

CURRICULUM VITAE

Gavan J. Fitzsimons

Associate Professor of Marketing and Psychology
Fuqua School of Business
Duke University
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ACADEMIC POSITIONS

Associate Professor: Fuqua School of Business, Duke University (July 2003 to present); Secondary appointment in Psychology: Social and Health Sciences

Assistant Professor: The Wharton School, University of Pennsylvania (July 1998 to June 2003)

Assistant Professor: Anderson Graduate School of Management, UCLA (July 1995 to June 1998)

EDUCATION

Ph.D. Columbia University, 1995
M.Phil. Columbia University
M.B.A. The Ivey School, The University of Western Ontario
B.Sc. Chemistry, The University of Western Ontario

RESEARCH

RESEARCH FOCUS

Unintended and Nonconscious Consequences of Marketing Actions,
Decision Making in Restricted Choice Environments

PUBLICATIONS AFTER APPOINTMENT AT DUKE

1. Morales, Andrea C. and Gavan J. Fitzsimons (in press), "Product Contagion: Changing Consumer Evaluations Through Physical Contact with "Disgusting" Products," *Journal of Marketing Research*.
2. Anderson, Eric, Gavan J. Fitzsimons and Duncan Simester (in press), "Measuring and Mitigating the Costs of Stockouts," *Management Science*.
3. Tavassoli, Nader T. and Gavan J. Fitzsimons (in press), "Stability of Spoken and Typed Attitudes," *Journal of Consumer Research*.
4. Fitzsimons, Gavan J., Joseph Nunes and Patti Williams (in press), "License to Sin: The Liberating Role of Reporting Expectations," *Journal of Consumer Research*.
5. Chartrand, Tanya L., Amy N. Dalton and Gavan J. Fitzsimons (in press), "Nonconscious Relationship Reactance: When Significant Others Prime Opposing Goals," *Journal of Experimental Social Psychology*.

6. Ferraro, Rosellina, Tanya L. Chartrand and Gavan J. Fitzsimons (in press), "The Effects of Incidental Brand Exposure on Consumption," *The Brand Experience: Handbook on Brand Management*, Ed. Bernd H. Schmitt, Elgar, MA.
7. Williams, Patti, Lauren G. Block and Gavan J. Fitzsimons (2006), "When Asking Questions About Health Behaviors Helps versus Hurts," *Social Influence*, 117-127.
8. Sprott, David E., Eric R. Spangenberg, Lauren G. Block, Gavan J. Fitzsimons, Vicki G. Morwitz and Patti Williams (2006), "The Question-Behavior Effect: What We Know and Where We Go From Here," *Social Influence*, 128-137.
9. Levay, Jonathan and Gavan J. Fitzsimons (2006), "Asking Questions and Changing Behavior: The Role of Ease of Representation," *Psychological Science*, 17(3), 207-213.
10. Honea, Heather, Andrea C. Morales, and Gavan J. Fitzsimons (2006), "1=2: When A Singular Experience Leads to Dissociated Evaluations," *Journal of Consumer Psychology*, 16(2), 124-134.
11. Irmak, Caglar, Lauren G. Block and Gavan J. Fitzsimons (2005), "The Placebo Effect in Marketing: Sometimes You Just Have to Want It to Work," *Journal of Marketing Research*, 42(November), 406-409.
12. Machin, Jane E. and Gavan J. Fitzsimons (2005), "Marketing by Mistake: The Unintended Consequences of Consumer Research." *Applying Social Cognition to Consumer-Focused Strategy*. Kardes, F. R., Herr, P. M., & Nantel, J. (Eds.), p. 81-95. Mahwah, NJ: Lawrence Erlbaum Associates.
13. Posavac, Steven S., Gavan J. Fitzsimons, Frank R. Kardes, and David M. Sanbonmatsu (2005), "Implications of Selective Processing for Marketing Managers." *Applying Social Cognition to Consumer-Focused Strategy*. Kardes, F. R., Herr, P. M., & Nantel, J. (Eds.), p. 37-51. Mahwah, NJ: Lawrence Erlbaum Associates.
14. Posavac, Steven S., Frank R. Kardes, David M. Sanbonmatsu, and Gavan J. Fitzsimons (2005), "Blissful Insularity: When Brands are Judged in Isolation from Competitors," *Marketing Letters*, 16(2), 87-97.
15. Williams, Patti, Gavan J. Fitzsimons, and Lauren G. Block (2004), "When Consumers Don't Recognize "Benign" Intentions Questions as Persuasion Attempts," *Journal of Consumer Research*, 21(3), 540-550.
16. Sengupta, Jaideep and Gavan J. Fitzsimons (2004), "The Effects Of Analyzing Reasons on the Stability of Brand Attitudes: A Reconciliation of Opposing Predictions," *Journal of Consumer Research*, 21(3), 705-711.

17. Posavac, Steven S., David M. Sanbonmatsu, Frank R. Kardes and Gavan J. Fitzsimons (2004), "The Brand Positivity Effect: When Evaluation Confers Preference," *Journal of Consumer Research*, 21(3), 643-651.
18. Fitzsimons, Gavan J. and Donald R. Lehmann (2004), "Reactance to Recommendations: When Unsolicited Advice Yields Contrary Responses," *Marketing Science* 23(1), 82-94.
19. Morwitz, Vicki G. and Gavan J. Fitzsimons (2004), "The Mere-Measurement Effect: Why Does Measuring Intentions Change Actual Behavior?," *Journal of Consumer Psychology*, 14(1&2), 64-74.

PUBLICATIONS PRIOR TO
APPOINTMENT AT DUKE

20. Fitzsimons, Gavan J., J. Wesley Hutchinson, Patti Williams, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghuram, J. Edward Russo, Baba Shiv, Nader T. Tavassoli (2002), "Non-Conscious Influences on Consumer Choice," *Marketing Letters*, 13(3), 267-277.
21. Fitzsimons, Gavan J. and Baba Shiv (2001), "Nonconscious and Contaminative Effects of Hypothetical Questions on Subsequent Decision Making," *Journal of Consumer Research*, 28(2), 224-238.
22. Bradlow, Eric T. and Gavan J. Fitzsimons (2001), "Subscale Distance and Item Clustering Effects in Surveys: A New Metric," *Journal of Marketing Research*, 38(2), 254-261.
23. Fitzsimons, Gavan J. and Patti Williams (2000), "Asking Questions Can Change Behavior: Does It Do So Automatically or Effortfully?" *Journal of Experimental Psychology: Applied*, 6(3), 195-206.
24. Fitzsimons, Gavan J. (2000), "Consumer Response To Stockouts," *Journal of Consumer Research*, 27(2), 249-266.
25. Sengupta, Jaideep and Gavan J. Fitzsimons (2000), "The Effects of Analyzing Reasons for Brand Preferences: Disruption or Reinforcement," *Journal of Marketing Research*, 37(3), 318-330.
26. Zhang, Shi and Gavan J. Fitzsimons (1999), "Choice Process Satisfaction: The Influence of Attribute Alignability and Option Limitation," *Organizational Behavior and Human Decision Processes*, 77(3), 192-214.
27. Holbrook, Morris B., Lauren G. Block and Gavan J. Fitzsimons (1998), "Personal Appearance and Consumption in Popular Culture: A Framework for Descriptive and Prescriptive Analysis," *Consumption, Markets and Culture*, 2(1), 1-56.

28. Fitzsimons, Gavan J. and Vicki Morwitz (1996), "The Effect of Measuring Intent On Brand Level Purchase Behavior," *Journal of Consumer Research*, 23 (June), 1-11.
 29. Capon, Noel, Gavan J. Fitzsimons and Russ Alan Prince (1996), "An Individual Level Analysis of the Mutual Fund Purchase Decision," *Journal of Financial Services Research*, 10, 59-82.
 30. Tavassoli, Nader T., Clifford J. Shultz II and Gavan J. Fitzsimons (1995), "Program Involvement: Are Moderate Levels Best for Ad Memory and Attitude Toward the Ad?" *Journal of Advertising Research*, 35 (September/October), 61-72.
 31. Capon, Noel, Gavan J. Fitzsimons and Rick Weingarten (1994), "Affluent Investors and Mutual Fund Purchases," *International Journal of Bank Marketing*, 12(3), 17-25.
 32. Boulding, William, Marian Chapman Moore, Richard Staelin, Kim P. Corfman, Peter Reid Dickson, Gavan J. Fitzsimons, Sunil Gupta, Donald R. Lehmann, Deborah J. Mitchell, Joel E. Urbany, and Barton A. Weitz (1994), "Understanding Managers' Strategic Decision Making Process," *Marketing Letters*, 5(4), 413-426.
- MANUSCRIPTS UNDER REVIEW
33. Fitzsimons, Gráinne M., Tanya L. Chartrand and Gavan J. Fitzsimons, "Automatic Effects of Brand Exposure on Behavior."
 34. Moore, Sarah, Gavan J. Fitzsimons and Baba Shiv, "Push Polling: How Hypothetical Questions Affect Behavior."
 35. Zemack-Rugar, Yael, James R. Bettman and Gavan J. Fitzsimons, "Effects of Specific, Nonconscious Emotion Primes on Behavior."
- WORKING PAPERS
36. Zemack-Rugar, Yael, Gavan J. Fitzsimons and Donald R. Lehmann, "You're Not the Boss of Me: Reactance-Induced Backlash to Persuasion Attempts."
 37. Bell, David R. and Gavan J. Fitzsimons, "An Experimental and Empirical Analysis of Consumer Response to Stock Outs."
 38. Fitzsimons, Gavan J., Eric A. Greenleaf and Donald R. Lehmann, "Decision and Consumption Satisfaction: Implications for Channel Relations."
- SELECTED RESEARCH IN PROGRESS
39. "Biasing Effects of the Voir Dire Process," with Jessica Hoffman and David Neal.
 40. "What's Yours is Mine: Self-Construal and Reactance on Behalf of Others," with Sarah Moore.

41. “Formerly Forbidden Fruit: Reactant Responses to Restored Freedoms,” with Sarah Moore.
42. “That’s so Disgusting! I’ll Take Two: Understanding the Role of Disgust in Persuasion Appeals,” with Andrea Morales.
43. “Price Partitioning: No One Likes Surprises,” with Joseph Redden and Patti Williams.
44. “The Effects of Negative versus Positive Self-Assertions in Self-Regulation Failures,” with Sarah Moore and Baba Shiv.
45. “Exploring the Nature of Reactance: When Consumers Can’t Have All That They Desire,” with Yael Zemack-Rugar.

BOOKS Fitzsimons, Gavan J. and Vicki Morwitz (Eds.) (2007), *Advances in Consumer Research*, Volume 34. Duluth, MN: Association for Consumer Research.

GRANT FUNDING NIH/NIDA (Duke Transdisciplinary Prevention Center), “When Asking Questions about Drugs May Backfire,” \$10,000, July 2004-June 2005.

WEBI (Wharton E-Business Initiative), “Reactance to Recommendations,” \$10,000, July 1999-June 2000.

PROFESSIONAL PRESENTATIONS

INVITED TALKS

1. Georgetown University, Marketing Research Camp, 2006.
2. North Carolina State University, School Psychology Speaker Series, 2005.
3. University of South Carolina, Marketing Speaker Series, 2005.
4. Washington State University, Marketing Camp, 2005.
5. University of California – Berkeley, Marketing Speaker Series, 2005.
6. University of Chicago, Marketing Speaker Series, 2005.
7. Northwestern University, Kellogg Marketing Camp, 2004.
8. MIT, Buck Weaver Symposium, 2004.
9. University of Michigan, Institute for Social Research, 2004.
10. University of Illinois, Sandage Symposium, 2003.
11. Duke University, Marketing Speaker Series, 2003.

12. Cornell University, Center for Behavioral Economics and Decision Making, 2002.
13. University of Florida, Marketing Camp, 2002.
14. Rutgers University – Camden, Marketing Speaker Series, 2002.
15. Dartmouth University, Marketing Speaker Series, 2001.
16. University of California – Berkeley, Marketing Speaker Series, 2000.
17. Stanford University, Marketing Speaker Series, 2000.
18. Cornell University, Marketing Speaker Series, 2000.
19. MIT, Marketing Speaker Series, 1999.
20. Queen’s University, Belfast, Ireland, Center for Management Knowledge, 1999.
21. Columbia University, Marketing Speaker Series, 1997.
22. University of Pennsylvania, Marketing Colloquia, 1997.
23. University College, Dublin, Ireland, 1993.

CONFERENCE PRESENTATIONS

24. Zemack-Rugar, James R. Bettman and Gavan J. Fitzsimons, “Specific Nonconscious Emotions, Emotion-Regulation, and Self-Control Behaviors,” Society for Personality and Social Psychology Annual Conference, January 2006.
25. Zemack-Rugar, James R. Bettman and Gavan J. Fitzsimons, “When Feeling Bad Leads to Doing Good: The Strategic Use of Self-Control for Mood-Regulation,” Association for Consumer Research Annual Conference, October 2005.
26. Fitzsimons, Gavan J. “You Can’t Always Get What You Want: Reactance Revisited,” Duck Conference on Social Cognition, June 2005.
27. Zemack Rugar, Yael and Gavan J. Fitzsimons, “Is Reactance Intentional or Instinctual: Nonconscious Aspects of Reactance Response,” Association for Consumer Research Annual Conference, October 2004.

28. Levav, Jonathan and Gavan J. Fitzsimons, "The Role of Representation in Behavioral Intent Questions," Association for Consumer Research Annual Conference, October 2004.
29. Fitzsimons, Gavan J. "When Asking Questions Changes Behavior," Duck Conference on Social Cognition, June 2004.
30. Fitzsimons, Gavan J. and Jane Machin, "Marketing by Mistake: The Unintended Consequences of Consumer Research," Advertising and Consumer Psychology Annual Conference, May 2004.
31. Morales, Andrea C. and Gavan J. Fitzsimons, "Do Products Have Cooties? The Law of Contagion in Product Evaluation," Society for Consumer Psychology, February 2004.
32. Redden, Joseph, Gavan J. Fitzsimons and Patti Williams, "Price Partitioning: No One Likes Surprises," Association for Consumer Research Annual Conference, October 2003.
33. Fitzsimons, Gráinne M., Tanya L. Chartrand and Gavan J. Fitzsimons, "Automatic Effects of Exposure to Anthropomorphized Objects on Behavior," Association for Consumer Research, Dublin, June 2003 and Association for Consumer Research Annual Conference, October 2003.
34. Fitzsimons, Gavan J., Joseph Nunes and Patti Williams, "License to Sin: The Liberating Role of Reporting Expectations," Society for Consumer Psychology, February 2003 and Association for Consumer Research Annual Conference, October 2003.
35. Fitzsimons, Gavan J. and Paul Herr, "Nonconscious Influences on Consumer Choice," Association for Consumer Research Doctoral Consortium, October 2002.
36. Posavac, Steven S., David M. Sanbonmatsu, Frank R. Kardes and Gavan J. Fitzsimons, "The Brand Positivity Effect: When Evaluation Confers Preference," Association for Consumer Research Annual Conference, October 2002.
37. Anderson, Eric, Gavan J. Fitzsimons and Duncan Simester, "Measuring and Mitigating the Financial Costs of Stockouts," Marketing Science Institute Conference - Measuring Marketing Productivity: Linking Marketing to Financial Returns, October 2002.
38. Morales, Andrea, Heather Honea and Gavan J. Fitzsimons, "Primary and Secondary Affective Response: Are Resulting Attitudes Formed Through a Process of Integration or Peaceful Coexistence?," Society for Consumer Psychology, February 2002.

39. Fitzsimons, Gavan J., Mary Frances Luce, and Baba Shiv, "Undifferentiated versus Differentiated Affect Transfer: When Are Affect Gradients Observed?," Society for Consumer Psychology, February 2002.
40. Tavassoli, Nader T. and Gavan J. Fitzsimons, "The Impact of Learning and Evaluating in Auditory and Visual Domains on Attitude-Behavior Correspondence," Association for Consumer Research Annual Conference, October 2001.
41. Williams, Patti, Gavan J. Fitzsimons and Lauren G. Block "When Is Asking Questions the Answer: The Moderating Role of Persuasion Knowledge," Association for Consumer Research Annual Conference, October 2001.
42. Morales, Andrea, Heather Honea and Gavan J. Fitzsimons, "What Your Effort Says About Me: Affective and Behavioral Responses to Firm Effort," Marketing Science Annual Conference, July 2001.
43. Fitzsimons, Gavan J., "Non-conscious Influences of Marketing Actions," 2001 Invitational Choice Symposium, June 2001.
44. Fitzsimons, Gavan J. and Donald R. Lehmann, "Undesirable Responses to External Recommendations," Association for Consumer Research Annual Conference, October 2000 and Society for Consumer Psychology, February 2001.
45. Anderson, Eric T., Gavan J. Fitzsimons and Duncan Simester, "The Short and Long Term Effects of Stockouts in Mail Order Catalogs," Marketing Science Annual Conference, June 2000.
46. Fitzsimons, Gavan J. and Baba Shiv, "Push Polling: The Effects of Presuppositions on Consumer Decision Making," Association for Consumer Research Annual Conference, October 1999.
47. Fitzsimons, Gavan J. and Geeta Menon, "When it Taxes the Mind: The Moderating Effects of Cognitive Capacity on Judgments of Behavioral Frequency," Association for Consumer Research International Conference, June 1999, and Association for Consumer Research Annual Conference, October 1999.
48. Morwitz, Vicki G. and Gavan J. Fitzsimons, "The Mere-Measurement Effect: Why Does Measuring Purchase Intentions Change Actual Purchase Behavior?" Association for Consumer Research International Conference, June 1999, and Association for Consumer Research Annual Conference, October 1999.
49. Fitzsimons, Gavan J. and Patti Williams, "The Mere Measurement Effect: An Automatic or Intentional Effect on Choice?" Association for Consumer Research Annual Conference, October 1998.

50. Fitzsimons, Gavan J. and Shi Zhang, "The Impact of Structural Alignment on Consumer Response to Constrained Choice Environments" Marketing Science Annual Conference, June 1998.
51. Morwitz, Vicki G., Gavan J. Fitzsimons, Donald R. Lehmann and Donald G. Morrison, "Is the Road to Purchase Paved with Good Intentions?: An Intentions-Based Direct Marketing Decision Support System," Marketing Science Annual Conference, June 1998.
52. Fitzsimons, Gavan J. and Jaideep Sengupta, "A Busy Mind Is The Devils' Workshop: The Effect Of Analyzing Reasons For Brand Preferences," Association for Consumer Research Annual Conference, October 1997.
53. Morwitz, Vicki G. and Gavan J. Fitzsimons, "The Mere-Measurement Effect: Why Does Measuring Purchase Intentions Change Actual Purchase Behavior?" Association for Consumer Research Annual Conference, October 1997.
54. Fitzsimons, Gavan J., Eric A. Greenleaf and Donald R. Lehmann, "Consumer Satisfaction with Both Product and Decision: Implications for the Supply Chain" Consumer Satisfaction, Dissatisfaction and Complaining Behavior Biannual Conference, July 1997.
55. Fitzsimons, Gavan J., Lauren G. Block and Morris B. Holbrook, "Marketing, Consumption and the Pursuit of Beauty in Popular Culture," Association for Consumer Research Annual Conference, October 1993.

TEACHING

TEACHING FOCUS Marketing Strategy, Entrepreneurial Marketing

TEACHING AWARDS Daimler Chrysler Award for Excellence in Core Teaching, 2006
 Miller-Sherrerd MBA Core Teaching Award 2000, 2001
 Wharton Graduate Association MBA Core Curriculum
 Teaching Award 1999, 2000, 2001
 Wharton Graduate Association Faculty Award, 2002

TEACHING EXPERIENCE PhD Courses taught:
 Behavioral Research Methods (co-taught with John Lynch)
 Consumer Behavior (Wharton; co-taught with Mary Frances Luce)
 Response and Context Effects in Consumer Behavior (UCLA)

MBA Courses taught:
Marketing 360: Introduction to Marketing (Fuqua core)
Marketing Management II: Marketing Strategy (Wharton core)
Entrepreneurial Marketing (Wharton)
Introduction to Marketing Management (UCLA core)
Marketing Strategy (UCLA)

Undergraduate Courses taught:
Entrepreneurial Marketing (Wharton)

PROFESSIONAL SERVICE

DOCTORAL
THESIS ADVISOR Sarah Moore (Marketing, Duke, expected completion 2009)
Yael Zemack Rugar (Marketing, Duke, completed 2006, Co-Advisor with
James R. Bettman)
Andrea Morales (Marketing, Wharton, completed 2002, Co-Advisor with
Barbara Kahn)

DOCTORAL
THESIS COMMITTEES Amy Dalton (Marketing, Duke, expected completion 2008)
Caglar Irmak (Marketing, CUNY, expected completion 2007)
Jane Machin (Marketing, Wharton, completed 2006)
Susan Hogan (Marketing, Wharton, completed 2001)
Naomi Mandel (Marketing, Wharton, completed 2000)
Patti Williams (Marketing, UCLA, completed 1999)
Kathryn Fitzgerald (Marketing, UCLA, completed 1998)

MASTERS
THESIS COMMITTEES Jaclyn Zires (Marketing, Duke, completed 2006, Co-Advisor with John Lynch)
Sanghoon Han (Psychological and Brain Sciences, Duke, completed 2006)
Lisa Fazio (Psychological and Brain Sciences, Duke, expected 2007)

EDITORIAL BOARDS Associate Editor, Journal of Consumer Research, 2005-present
Editorial Board Member, Journal of Consumer Research, 2002-present
(Outstanding Reviewer Award, 2003–2004)
Editorial Board Member, Journal of Consumer Psychology, 2005-present

AD HOC REVIEWING Annual Conference of the Association for Consumer Research
International Journal of Research in Marketing
Journal of International Marketing
Journal of Consumer Research
Journal of Consumer Psychology
Journal of Marketing
Journal of Marketing Research
Journal of Personality and Social Psychology
Journal of Public Policy and Marketing
Journal of Retailing
Management Science
Marketing Letters

Marketing Science
Marketing Science Institute (MSI)
Media Psychology
National Science Foundation (NSF)
Social Science and Humanities Research Council of Canada (SSHRC)

ACADEMIC GOVERNANCE &
SERVICE COMMITTEES

Fuqua Behavioral Lab Faculty Coordinator (2004-present)
Fuqua Marketing Doctoral Committee member (2004-present)
Fuqua Ad-hoc Appointment & Promotion Committee member (2003-present)
Fuqua Marketing Dept Colloquia Co-Coordinator (2003-present)
Wharton Computing Committee (2001-2003)
Wharton MBA Executive Committee (2000-2001)
Wharton MBA Curriculum Committee (1998-2000)

SERVICE TO PROFESSIONAL
ORGANIZATIONS

Program Co-Chair, Annual Conference of the Association for Consumer Research, 2006
Conference Selection Committee Member, Journal of Consumer Psychology
Young Contributor Award, 2004
Advisory Board Member, Association for Consumer Research, 2002-2004
Co-founder and steering Committee member, Marketing Science Institute
Young Scholar's Program, 2001, 2005 & 2007
Group Co-chair, "Nonconscious Influences on Choice," 2001 Invitational
Choice Symposium
Program Committee member, Association for Consumer Research Annual
Conference, 1999, 2001, 2002, 2003, and 2004

GENERAL SERVICE

Speaker, Duke MBA International Retreat, 2006
Speaker, Duke MBA Marketing Conference, 2006
Panelist, Fuqua Connections Recruiter Conference, 2005
Speaker, Fuqua MBA Parents Weekend, 2004
Faculty Representative, Dean's Awards of Excellence Selection Committee,
April 2001
Academic Director, Wharton Industrial Marketing Strategy Executive
Education Program, Nov, 1999 and July, 2000
Speaker, Wharton AAMBAA Prospective Student Day, Jan, 2000
Panel Moderator, Annual Wharton Europe Conference, Nov, 1999

PROFESSIONAL
AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Association for Psychological Science