best Marketing Courses you can Take Online," by Lauren David, *Business Insider*, January 21, 2022. (<https://www.businessinsider.com/guides/learning/best-online-marketing-courses>)

"How to Make the Most of Online Courses to Boost Your Career," by Lucy Caso, *Wired*, September 7, 2021 (<https://www.wired.com/story/free-online-courses-boost-your-career-education/>)

"8 Best Business Courses Online from Top Universities and Business Executives," by Beatrice Celdran, *International Business Times*, July 2, 2021 (<https://www.ibtimes.com/8-best-business-courses-online-top-universities-business-executives-3241801>)

"The 25 Best Online Classes of All Time Based on 125,000 Reviews," by Jessica Stillman, *Inc.*, September 22, 2020. (<https://www.inc.com/jessica-stillman/the-25-best-online-courses-of-all-time-based-on-125000-reviews.html>)

"13 Popular Online Courses that People Enroll in and Actually Finish According to Coursera" by Remi Rosmarin, *Business Insider*, July 15, 2020. (<https://www.businessinsider.com/coursera-popular-courses-with-high-completion-rates>)

"22 Online Business Courses That Will Take You from Intern To CEO" by Katie O'Malley, *Elle*, June 5, 2020. (<https://www.elle.com/uk/life-and-culture/g32386932/business-courses-online/>)

"Perfect your Digital Marketing Skills with these Online Courses" by Sarah Griffiths, *Mashable*, March 11, 2020. (<https://mashable.com/roundup/best-online-marketing-courses/>)

"5 Online Business Courses that will Make You much Smarter (for Free)," by Jessica Stillman, *Inc.*, August 31, 2017. (<https://www.inc.com/jessica-stillman/the-5-best-online-business-courses-of-the-year.html>)

"Massive Open Online Courses go Beyond Business Basics," by Wai Kwen Chan, *Financial Times*, March 6, 2017. (<https://www.ft.com/content/a4c05660-f47a-11e6-95ee-f14e55513608>)

"43 Free Career-Advancing Courses You Can Take (and Actually Finish) This Summer," by Kat Moon, *themuse.com*, June 1, 2016. (<https://www.themuse.com/advice/43-free-careeradvancing-courses-you-can-take-and-actually-finish-this-summer>)

"The 10 Hottest Online Classes for Professionals in 2015," by Jessica Stillman, *Inc.*, December 29, 2015. (www.inc.com/jessica-stillman/coursera-s-10-most-popular-business-classes-of-2015.html)

"8 Invaluable Online Classes for Entrepreneurs," by Peter Daisyme, *Entrepreneur*, July 8, 2015. (<https://www.entrepreneur.com/article/248055>)

PROFESSIONAL ACTIVITIES

Advisory Board

Journal of Product Innovation Management (2025-present)

Associate Editorship

MarkTech (2024-present), *Journal of Marketing* (2011-2018 & 2022-2024), *Journal of Product Innovation Management* (2019-2024), *Journal of Supply Chain Management* (2008-2020), *Journal of Consumer Research* (2018-2020), *International Journal of Research in Marketing* (2006-2015)

Editorial Review Board Membership

Journal of Consumer Psychology (2010-present), *Journal of the Academy of Marketing Science* (2003-present), *Journal of Public Policy & Marketing* (2012-present), *Marketing Letters* (2013-present), *Academy of Marketing Science Review* (2014-present), *Review of Marketing Research* (2017-present), *Journal of Marketing* (1998-2002, 2004-2005, 2006-2011 & 2018-2022), *Journal of Marketing Research* (2008-2012), *Journal of Consumer Research* (2005-2018 & 2021-2022), *International Journal of Research in Marketing* (2015-2021), *Journal of International Marketing*, (2007-2016)

Ad Hoc Journal Reviewing

Marketing Science, Journal of Retailing, Journal of the Association for Consumer Research, Journal of Service Research, Journal of Interactive Marketing, Journal of Business Research, Journal of Economic Psychology, Consumption, Markets & Culture, Psychology & Marketing, Industrial Marketing Management, Journal of Marketing Management, Journal of Product and Brand Management, Journal of Marketing Education, Management Science, Journal of Operations Management, Academy of Management Review, Journal of International Business Studies, Journal of Management Studies, Journal of Business Ethics, Journal of Applied Psychology, Journal of Personality and Social Psychology, California Management Review, Technology in Society

Conference and Association Activity

Academic Leadership: AMA Foundation Advisory Board Chair (2026-2027), AMA Foundation Advisory Board (2022-2028), AMA Publications Committee (2020-2026), AMA Ethics Committee (2019-2020), AMA Academic Council President (2020-2021), AMA Academic Council Member (2017-2022), *Journal of Marketing* Editor Selection Committee (2021)

Conference Co-chair: PDMA Doctoral Consortium (2019), AMA Winter Conference (2013), ACR Doctoral Symposium (2011), Midwest Materialism Conference (2005 & 2007)

Track Chair: PDMA Research Forum (2023, 2024), AMA Winter Conference (2004, 2008, 2012 & 2017), Erin Anderson Conference (2008), Korean Academy of Marketing Science Conference (2006), World Marketing Congress (2005)

Associate Editor: ACR Conference (2008, 2012, 2013 & 2018)

Program Committee Member: ACR Conference (1999, 2005, 2007, 2014, 2016 & 2022), European ACR Conference (2007), CCT Conference (2013), EMNET Conference (2007), ISBM Conference (2008)

Discussant: AMA Summer Conference (2015), AMA Winter Conference (1998 & 2011), World Marketing Congress (2005), SCP Winter Conference (1998), ACR Conference (1997)

Judge: AMA Varadarajan Award (2012, 2014, 2016, 2018, 2023, 2025), AMA Lavidge Award (2024, 2025), AMA Berry Book Prize (2022, 2023, 2024), *CNS* Rao Award (2023), AMA Fellows Award (2021), AMA Stern Award (2005, 2007, 2008, 2020 & 2021), AMA Irwin Award (2020), Howard Dissertation Award (2017), *IJRM* Steenkamp Award (2015), *JCP* Best Paper Award (2012)

DISSERTATION COMMITTEES

Qi Guo, University of Illinois, Dissertation Chair
Jessica Gu, University of Illinois, Dissertation Co-Chair
Erica Lee, University of Illinois, Dissertation Co-Chair
Ruichun Liu, University of Illinois, Dissertation Co-Chair
Jay Hong, University of Illinois, Committee Member
Sahoon Kim, University of Illinois, Dissertation Co-Chair
Doreen Shen, University of Illinois, Dissertation Chair
Chenchen Di, University of Illinois, Committee Member
Avishek Lahiri, Georgia State University, Committee Member
Nadia Danienta, University of Illinois, Dissertation Chair
Arun Sreekumar, University of Illinois, Committee Member
Weizhi Chen, New Jersey Institute of Technology, Committee Member
Argha Sen, University of Nebraska, Committee Member

Robert Arias, University of Illinois, Committee Member
 Austin Zhuang, University of Illinois, Committee Member
 Hyewon Cho, University of Illinois, Committee Member
 Srinivas Venugopal, University of Illinois, Committee Member
 Gregory Fisher, University of Illinois, Committee Member
 Vivian Zheng, University of Wisconsin, Dissertation Co-Chair
 Haisu Zhang, University of Illinois at Chicago, Committee Member
 Dee Warmath, University of Wisconsin, Committee Member
 Neomie Rassens, Tilburg University, Committee Member
 Dominik Mahr, University of Antwerp, Committee Member
 Matthew O'Hern, University of Wisconsin, Dissertation Chair
 Paul Hill, University of Melbourne, External Examiner
 Gocken Coskuner, University of Wisconsin, Committee Member
 Alok Kumar, University of Wisconsin, Committee Member
 Matthew Sarkees, University of Pittsburgh, Committee Member
 Ty Henderson, University of Wisconsin, Committee Member
 Zeynep Arsel, University of Wisconsin, Committee Member
 Jeff Wang, University of Arizona, Committee Member
 Jennifer Wiggins, University of Wisconsin, Committee Member
 Maura Troester, University of Wisconsin, Committee Member
 Dan Freeman, University of Arizona, Committee Member
 David Crockett, University of Arizona, Committee Member
 Jon Michaels, University of Arizona, Committee Member

UNIVERSITY SERVICE

Faculty Liaison Committee, University of Illinois Bookstore, 2023-present
 Visualization Laboratory Advisory Committee, University of Illinois, 2015-2017 & 2023-2025
 Graduate College Executive Committee, University of Illinois, 2023-2025
 Online Academic Integrity Committee, University of Illinois, 2020-2022
 Online Strategic Initiatives Committee, University of Illinois, 2019-2021
 College Executive Committee, University of Illinois, 2019-2020
 Library Renovation Committee, University of Illinois, 2019-2020
 Diversity Realized at Illinois by Visioning Excellence Committee, University of Illinois, 2013-2020
 College of Business Education Policy Committee, University of Illinois, 2017-2019
 Diversity and Inclusion Strategy Task Force, University of Illinois, 2017-2018
 Search Committee, Seibel Center for Design Director, University of Illinois, 2017
 Design Center Planning Committee, University of Illinois, 2014-2015
 Keynote Speaker, Phoenix & Tucson Alumni Events, University of Illinois Foundation, 2014
 Academic Leadership Group, University of Illinois, 2014-2015
 Council of Unit Executive Officers, University of Illinois, 2012-2015
 Search Committee, Graduate School Associate Dean, University of Wisconsin, 2012
 Search Committee, School of Human Ecology Dean, University of Wisconsin, 2011-2012
 Faculty Affiliate, Center for Retailing Excellence, University of Wisconsin, 2011-2012
 Sports Management Club, Faculty Advisor, University of Wisconsin, 2007-2012
 Graduate Faculty Academic Planning Council, University of Wisconsin, 2009-2011
 Graduate Faculty Executive Committee, University of Wisconsin, 2008-2011
 PhD Program & Research Committee, University of Wisconsin, 2004-2010
 Marketing Doctoral Program Coordinator, University of Wisconsin, 2004-2005 & 2006-2008
 Institutional Marks Advisory Committee, University of Wisconsin, 2004-2005
 Graduate Marketing Network Faculty Advisor, University of Wisconsin, 2003-2005
 Undergraduate Studies Committee, University of Wisconsin, 2003-2004
 Eller College Extracurricular Policy Committee, University of Arizona, 2000