

JENNIFER LYNN AAKER
General Atlantic Professor
Stanford Graduate School of Business
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ACADEMIC POSITIONS

Stanford Graduate School of Business, General Atlantic Professor (2005-present)
Haas School of Business, University of California Berkeley. Xerox Distinguished Professor of Knowledge (2007-2008)
Haas School of Business, University of California Berkeley. Thomas W. Tusher Professor (2006-2007)
Stanford Graduate School of Business, General Atlantic Professor (2005-2006)
Stanford Graduate School of Business, Professor (2004-2005)
Stanford Graduate School of Business, Associate Professor (2001-2004)
Stanford Graduate School of Business, Assistant Professor (1999-2001)
Columbia Graduate School of Business, Visiting Assistant Professor (Fall 1998)
UCLA, Anderson Graduate School of Management, Assistant Professor (1995-1999)

EDUCATION

Stanford Graduate School of Business (*Ph.D. in Marketing, Ph.D. Minor in Psychology, 1995*)
University of California, Berkeley (*Bachelor of Arts in Psychology, 1989*)

HONORS, AWARDS AND GRANTS

Best Paper Award *Journal of Consumer Research* 2007 for "When Good Brands Do Bad"
Stanley Reiter Best Paper Award 2007 for "Bringing the Frame into Focus: The Influence of Regulatory Fit on Processing Fluency and Persuasion"
Best Paper Award *Journal of Consumer Research* 2005, 1st runner up for "Can Mixed Emotions Peacefully Co-Exist?"
General Atlantic Chair, 2005-present
Xerox Distinguished Chair in Knowledge, 2007-2009
Thomas W. Tusher Chair of Global Business, 2006-2007
A. Michael Spence Faculty Scholar, 2003-2004
Society of Consumer Psychology Early Career Award for Outstanding Research, 2003
Outstanding Reviewer Award, *Journal of Consumer Research*, 2002, 2003, 2004
Fletcher Jones Faculty Research Scholar, 2001
Distinguished Teaching Award (Stanford), 2000
Marketing Science Institute Grant, 2000
Citibank Best Teacher Award (UCLA), 1999
George Robbins Best Teacher Award (UCLA), 1998
Hong Kong Science International Research Grant, 1997-1998
CIBER International Research Grant, 1996-1999
UCLA Academic Senate Grant, 1995-1999
A.M.A. Dissertation Award, 1996 (Finalist), Stanford University, GSB, 1993-1994: Merit Fellowship, Jaedicke Scholar, Psi Chi National Honorary Society in Psychology, 1989

RESEARCH STREAMS

Time, Money and Happiness
Culture and Global Brands
Emotions and Health
Psychology of Giving

PUBLICATIONS¹

Mogilner, Cassie and Jennifer Aaker (2009) "The Time versus Money Effect: Shifting Product Attitudes and Decisions through Personal Connection," forthcoming in the *Journal of Consumer Research*.

Liu, Wendy and Jennifer Aaker (2008), "The Happiness of Giving: The Time-Ask Effect," *Journal of Consumer Research*, 35 (October), 543-557.

Aaker, Jennifer, Aimee Drolet, and Dale Griffin (2008), "Recalling Mixed Emotions," *Journal of Consumer Research*, 35 (August), 268-278.

Mogilner, Cassie, Jennifer Aaker and Ginger Pennington (2008), "Time Will Tell: The Distant Appeal of Promotion and Imminent Appeal of Prevention," *Journal of Consumer Research*, 34 (February), 670-681.

- Media coverage: *The Washington Post*, *ABC News.com*

Liu, Wendy and Jennifer Aaker (2007), "Do You Look to the Future or Focus on Today? The Impact of Life Experience on Intertemporal Decisions," *Organizational Behavior & Human Decision Processes*, 102, 212-225.

Agrawal, Nidhi, Geeta Menon and Jennifer Aaker (2007), "Getting Emotional about Health," *Journal of Marketing Research*, 64 (February), 100-113.

Aaker, Jennifer (2006), "Delineating Culture," *Journal of Consumer Psychology*, 16 (4), 343-347.

Briley, Donnel and Jennifer Aaker (2006), "When Does Culture Matter? Effects of Personal Knowledge on the Correction of Culture-based Judgments," *Journal of Marketing Research*, 43 (August), 395-408.

- Reprinted in *Finance & Management* (2006).

Briley, Donnel and Jennifer Aaker (2006), "Bridging the Culture Chasm: Ensuring that Consumers are Healthy, Wealthy and Wise," *Journal of Public Policy & Management*, 25 (1), 53-66.

Aaker, Jennifer and Angela Lee (2006), "Understanding Regulatory Fit," *Journal of Marketing Research*, 43 (Feb), 15-19.

Johar, Gita, Jaideep Sengupta and Jennifer Aaker (2005), "Two Roads to Updating Brand Personality Impressions: Trait versus Evaluative Inferencing," *Journal of Marketing Research* (November), 458-469.

Aaker, Jennifer, Susan Fournier and S. Adam Brasel (2004), "When Good Brands Do Bad," *Journal of Consumer Research*, 31 (June), 1-18.*

¹ Lead articles are asterixed.

- *Journal of Consumer Research* Best Paper Award (over 4 years). Top 10 Cited papers at JCR. Chosen as “The Top Marketing Papers of 2004” for reprint by Mexican publication *Expansion*. Reprinted in *Brand Science Institute Yearbook 2004* (Hamburg), *Expansion* (Mexico), the *4Ps*, a publication of *The Indian Institute of Management and Marketing and Marketing Research* (2007, Russia).

Lee, Angela and Jennifer Aaker (2004), “Bringing the Frame into Focus: The Influence of Regulatory Fit on Processing Fluency and Persuasion,” *Journal of Personality & Social Psychology*, 86 (February), 205-218.*

- Stanley Reiter award at Kellogg best paper award 2007 (best paper published by Kellogg faculty in last 4 years).

Aaker, Jennifer (2003), “The Global Brand Face-Off,” *Harvard Business Review*, 6 (March), 35-46. Commentary.

Williams, Patti and Jennifer Aaker (2002), “Can Mixed Emotions Peacefully Co-Exist?” *Journal of Consumer Research*, 28 (March), 636-649.

- *Journal of Consumer Research* Best Paper Award (over 4 years, 1st runner-up).

Drolet, Aimee and Jennifer Aaker (2002), “Off Target? Changing Cognitive-Based Attitudes,” *Journal of Consumer Psychology*, 12 (1), 59-68.

Aaker, Jennifer, Veronica Benet-Martínez and Jordi Garolera (2001), “Consumption Symbols as Carriers of Culture: A Study of Japanese and Spanish Brand Personality Constructs,” *Journal of Personality & Social Psychology*, 81 (3), 492-508.

- Reprinted in *Science and Art of Branding*, and *PKU Business Review (China)*. Sponsored by *Marketing Science Institute*.

Aaker, Jennifer and Bernd Schmitt (2001), “Culture-Dependent Assimilation and Differentiation of the Self,” *Journal of Cross Cultural Psychology*, 32 (September), 561-576.

Aaker, Jennifer and Angela Lee (2001), “I Seek Pleasures, We Avoid Pains: The Role of Self Regulatory Goals in Information Processing and Persuasion,” *Journal of Consumer Research*, 28 (June), 33-49.

Lee, Angela, Jennifer Aaker and Wendi Gardner (2000), “The Pleasures and Pains of Distinct Self-Construals: The Role of Interdependence in Regulatory Focus,” *Journal of Personality & Social Psychology*, 78 (June), 1122-1134.

Aaker, Jennifer, Anne Brumbaugh and Sonya Grier (2000), “Non-Target Markets and Viewer Distinctiveness: The Impact of Target Marketing on Advertising,” *Journal of Consumer Psychology*, 9 (3), 127-140.*

Aaker, Jennifer (2000), “Accessibility or Diagnosticity? Disentangling the Influence of Culture on Persuasion Processes and Attitudes,” *Journal of Consumer Research*, 26 (March), 340-357.

Aaker, Jennifer and Jaideep Sengupta (2000), “Averaging versus Attenuation: The Role of Culture in the Resolution of Information Incongruity,” *Journal of Consumer Psychology*, 9 (2), 67-82.*

Aaker, Jennifer (1999a), “The Malleable Self: The Role of Self-Expression in Persuasion,” *Journal of Marketing Research*, 36 (February), 45-57.

Aaker, Jennifer (1999b), “Brand Personality: A Path to Differentiation,” in *Brands Face the Future*, Ed. R. Morgan, NY, New York: Research International, 13-21.

Aaker, Jennifer and Patti Williams (1998), "Empathy versus Pride: The Influence of Emotional Appeals across Cultures," *Journal of Consumer Research*, 25 (December), 241-261.

Aaker, Jennifer and Durairaj Maheswaran (1997), "The Effect of Cultural Orientation on Persuasion," *Journal of Consumer Research*, 24 (December), 315-328.

Aaker, Jennifer (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (August), 347-357. Reprinted in a book of readings, in *Decisions Marketing*, April 1999, and in *Journal of Brand Management*, June 2001.

- Finalist for the O'Dell award and Paul Green best *JMR* paper award. Reprinted in *Science and Art of Branding*

RESEARCH IN PROGRESS

"Reflections of Reality: When Mixed Emotions are Good" (with Patti Williams)

"Forgiving by Not Forgetting: The Effect of Compensations following Brand Transgressions" (with Cassie Mogilner)

"Why People Give" (with Toshi Akutsu and Wendy Liu)

"Are Non-Profits Too Soft? Are For-Profits Too Cold? The Role of Time and Money on Evaluations of Non-Profits and For-Profits" (with Cassie Mogilner, Kathleen Vohs)

"The Impact of Time vs. Money on Consumer Choice" (with Cassie Mogilner)

"Giving Meaning to One's Own Life by Giving to Others" (with Wendy Liu, Cassie Mogilner)

"Re-Branding Cancer: The Role of Videogames in Re-Appraising Chemotherapy" (with Steve Cole)

"Time Walks On: The Role of Culture on Temporal Perspective" (with Donnel Briley)

"Drinking Tomato Juice on Airplanes: The Effects of Boredom on Consumption" (with Monica Wadhwa)

"Don't Be Mad, When You Can Be Funny: Emotional Energy Transfer from Anger to Humor" (with Monica Wadhwa)

"The Positives of Negative Events: Turning Unhappy Consumers into Even More Loyal Consumers" (with Bob Sutton)

PROCEEDING PUBLICATIONS

Pham, Michel and Jennifer Aaker (2002), "Consumers as Motivated Beings: The Influence of Self-Regulation on Judgment and Persuasion," forthcoming in *Advances in Consumer Research*.

Aaker, Jennifer and Angela Lee (2001), "What Is Your Goal? The Impact of Goals on Counterfactual Thinking, Attitude Formation, and Predictions of the Future," in *Advances in Consumer Research*, Eds. M. Gilly and J. Meyers-Levy, 176.

Briley, Donnel and Jennifer Aaker (2001), "When Does Culture Matter? The Transitory Nature of Cultural Differences in Judgments and Choices," in *Advances in Consumer Research*, Eds. M. Gilly and J. Meyers-Levy, 151.

Johar, Gita and Jennifer Aaker (2000), "I Yam What I Yam'...or Am I? Impact of Changing Selves on Information Processing and Decision Making," in *Advances in Consumer Research*, Eds. S. Hoch and R. Myer, 253.

Lau, Loraine and Jennifer Aaker (1998), "Culture and Consumer Behavior: The Impact of Cultural Orientation on Language, Trust and Self-Expression," in *Advances in Consumer Research*, Eds. J. Alba and W. Hutchinson, 12.

Williams, Patti and Jennifer Aaker (1997), "The Effect of Affect: Examining New Contexts, Processes and Outcomes in Affect Research," in *Advances in Consumer Research*, Eds. J. Alba and W. Hutchinson, 214.

Aaker, Jennifer and Durairaj Maheswaran, (1997), "New Directions in Cultural Psychology: The Effects of Cultural Orientation on Affect and Cognition," in *Advances in Consumer Research*, Eds. M. Brucks and D. MacInnis, 244.

Campbell, Margaret and Jennifer Aaker (1996), "The Role of Role in Consumers' Responses to Advertising, Sales and Service Interactions," in *Advances in Consumer Research*, Eds. K. Corfman and J. Lynch, 157.

Aaker, Jennifer and Susan Fournier (1995), "The Brand as a Character, a Partner and a Person: Three Perspectives on the Question of Brand Personality," in *Advances in Consumer Research*, Eds. F. Kardes and M. Sujan, 391-396.

Aaker, Jennifer and Steve Knowlis (1994), "A Later Mover Advantage? The Impact of Order of Entry and Brand Characteristics on Consumer Preferences," in *Advances in Consumer Research*, Eds. C. Allen and D. R. John, 139.

Aaker, Jennifer (1990), "The Negative Attraction Effect? A Study of the Attraction Effect under Judgment and Choice," in *Advances in Consumer Research*, Eds. R. Holman and M. Solomon, Provo, UT: Association of Consumer Research, 462-470.

CONSORTIUM

SCP Consortium 2008, San Diego

AMA Consortium 2005, University of Connecticut, Faculty

AMA Consortium 2004, Texas A&M, Faculty

AMA Consortium 2003, University of Minnesota, Faculty

AMA Consortium 2002, Emory University, Faculty

AMA Consortium 2001, University of Miami, Faculty

AMA Consortium 2000, University of Western Ontario, Faculty

AMA Consortium 1999, University of Southern California, Faculty

AMA Consortium 1995, University of Champaign-Urbana, PhD student

INVITED TALKS

JDM Pre-Conference: Society for Personality and Social Psychology 2008.

Keynote Speaker, ACR Pre-Conference for Doctoral Students 2000, 2001, 2004, 2007
PhD Projects Marketing Meetings 1999, 2005
MIT PhD Camp (Buck Weaver Symposium), 2003
MSI Trustees Meeting 1997, 2003
AMA Conference for Doctoral Students 2000, 2002
AMA Global Marketing Conference 2000
Northwestern Marketing Camp 2008, Stanford Marketing Camp 1998, UCLA Marketing Camp 1996
Stanford Cultural Psychology Conference 1998
Invited University Talks (1997-current). Duke University, Yale University, University of Seattle, University of Michigan, Wharton School of Business, Kellogg School of Management, Northwestern University, University of California Berkeley Psychology, Massachusetts Institute of Technology, Harvard Business School, Stanford University Personality Psychology, University of California Los Angeles, University of Colorado, Cornell, University of California Berkeley, University of Colorado, New York University, University of Minnesota, Stanford University Social Psychology Department, University of California Los Angeles Psychology, Columbia University, University of Shanghai, University of California Riverside Psychology

CONFERENCES

"Why We Give: The Affective and Motivational Foundations of Charitable Decisions" (with Wendy Liu), Society for Consumer Psychology Conference (February 2009)

"The Impact of Psychological Distance on Charitable Fundraising" (with Wendy Liu), Association of Consumer Research Conference (October 2008)

"Effects of Cognition of Time and Money on Judgement and Decision Making" (with Monica Wadwha), Association of Consumer Research Conference (October 2007)

"Regulatory Focus and the Use of Time in the Evaluation of Persuasive Messages: Time Construed, Time Elapsed, Time Processed" (with Ginger Pennington and Cassie Mogilner), Association of Consumer Research Conference (October 2006)

"Effects of Cognition of Time and Money on Judgement and Decision Making" (with Wendy Liu), Association of Consumer Research Conference (October 2007)

"The Persuasive Power of Regulatory Goal Compatibility (with Angela Lee), SPSP Attitudes Pre-conference (January 2006)

"Live Long and Live Well: Life Experience and Intertemporal Choice," (with Wendy Liu), Society for Consumer Psychology Conference (February 2005)

"Two Roads to Updating Brand Personality Impressions: Trait versus Evaluative Inferencing," (with Gita Johar and Jaideep Sengupta), Association of Consumer Research Conference (October 2004)

"How Regulatory Focus Influences Consumer Evaluations, Judgments and Choices" (with Ginger Pennington and Neal Roese), Association of Consumer Research Conference (October 2003)

“Getting Specific about the Consequences of Stress & Emotion for Health Protection Intentions: Differential Sources of Stress and Emotional Reactions” Association of Consumer Research Conference (October 2003)

“Brand Personality Inferences from Advertising Claims” (with Gita Johar and Jaideep Sengupta), Society for Consumer Psychology Conference (October 2003)

“Approach and Avoidance: The Role of Risk and Framing in Persuasion” (with Angela Lee), Society for Consumer Psychology Conference (October 2003)

“Should I Think About Me or You? Effects of Ad Focus on Judgments of Health Risk” (with Nidhi Agrawal and Geeta Menon), Association of Consumer Research Conference (October 2002)

“Reflections of Reality: Verisimilitude and Response To Mixed Emotions” (with Patti Williams), Association of Consumer Research Conference (October 2002)

“The Difficulty in Remembering Mixed Emotions” (with Aimee Drolet and Dale Griffin), Association of Consumer Research Conference (October 2002)

“The Impact of Transgressions in Internet Brand Development” (with Adam Brasel and Susan Fournier), Association of Consumer Research Conference (October 2001)

“The Role of Perceived Risk in the Persuasiveness of Approach and Avoidance Strategies” (with Angela Lee), Association of Consumer Research Conference (October 2001)

“Pleasures and Pain in Information Processing: Chronic and Temporary Goals” American Psychological Association (August 2001)

“I Seek Pleasures and ‘We’ Avoid Pains: The Role of Goals in Persuasion” (with Angela Lee), Association of Consumer Research Conference (October 2000)

“When Does Culture Matter: The Role of Accessibility,” in *Advances in Consumer Research*, Association of Consumer Research Conference (October 2000)

“The Peaceful Coexistence of Conflicting Emotions” (with Patti Williams), Association of Consumer Research Conference (October 2000)

“The Role of Self-Construal in Spontaneous Personality Trait Inferences” (with Gita Johar), Association of Consumer Research Conference (October 1999)

“Expectations of Emotional Valence: Culture and the Peaceful Co-Existence of Conflicting Emotions” (with Patti Williams), Association of Consumer Research Conference (July 1999)

“The Impact of Culture on the Symbolic Use of Brands” (with Bernd Schmitt), Association of Consumer Research Conference (October 1997)

“Affect and Culture: Persuasive Effects of Ego vs. Other-Focused Emotions” (with Patti Williams), Association of Consumer Research Conference (October 1997)

“The Effect of Cultural Orientation on Processing and Product Evaluations” (with D. Maheswaran), Association of Consumer Research Conference (October 1996)

“This Bud’s NOT For You: The Processing and Effects of Target Marketing on Those in the Target and Non Target Marketing” (with Anne Brumbaugh and Sonya Grier),

Association of Consumer Research Conference (October 1995)

“To Thine Own Self Be True: The Meaning of Sincerity in Brands and Its Impact on Consumer Evaluations” (with Aimee Drolet), Association of Consumer Research Conference (October 1995)

“The Human Characteristics of a Brand: A Brand Personality Hierarchy,” Association of Consumer Research Conference (October 1994)

“Measuring Brand Personality: The Big Five,” Society of Consumer Psychology Conference (February 1994)

“Neutralizing the First Mover Advantage: The Third Mover's Perspective,” Association of Consumer Research Conference (October 1993)

“The Non-Target Market Effect: Associated Feelings of Acceptance, Alienation or Apathy?” Association of Consumer Research Conference (October 1993)

“Attraction and Compromise Effects in Choice: Moderating Influences and Differential Loss Aversion to Quality and Non-Quality Attributes,” Discussant on special session, Association of Consumer Research Conference (October 1992)

TEACHING

Building Strong Global Brands (2008-present, Stanford MBA elective)

The Power of Social Technology (2008-present, Stanford MBA elective)

Innovation in Marketing (2006-2008, Haas MBA elective)

Brand Planning (2002-2005, Stanford MBA elective)

Understanding Cultures, Understanding Consumers (2001-present, Stanford MBA seminar)

Marketing Management (1996-2001, UCLA and Stanford MBA core)

Culture and Persuasion (1999, 2000, 2002, 2005, Columbia and Stanford Ph.D)

Consumer Behavior (1996, 1998, 2001, 2003, 2004, 2006, 2007 UCLA, UC Berkeley, Stanford Ph.D)

UNIVERSITY SERVICE

PhD Advising

Cassie Mogilner (Chair, Stanford Marketing, 6/08, Wharton)

Monica Wadhwa (Committee member, Stanford Marketing, 6/08)

Wendy Liu (Committee member, Stanford Marketing, 6/06; UCLA)

Adam Brasel (Committee member, Stanford Marketing, 6/04, Boston University)

Susan Linton (Co-chair, Stanford Marketing, 6/03, industry)

Tom Kramer (Committee member, Stanford Marketing, 6/03, Baruch)

Christina Fong (Committee member, Stanford Marketing, 6/02; Univ of Washington)

Agnish Chakravarti (Committee member, Stanford Marketing, 6/02; Northwestern)

Loraine Lau (Co-chair, UCLA Marketing, 6/01; University of Minnesota)

Tanya Menon (Committee member, Stanford Organizational Behavior, 6/00; Chicago)
 Ran Kivetz (Committee member, Stanford Marketing, 6/00; Columbia)
 John Hetts (Committee member, UCLA Psychology, 6/99; Ohio State)
 David Armour (Committee member, UCLA Psychology, 6/98, Yale)
 Patti Williams (Committee member, UCLA Marketing, 6/98; University of Pennsylvania)
 Kathryn Fitzgerald (Committee member, UCLA Marketing, 6/98; Notre Dame)
 Katerina Velanova (Dissertation Orals Examination Chair, Stanford Psychology), 2000
 Nicholas Herrera (Dissertation Orals Examination Chair, Stanford Psychology), 2000

Boards and Committees

Stanford GSB Deans Committee, 2008-2009
 Haas School of Business, Corporate Social Responsibility, Advisory Board, 2006-2008
 ACR Program Committee, 2000-2001, 2002-2003, 2004-2005
 ACR Advisory Board 2004-2005
 Stanford GSB Executive Committee, 2005-2008
 Provost Committee: Stanford's Center for Longevity, 2004-2005
 Behavioral Marketing Abstracts, Advisory Board, 2002-present
 UCLA PhD Committee (Internal Education), 1996-1999
 UCLA MBA Program Committee, 1996-1997
 UCLA Riorden Program, 1996-1999
 UCLA Lead Program, 1996-1999
 UCLA Fulfillment Fund, 1997-1998

SERVICE TO PROFESSIONAL ASSOCIATIONS

Reviewing *Journal of Consumer Research* Associate Editor, 2005-present; Editorial Board, 2001-2004; Ad-Hoc reviewer, 1996-2000
Journal of Consumer Psychology Editorial Board, 2002-present; Ad-Hoc reviewer, 1998-2001
Journal of Marketing Research Editorial Board, 2003-present; Ad-Hoc Reviewer, 1996-present
National Science Foundation, Ad-Hoc Reviewer, 2000-present
Journal of Personality & Social Psychology Ad-Hoc Reviewer, 2004-present
Personality and Social Psychology Bulletin Ad-Hoc Reviewer, 2000-present
Journal of Personality Ad-Hoc Reviewer, 2004-present
Organizational Behavior and Human Decision Processes, Ad-Hoc Reviewer, 2005-present
Psychological Science Ad-Hoc Reviewer, 2004-present
Journal of Marketing Ad-Hoc Reviewer, 1998-2004
International Journal of Marketing Research, Editorial Board, 2000-2005
Asian Journal of Marketing, Editorial Board, 2000-2004
Journal of International Marketing, Editorial Board, 2000-present
Academy of International Business Ad-Hoc Reviewer, 1996-present
Association of Consumer Research Advisory Board, 2004-2007; Reviewer, 1996-present
Marketing Science Institute Ad-Hoc Reviewer, 1996-present