

## Curriculum Vitae CAROLYN YOON

University of Michigan  
Stephen M. Ross School of Business  
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### Education

Ph.D. Duke University, Fuqua School of Business; Field: Business Administration  
M.B.A. UCLA, Anderson Graduate School of Management  
A.B. University of California, Berkeley

### Current Academic and Research Appointments

2025 – present Associate Dean for Community and Global Initiatives, University of Michigan  
Stephen M. Ross School of Business

2020 – present Wilbur K. Pierpont Collegiate Professor of Management, University of Michigan  
Stephen M. Ross School of Business

2016 – present Professor of Marketing, University of Michigan  
Stephen M. Ross School of Business

1999 – present Faculty Associate, Institute for Social Research, University of Michigan  
Research Center for Group Dynamics

2020 – 2025 Associate Dean for Diversity, Equity, & Inclusion, University of Michigan  
Stephen M. Ross School of Business

2006 – 2016 Associate Professor of Marketing, University of Michigan  
Stephen M. Ross School of Business

Winter, 2014 Visiting Scholar, Stanford University, Department of Psychology

Fall, 2013 Visiting Scholar, INSEAD, France, Marketing Department

1999 – 2006 Adjunct Assistant Professor of Psychology, University of Michigan  
Cognition and Perception Area

1998 – 2006 Assistant Professor of Marketing, University of Michigan  
Stephen M. Ross School of Business

1995 – 1998 Assistant Professor of Marketing, University of Toronto  
Joseph L. Rotman School of Management

### Publications in Refereed Journals

Christin Scholz, Hang-Yee Chan, Jeesung Ahn, Maarten A.S. Boksens, Nicole Cooper, Jason Coronel, Bruce P. Doré, Alexander Genevsky<sup>4</sup> Richard Huskey, Yoona Kang, Brian Knutson, Matthew D. Lieberman<sup>1</sup>, Matthew Brook O'Donnell, Anthony Resnick, Ale Smidts, Vinod Venkatraman, Khoi Vo, René Weber, Carolyn Yoon, and Emily B. Falk (accepted for publication), "Brain Activity Explains Message Effectiveness: A Mega-Analysis of 16 Neuroimaging Studies," *PNAS Nexus*.

Nahum-Shani, Inbal, and Carolyn Yoon (2024), "Towards the science of engagement with digital interventions," *Current Directions in Psychological Science*, 33(4), 239-246.

Sung, Yeonjin, and Carolyn Yoon (2023), "Social and cultural influences on older consumers," *Current Opinion in Psychology*, 55, 101740.

## Publications in Refereed Journals *(continued)*

- Tveleneva, Arina, Christin Scholz, Carolyn Yoon, Matthew D. Lieberman, Nicole Cooper, Matthew Brook O'Donnell, Emily B. Falk, and Christopher N. Cascio (2023). "The relationship between agency, communion, and neural processes associated with conforming to social influence," *Personality and Individual Differences*, 213, 112299.
- Nahum-Shani, Inbal, Steven D. Shaw, Stephanie M. Carpenter, Susan A. Murphy, and Carolyn Yoon (2022), "Engagement in Digital Interventions," *American Psychologist*, 77(7), 836–852.
- Carpenter, Stephanie, Jamie Yap, Megan Patrick, Nicole Morrell, John Dziak, Daniel Almirall, Carolyn Yoon, and Inbal Nahum-Shani (2022), "Self-Relevant Appeals to Engage in Self-Monitoring of Alcohol Use: A Micro-randomized Trial," *Psychology of Addictive Behaviors*, 37(3), 434–446
- Yu, Qinggang, Anthony P. King, Carolyn Yoon, Israel Liberzon, Stacey M. Schaefer, Richard J. Davidson, and Shinobu Kitayama (2021), "Interdependent Self-Construal Predicts Increased Gray Matter Volume of Scene Processing Regions in the Brain," *Biological Psychology*, 161, 108050.
- Carpenter, Stephanie M., Rebecca Chae, and Carolyn Yoon (2020), "Creativity and Aging: Positive Consequences of Distraction," *Psychology and Aging*, 35(5), 654-662.
- Kitayama, Shinobu, Qinggang Yu, Anthony P. King, Carolyn Yoon, and Israel Liberzon (2020), "The Gray Matter Volume of the Temporoparietal Junction varies across Cultures: A Moderating Role of the Dopamine D4 Receptor Gene (DRD4)," *Social Cognitive and Affective Neuroscience*, 15(2), 193-202.
- Glazer, James, Anthony King, Carolyn Yoon, Israel Liberzon, and Shinobu Kitayama (2020), "DRD4 Polymorphisms Modulate Reward Positivity and P3a in a Gambling Task: Exploring a Genetic Basis for Cultural Learning," *Psychophysiology*, 57(10), e13623.
- Yu, Qinggang, Nobuhito Abe, Anthony King, Carolyn Yoon, Israel Liberzon, and Shinobu Kitayama (2019), "Cultural Variation in the Gray Matter Volume of the Prefrontal Cortex is Moderated by the Dopamine D4 Receptor Gene (DRD4)," *Cerebral Cortex*, 29(9),3922-3931.
- Amatulli, Cesare, Alessandro M. Peluso, Gianluigi Guido, and Carolyn Yoon (2018), "When Feeling Younger Depends on Others: The Effects of Social Cues on Older Consumers," *Journal of Consumer Research*, 45(4), 691-709.
- Javanbakht, Arash, Steven H. Tompson, Shinobu Kitayama, Anthony King, Carolyn Yoon, and Israel Liberzon (2018), "Gene by Culture Effects on Emotional Processing of Social Cues among East Asians and European Americans," *Behavioral Sciences*, 8(7), 62.
- Tompson, Steven H., Sarah T. Huff, Carolyn Yoon, Anthony King, Israel Liberzon, and Shinobu Kitayama (2018), "The Dopamine Receptor Gene (DRD4) Modulates Cultural Variation in Emotional Experience," *Culture and Brain*, 6(2), 118-129.
- Genevsky, Alexander, Carolyn Yoon, and Brian Knutson (2017), "When Brain Beats Behavior: Neuroforecasting Crowdfunding Outcomes," *Journal of Neuroscience*, 37(36), 8625-8634.  
Featured in *The New Scientist*, *Marketwatch*, *Michigan News*.
- Mourey, James A., Jenny G. Olson, and Carolyn Yoon (2017), Products as Pals: Engaging with Anthropomorphic Products Mitigates the Effects of Social Exclusion," *Journal of Consumer Research*, 44(2), 414-431.  
Featured in *The Chicago Tribune*.
- Mantonakis, Antonia, Norbert Schwarz, Amanda Wudarczywski, and Carolyn Yoon (2017), "Malleability of Taste Perception: Biasing Effects of Rating Scale Format on Taste Recognition, Product Evaluation, and Willingness to Pay," *Marketing Letters*, 28(2), 293-303.

## Publications in Refereed Journals (continued)

- Lambert-Pandraud, Raphaëlle, Gilles Laurent, Etienne Mullet, and Carolyn Yoon (2017), "Impact of Age on Brand Awareness Sets: A Turning Point in Consumers' Early 60s," *Marketing Letters*, 28(2), 205-218.
- Karmarkar, Uma, and Carolyn Yoon (2016), "Consumer Neuroscience: Advances in Understanding Consumer Psychology," *Current Opinion in Psychology: Consumer Behavior*, 10, 160-165.
- Kitayama, Shinobu, Anthony King, Ming Hsu, Israel Liberzon, and Carolyn Yoon (2016), "Dopamine-System Genes and Cultural Acquisition: The Norm Sensitivity Hypothesis," *Current Opinion in Psychology: Culture*, 8, 167-174.
- Hsu, Ming, and Carolyn Yoon (2015), "The Neuroscience of Consumer Choice," *Current Opinion in Behavioral Sciences: Neuroeconomics*, 5, 116-121.
- Camerer, Colin, and Carolyn Yoon (2015), "Introduction to the Journal of Marketing Research Special Issue on Neuroscience and Marketing," *Journal of Marketing Research*, 52(4), 423-426.
- Plassmann, Hilke, Vinod Venkatraman, Scott Huettel, and Carolyn Yoon (2015), "Consumer Neuroscience: Applications, Challenges, and Possible Solutions," *Journal of Marketing Research*, 52(4), 427-435.
- Kitayama, Shinobu, Anthony King, Carolyn Yoon, Steve Tompson, Sarah Huff, and Israel Liberzon (2014), "The Dopamine Receptor Gene (DRD4) Moderates Cultural Difference in Independent versus Interdependent Social Orientation," *Psychological Science*, 25(6), 1169-1177.
- Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2014), "Consumer Participation in the Design and Realization Stages of Production: How Self-Production Shapes Consumer Evaluations and Relationships to Products," *International Journal of Research in Marketing*, 31(4), 395-408.
- Smidts, Ale, Ming Hsu, Alan G. Sanfey, Maarten A.S. Boksem, Richard B. Eibstein, Scott A. Huettel, Joseph Kable, Uma Karmarkar, Shinobu Kitayama, Brian Knutson, Israel Liberzon, Terry Lohrenz, Mirre Stallen, and Carolyn Yoon, (2014), "Advancing Consumer Neuroscience," *Marketing Letters*, 25(3), 257-267.
- Cassidy, Brittany S., Trey Hedden, Carolyn Yoon, and Angela H. Gutchess (2014), "Age Differences in Medial Prefrontal Activity for Subsequent Memory of Truth Value," *Frontiers in Psychology: Emotion Science*, 5(87), 1-10.
- Atakan, Sinem, Richard P. Bagozzi, and Carolyn Yoon (2014), "Make it Your Own: How Process Valence and Self-Construct Affect Evaluation of Self-Made Products," *Psychology and Marketing*, 31(6), 451-468.
- Mourey, James A., Daphna Oyserman, and Carolyn Yoon (2013), "One Without the Other: Seeing Relationships in Everyday Objects," *Psychological Science*, 24(9), 1615-1622.
- Huff, Sarah, Carolyn Yoon, Fiona Lee, Alekhya Mandadi, and Angela H. Gutchess (2013), "Self-Referential Encoding and Processing in Bicultural Individuals," *Culture and Brain*, 1(1), 16-33.
- Yoon, Carolyn, Richard Gonzalez, et al. (2012), "Decision Neuroscience and Consumer Decision Making," *Marketing Letters*, 23(2), 473-485.
- Shiv, Baba and Carolyn Yoon (2012) "Integrating Neurophysiological and Psychological Approaches: Towards an Advancement of Brand Insights," *Journal of Consumer Psychology*, 22(1), 3-6.
- Beadle, Janelle N., Carolyn Yoon, and Angela H. Gutchess (2012), "Age-related Neural Differences in Affiliation and Isolation," *Cognitive, Affective, and Behavioral Neuroscience*, 12(2), 269-279.

## Publications in Refereed Journals (continued)

- Carpenter, Stephanie and Carolyn Yoon (2012), "Aging and Consumer Decision Making," *Annals of the New York Academy of Sciences*, 1235, E1-E12.
- Reimann, M., Alan J. Malter, ...Carolyn Yoon, and Chen-Bo Zhong (2012), "Embodiment in Judgment and Choice," *Journal of Neuroscience, Psychology, and Economics*, 5(2), 104-123.
- Yoon, Carolyn, Richard Gonzalez, and James R. Bettman (2009), "Using fMRI to Inform Marketing Research: Challenges and Opportunities," *Journal of Marketing Research*, 46(1), 17-19.
- Dietvorst, Roeland C., Willem J.M.I. Verbeke, Richard P. Bagozzi, Carolyn Yoon, Marion Smits, and Aad van der Lugt (2009), "A Sales Force-Specific Theory-of-Mind Scale: Tests of Its Validity by Classical Methods and Functional Magnetic Resonance Imaging," *Journal of Marketing Research*, 46(5), 653-668.
- Yoon, Carolyn, Catherine A. Cole, and Michelle Lee (2009), "Consumer Decision Making and Aging: Current Knowledge and Future Directions," target article for Research Dialogues, *Journal of Consumer Psychology*, 19(1), 2-16.
- Cole, Catherine A., Michelle Lee, and Carolyn Yoon (2009), "An Integration of Perspectives on Aging and Consumer Decision Making," *Journal of Consumer Psychology*, 19(1), 35-37.
- Gutchess, Angela H., Elizabeth A. Kensinger, Carolyn Yoon, and Daniel L. Schacter (2007), "Aging and the Self-Reference Effect in Memory," *Memory*, 15(8), 822-837.
- Yoon, Carolyn, Michelle P. Lee, and Shai Danziger (2007), "The Effects of Optimal Time of Day on Persuasion Processes in Older Adults," *Psychology and Marketing*, 24(5), 475-495.
- Hedden, Trey and Carolyn Yoon (2006), "Individual Differences in Executive Processing Predict Susceptibility to Interference in Verbal Working Memory," *Neuropsychology*, 20(5), 511-528.
- Yoon, Carolyn, Angela H. Gutchess, Fred Feinberg and Thad A. Polk (2006), "A Functional Magnetic Resonance Imaging Study of Neural Dissociations between Brand and Person Judgments," *Journal of Consumer Research*, 33(1), 31-40.  
Featured in *Seed Magazine, The Globe and Mail; on the Discovery Channel.*
- Yoon, Carolyn, Fred M. Feinberg and Angela H. Gutchess (2006), "Pictorial Naming Specificity across Ages and Cultures: A Latent Class Analysis of Picture Norms for Younger and Older Americans and Chinese," *Gerontology*, 52, 295-305.
- Gutchess, Angela H., Carolyn Yoon, Ting Luo, Fred Feinberg, Qicheng Jing, Richard E. Nisbett, and Denise C. Park (2006), "Categorical Organization in Free Recall across Culture and Age," *Gerontology*, 52, 314-323.
- Boduroglu, Aycesan, Carolyn Yoon, Ting Luo, and Denise C. Park (2006), "Age-Related Stereotypes: A Comparison of American and Chinese Cultures." *Gerontology*, 52, 324-333.
- Krishna, Aradhna, Mary Wagner, Carolyn Yoon, and Rashmi Adaval (2006), "The Effects of Extreme-Priced Products on Reservation Prices," *Journal of Consumer Psychology*, 16(2), 176-190.
- Yoon, Carolyn, Gilles Laurent, Helene H. Fung, Richard Gonzalez, Angela H. Gutchess, Trey Hedden, Raphaëlle Lambert-Pandraud, Denise C. Park, Ellen Peters and Ian Skurnik (2005), "Cognition, Persuasion and Decision Making in Older Consumers," *Marketing Letters*, 16(3/4), 429-441.

## **Publications in Refereed Journals** *(continued)*

- Skurnik, Ian, Carolyn Yoon, Denise C. Park and Norbert Schwarz (2005), “How Warnings about False Claims Become Recommendations,” *Journal of Consumer Research*, 31(4), 713-724. (Lead Article).  
Winner of 2008 Best Article Award, *Journal of Consumer Research*.  
Featured in *The New York Times*, *The Washington Post*, *Der Spiegel*; on *National Public Radio* and the *Science Update* radio program sponsored by the American Association for the Advancement of Science (AAAS).
- Kirmani, Amna, Michelle Lee, and Carolyn Yoon (2004), “Procedural Priming Effects on Spontaneous Inference Formation,” *Journal of Economic Psychology*, 25(6), 859-875.
- Yoon, Carolyn, Ping Hu, Fred Feinberg, Angela Hall Gutchess, Trey Hedden, Hiu-Ying Chen, Qicheng Jing, Yao Cui and Denise C. Park (2004), “Category Norms as a Function of Culture and Age: Comparisons of Item Responses to 105 Categories by American and Chinese Adults,” *Psychology and Aging*, 19(3), 379–393. (Lead Article)
- Yoon, Carolyn, Fred Feinberg, Ting Luo, Trey Hedden, Angela Hall Gutchess, Hiu-Ying Chen, Joseph A. Mikels, Shulan Jiao, and Denise C. Park (2004), “A Cross-Culturally Standardized Set of Pictures for Younger and Older Adults: American and Chinese Norms for Name Agreement and Familiarity,” *Behavior Research Methods*, 36(4) 639-649.
- Yoon, Carolyn, Lynn Hasher, Fred Feinberg, Tamara A. Rahhal, and Gordon Winocur (2000), “Cross-cultural Differences in Memory: The Role of Culture-based Stereotypes about Aging,” *Psychology and Aging*, 15(4), 694-704.
- Yoon, Carolyn (1997), “Age Differences in Consumers’ Processing Strategies: An Investigation of Moderating Influences,” *Journal of Consumer Research*, 24(3), 329-342.
- Linville, Patricia, Gregory Fischer, and Carolyn Yoon (1996), “Perceiving Covariations Among the Features of Ingroup and Outgroup Members: The Outgroup Covariation Effect,” *Journal of Personality and Social Psychology*, 70(3), 421-436. (Lead Article)

## **Books (co-edited)**

- Drolet, Aimee and Carolyn Yoon (2021), *The Aging Consumer: Perspectives from Psychology and Marketing*, Routledge.
- Drolet, Aimee, Norbert Schwarz, and Carolyn Yoon (2010), *The Aging Consumer: Perspectives from Psychology and Economics*, Routledge.  
Named one of 10 Most Important Academic Books in Business, Management, and Labor in 2011, based on 7,000+ books reviewed by *Choice* (the review journal of the American Library Association and Association of College & Research Libraries).

## **Book Chapters**

- Genevksy, Alexander and Carolyn Yoon (2022), “Neural Basis of Consumer Decision Making and Neuroforecasting,” in *APA Handbook of Consumer Psychology*, (eds., Kahle, Lowrey, and Huber), American Psychological Association, 621-636.
- Carpenter, Stephanie, Rebecca Chae, Yeonjin Sung, and Carolyn Yoon (2020), “The Influence of Creativity on Objective and Subjective Well-being in Older Adulthood,” in *The Aging Consumer: Perspectives from Psychology and Marketing*, (eds. Drolet and Yoon), Routledge, 279-297.
- Peluso, Alessandro M., Cesare Amatulli, Carolyn Yoon, and Gianluigi Guido (2020), “Subjective Age and Older Consumers,” in *The Aging Consumer: Perspectives from Psychology and Marketing*, (eds. Drolet and Yoon), Routledge, 237-258.
- Shaw, Steven D., Yavuz Acikalin, Baba Shiv, and Carolyn Yoon (2019), “Neuroscientific Methods and Tools in Consumer Research,” in *Handbook of Research Methods in Consumer Psychology*, (eds. Kardes, Herr, and Schwarz), Taylor and Francis/Routledge, 293-316.

## Book Chapters *(continued)*

- Yoon, Carolyn and Stephanie Carpenter (2017), "Ageing and Consumer Behaviour: Challenges and Opportunities," in *Routledge International Handbook of Consumer Psychology*, (eds. Jansson-Boyd and Zawisza), Taylor and Francis, 486-502.
- Carpenter, Stephanie and Carolyn Yoon (2015), "Aging and Consumer Decision Making," in *Aging and Decision-Making: Empirical and Applied Perspectives* (eds. Hess, Loeckenhoff, and Strough), Elsevier, 351-371.
- Webster, Noah, Toni C. Antonucci, Carolyn Yoon, Wayne R. McCullough, Debra Fin, and Deb Hartsell (2014), "Older Adults as Consumers: An Examination of Differences by Birth Cohort," in *The Interdisciplinary Science of Consumption* (eds. Preston, Kringsbach, and Knutson), The MIT Press, 281-298.
- Yoon, Carolyn, Ian Skurnik, and Stephanie Carpenter (2013), "Aging and Consumption" in *Identity and Consumption*, (eds. Belk and Ruvio), Routledge, 187-194.
- Plassmann, Hilke, Carolyn Yoon, Fred Feinberg, and Baba Shiv (2011), "Consumer Neuroscience," in *Wiley International Encyclopedia of Marketing* (Vol. 3, eds. Bagozzi and Ruvio), West Sussex, U.K.: John Wiley & Sons, 115-122.
- Skurnik, Ian, Carolyn Yoon, and Norbert Schwarz (2011), "Thinking About Health and Obesity: How Consumers' Mental Experiences Influence Health Judgments," in *Leveraging Consumer Psychology for Effective Health Communications*, (eds. Batra, Anand Keller, and Strecher), M.E. Sharpe.
- Yoon, Carolyn, Fred Feinberg, and Norbert Schwarz (2010), "Older Consumers and Satisfaction," in *The Aging Consumer: Perspectives from Psychology and Economics*, (eds. Drolet, Schwarz, and Yoon), Routledge.
- Yoon, Carolyn and Catherine Cole (2008), "Aging and Consumer Behavior," in *Handbook of Consumer Psychology* (eds. Haugtvedt, Herr, and Kardes), Lawrence Erlbaum Associates.
- Mantonakis, Antonia, Bruce Whittlesea and Carolyn Yoon (2008), "Consumer Memory, Fluency, and Familiarity," in *Handbook of Consumer Psychology*, (eds. Haugtvedt, Herr, and Kardes), Lawrence Erlbaum Associates.
- Schwarz, Norbert, Lawrence J. Sanna, Ian Skurnik, and Carolyn Yoon (2007), "Metacognitive Experiences and the Intricacies of Setting People Straight: Implications for Debiasing and Public Information Campaigns," in *Advances in Experimental Social Psychology*, Volume 39, (ed. Mark Zanna), Academic Press.
- Yoon, Carolyn, Cynthia P. May, and Lynn Hasher (2000), "Aging, Circadian Arousal Patterns, and Cognition," in *Cognitive Aging: A Student Primer*, (eds. Park and Schwarz), Psychology Press.
- Yoon, Carolyn, Cynthia P. May, and Lynn Hasher (1999), "Aging, Circadian Arousal Patterns, and Cognition," in *Cognition, Aging, and Self-Reports*, (eds. Schwarz, Park, Knauper, and Sudman), Psychology Press.

## Other Publications

- Zantye, Poonam, and Carolyn Yoon (2022), "How Can Shoppers Market Create an Inclusive Environment for Women of Color?" William Davidson Institute (WDI) Publishing, Case Study. (Third Place Winner of the 2022 Diversity, Equity, and Inclusion Global Case Writing Competition)
- Genevsky, Alexander, Carolyn Yoon, and Brian Knutson (2018), "When Brain Beats Behavior: Neuroforecasting Crowdfunding Outcomes," *Neuromarketing Yearbook 2018*, Neuromarketing Science and Business Association.

## Other Publications (continued)

- Wagner III, Blake, Elaine Liu, Steven D. Shaw, Gleb Iakovlev, Linlu Zhou, Christina Harrington, Gregory Abowd, Carolyn Yoon, Santosh Kumar, Susan Murphy, Bonnie Spring, Inbal Nahum-Shani (2017), “e Wrapper: Operationalizing Engagement Strategies in mHealth,” in *Proceedings of the 2017 ACM International Joint Conference on Pervasive and Ubiquitous Computing and Proceedings of the 2017 ACM International Symposium on Wearable Computers* (pp. 790-798), Association for Computing Machinery.
- Karmarkar, Uma R., and Carolyn Yoon (2017), “Consumer Neuroscience: Advances in Understanding Consumer Psychology,” *Neuromarketing Yearbook 2017*, Neuromarketing Science and Business Association.
- Karmarkar, Uma R., Carolyn Yoon, and Hilke Plassmann (2015), “Marketers Should Pay Attention to fMRI,” *Harvard Business Review*, <https://hbr.org/2015/11/marketers-should-pay-attention-to-fmri>.
- Diehl, Kristin and Carolyn Yoon (2015), *Advances in Consumer Research*, Vol. 43, Duluth, MN: Association for Consumer Research.
- Yoon, Carolyn (2011), “Aging Consumers,” in *Consumer Insights: Findings from Behavioral Research*, (ed. Alba), Marketing Science Institute.
- Gutchess, Angela H., Ting Luo, Carolyn Yoon, Trey Hedden, Qicheng Jing, and Denise Park (2003). How Does Culture Affect Age-Related Changes in the Categorical Organization of Memory? Abstract published in *The Clinical Neuropsychologist*, 17, 88.

## Working Papers under Review and in Revision

- Yu, Qinggang, Richard P. Bagozzi, Pei-Yao Hung, Carolyn Yoon, and Inbal Nahum-Shani, “Development and Evaluation of a Multidimensional Self-Report Instrument on Engagement with Digital Health Interventions.”
- Yu, Qinggang, Lindsey N. Potter, Carolyn Yoon, Jamie R.T. Yap, John J. Dziak, Dusti R. Jones, Cho Y. Lam, David W. Wetter, and Inbal Nahum-Shani, “Engagement with What? Antecedents and Consequences of Different Indicators of Engagement with a Digital Intervention for Tobacco Cessation.”
- Shaw, Steven, Vinod Venkatraman, and Carolyn Yoon, “Nothing Voodoo about Neuroforecasting: Identifying Behavioral Proxies that Attenuate Neural Predictions.”
- Peluso, Alessandro M., Yeonjin Sung, Cesare Amatulli, Gianluigi Guido, and Carolyn Yoon, “Aging and Environmental Sustainability.”
- Genevsky, Alexander, Carolyn Yoon, Ting-Yi Lin, Steven Shaw, and Brian Knutson, “The Impact of Affective Congruence on Charitable Giving.”
- Chae, Rebecca and Carolyn Yoon, “Impact of Descriptive Norm Appeals Varies by One’s Self- Construal and Reference Groups.”

## Honors and Awards

- PhD Teaching Excellence Award, Stephen M. Ross School of Business, 2016
- Society for Consumer Psychology Doctoral Symposium Faculty Fellow, 2015, 2016
- AMA Sheth Doctoral Consortium Faculty Fellow, 2013, 2014
- Association for Consumer Research Doctoral Symposium Faculty Fellow, 2012, 2013, 2018
- Association for Psychological Science Fellow, 2011
- Association for Consumer Research Best Poster Award, 2011
- Journal of Consumer Psychology* Top 20 Most Cited Paper Award, 2011
- Journal of Consumer Research* Best Paper Award, 2008
- Journal of Consumer Research* Outstanding Reviewer Award, 2005
- AMA Doctoral Consortium Representative
- Fuqua Fellowship
- Beta Gamma Sigma

## Research Grants (past 10 years)

- Sponsor: UM MCubed 3.0  
Title: Self-Assertive Interdependence in Arab Culture: Implications for Identity, Negotiations, & Business  
Dates: September 1, 2018 – December 31, 2022
- Sponsor: UM MCubed 2.0  
Title: Anxiety and Emotion Regulation: A Gene x Culture Interaction Hypothesis  
Dates: December 1, 2016 – August 31, 2018
- Sponsor: Department of Defense  
Title: Neural Bases of Persuasion and Social Influence in the U.S. and the Middle East  
Dates: August 15, 2015 – August 14, 2016
- Sponsor: U.S. Office of Naval Research  
Title: fNIRS Study of Cultural Differences in Social Influence  
Dates: August 1, 2014 – August 14, 2015

## Invited Presentations (past 10 years)

- Neural Forecasting of Online Dating  
University of Texas at Austin, McCombs School of Business, Marketing Seminar: May 11, 2022  
University of Pennsylvania, Wharton School, Marketing Colloquium: March 31, 2022
- Neural Forecasting of Crowdsourced Funding  
University of Miami Marketing Camp: February 6-7, 2020  
University of Salento, Lecce, Italy: June 25, 2019  
Certamente Neuromarketing, Milan, Italy: February 14-15, 2019  
Rice University Marketing Camp: May 3-4, 2018  
University of Pittsburgh, Marketing Department Seminar, March 2, 2018  
Cornell University, Marketing Department Seminar, November 3, 2018  
University of Pennsylvania, Wharton School, Decision Processes Colloquia: Feb 27, 2017  
The Chinese University of Hong Kong, Brain and Mind Institute (BMI) and Marketing Department Seminar: Dec 2, 2016  
The Hong Kong Polytechnic University, Marketing Department Seminar: Nov 30, 2016  
University of Maryland Marketing Camp: Oct 20-21, 2016  
Korea University, Business School, Marketing Department Seminar: June 20, 2016  
UC Berkeley, Haas School of Business, The Shansby Research Seminar in Marketing: Feb 29, 2016  
Western University, Ivey Business School, 9th Annual Consumer Behavior Symposium: Jan 16, 2016  
University of Michigan, Cognition and Cognitive Neuroscience Area Forum: Dec 11, 2015  
Society for Neuroeconomics Annual Meeting, Miami, Florida: Sept 25, 2015  
ISMS Marketing Science Conference, Baltimore, MD: June 8, 2015
- Aging in Consumer Contexts: Leveraging Rarely-Investigated Populations for Research on Behavioral and Social Processes in an Aging Context Expert Meeting  
National Academy of Sciences Engineering, and Medicine, Washington DC: July 2-3, 2018
- Creativity and Aging: Positive Consequences of Diminished Inhibitory Control  
University of Toronto, Symposium in Honour of Lynn Hasher, Nov 17, 2017
- NeuroInsights: Neuroscience for Marketing and Leadership  
Northwestern University, Kellogg on Growth Forum Panel: Nov 16, 2016
- Advancing Consumer Neuroscience  
University of Alberta Marketing Camp: May 21-22, 2015  
Harvard Business School, Marketing Department: April 13, 2015  
Association for Consumer Research, Perspectives Session, Baltimore, MD: Oct 25, 2014  
10th NeuroPsychoEconomics Conference, Munich, Keynote address: May 30, 2014 (declined)  
Stanford University, Psychology Department: May 16, 2014

### **Invited Presentations (past 10 years) (continued)**

- Culture, Genes, and Neural Basis of Self Judgments  
Institute for Social Research, University of Michigan, Research Center for Group Dynamics  
Speaker Series: Nov 30, 2015
- Aesthetic Perception: Appreciation of Art  
University of Michigan, Greater Questions in Neuroscience (GQIN) Colloquium Series:  
July 30, 2014
- Consumer Behavior: Developing Good Theory  
AMA Sheth Foundation Doctoral Consortium, Northwestern University: June 27, 2014
- Aging in Social Context  
Stanford University, Psychology Department: June 9, 2014
- The Dopamine Receptor Gene (DRD4) Moderates Cultural Difference in Independent versus  
Interdependent Social Orientation  
UC Berkeley, Neuroeconomics Laboratory: Feb 12, 2014  
Stanford University, Psychology Department: Feb 9, 2014  
Duke University, Marketing Department: May 1, 2013
- Consumer Neuroscience of Brands  
Erasmus University, Marketing Department: Dec 2, 2013  
INSEAD, Marketing Department: Nov 22, 2013  
HEC Paris Marketing Research Camp: Aug 30, 2013  
University of Trento, Italy, Workshop on Context-dependent Consumer Decision-making:  
An Interdisciplinary Enquiry, Keynote Address: June 17, 2013  
University of Michigan, Decision Consortium Conference: May 15, 2013  
University of Michigan, Ross School of Business, Hosmer-Hall Interdisciplinary Research  
Presentation: March 26, 2013
- Consumer Neuroscience: Current Status and Future Directions  
AMA Sheth Foundation Doctoral Consortium, University of Michigan: June 8, 2013

### **Conference Presentations (past 10 years)**

- “Consumer Behavior across the Lifespan,” Society for Consumer Psychology Conference, 2025, Las Vegas, NV
- “Aging and Sustainable Consumption, Society for Consumer Psychology Conference, 2024, Nashville, TN
- “Neural Basis of Engagement,” 12<sup>th</sup> Triennial Invitational Choice Symposium, 2023, INSEAD, France
- “Does Green Behavior Fade with Graying? The Role of Time Perspective in Older Adults’ Sustainable Consumption,” Association for Consumer Research Conference, 2023, Seattle, WA
- “Congruence in charitable request features elicits greater giving through positively experienced affect: Process evidence from neural data,” Association for Consumer Research Conference, 2022, Denver, CO
- “Consumer Neuroscience Methods : Where to Start?” Association for Consumer Research Conference, 2022, Denver, CO
- “Neuroforecasting Online Dating: Deconstructing Aggregate Choice Forecasting From Small Samples Using Neural and Behavioral Measures,” Society for NeuroEconomics Meeting, 2022, Crystal City, Arlington, VA.
- “Consumer Neuroscience 101: Tools, Applications, and Challenges,” American Marketing Association Summer Conference, 2019, Chicago, IL
- “Leveraging Insights from Consumer Neuroscience to Promote Prosocial Behavior,” Positive Business Conference, 2019, Ross School of Business, University of Michigan:
- “Bridging the Academia-Industry Gap in Neuromarketing Research: Challenges and Opportunities,” Neuromarketing World Forum, 2019, Rome, Italy

### **Conference Presentations (past 10 years) (continued)**

- “Cultural Differences in Conformity to Descriptive Norms,” Society for Consumer Psychology Conference, 2017, San Francisco, CA
- “Culture and Aesthetic Judgment: Are Asians More Tolerant of Object-Context Mismatch?” Society for Personality and Social Psychology Conference, 2017, San Antonio, TX
- “When Brain Beats Behavior: Neuroforecasting Crowdfunding Success”, 10<sup>th</sup> Triennial Invitational Choice Symposium, 2016, Lake Louise, Canada.
- “Neural Activity Predicts Crowdfunding Decisions”, 2015 Society for Consumer Psychology Conference, Vienna, Austria
- “It’s Smiling at Me: Satisfying Social Needs through Consumer Products...At the Expense of Genuine Relationships”, 2015 Society for Consumer Psychology Conference, Phoenix, AZ

### **Poster Presentations (past 10 years)**

- “Social Norms, Self-enhancement, and Genes: The Role of Dopaminergic, Serotonergic, and Oxytocinergic Genes in Self-Constraint,”; 2018 Society for Consumer Psychology Conference, Dallas, TX
- “Cross-Cultural Differences in Aesthetic Judgments of Products: the Role of Cognitive Styles”; 2017 Association for Consumer Research Conference, San Diego, CA
- “Creative Decision Making and Aging: Positive Consequences of Diminished Inhibitory Control”; 2015 Society for Judgment and Decision Making Conference, Chicago, IL
- “The Social Side of Choice: Cultural Background Influences the Use of Social Information in Consumer Choice”; 2015 Association for Psychological Science Conference, New York, NY
- “The Moderating Role of Culture in the Relationship between the Dopamine Receptor D4 Gene (DRD4) and Novelty Seeking”; 2015 Society for Personality and Social Psychology Conference, Long Beach, CA

### **Teaching**

- 9/16 – present Professor / Ross School of Business, University of Michigan  
Courses Taught: BBA Program: Marketing Management, Business & Leaders: The Positive Difference  
Introduction to Ross: Foundations for Learning Business  
Ph.D. Program: Behavioral Seminar in Consumer Behavior
- 9/06 – 8/16 Associate Professor / Ross School of Business, University of Michigan  
Courses Taught: MBA Program: Consumer Behavior  
BBA Program: Consumer Behavior, Marketing Management  
Ph.D. Program: Behavioral Seminar in Consumer Behavior
- 9/98 – 8/06 Assistant Professor / Ross School of Business, University of Michigan  
Courses Taught: MBA Program: Marketing Management, Consumer Behavior  
BBA Program: Advertising Management, Marketing Research, Marketing Management, Consumer Behavior  
Ph.D. Program: Seminars in Consumer Behavior
- 7/95 - 7/98 Assistant Professor / University of Toronto  
Courses Taught: MBA Program: Marketing Management  
Ph.D. Program: Behavioral Research in Marketing  
Undergrad Commerce Program: Introduction to Marketing Management  
Advanced Strategic Marketing, Introduction to Management

## Service

Specialty Chief Editor:	<i>Frontiers in Neuroscience, Decision Neuroscience</i> (2025-2027)
Guest Co-Editor:	<i>Frontiers in Neuroscience</i> : Special Issue on Consumer Neuroscience (2020-23) <i>Journal of Marketing Research</i> : Special Issue on Neuroscience and Marketing (August 2015) <i>Culture and Brain</i> : Special Issue on Cultural Neuroscience (Winter 2015) <i>Journal of Consumer Psychology</i> : Special Issue on Brand Insights from Psychological and Neurophysiological Perspectives (January 2012)
Associate Editor:	<i>Journal of Marketing Research</i> (2013-present)
Guest Associate Editor:	<i>Journal of Consumer Research</i> <i>Journal of Consumer Psychology</i>
Editorial Review Boards:	<i>Journal of Consumer Research</i> (2003-2005; 2012-present) <i>Journal of Marketing Research</i> (2008-2013) <i>Journal of Consumer Psychology</i> (2009-2017) <i>Frontiers in Decision Neuroscience</i> (2010-present) <i>Customer Needs and Solutions</i> (2014-present) <i>Frontiers in Behavioral Neuroscience</i> (2015-present) <i>Journal of Neuroscience, Psychology &amp; Economics</i> (2007-present) <i>Journal of Marketing</i> (2006-2008) <i>Journal of Economic Psychology</i> (2000-2010)
Ad Hoc Reviewer:	<i>International Journal of Research in Marketing, Journal of Public Policy &amp; Marketing, Marketing Science, Marketing Letters, Journal of Service Research, Journal of Behavioral Decision Making, Psychology &amp; Aging, American Psychologist, Perception &amp; Psychophysics, MIS Quarterly, Journal of Experimental Psychology: General, PlosOne, Social Neuroscience, Emotion, Current Opinions in Behavioral Sciences, Journal of Organizational Behavior, Social Cognitive and Affective Neuroscience, Culture and Brain, European Journal of Marketing, Journal of Behavioral Decision Making, Mind and Matter</i> National Science Foundation National Institute of Health National Institute of Aging Social Sciences and Humanities Research Council of Canada Natural Sciences and Engineering Research Council of Canada TOP Grants Programme, Netherlands Organization for Scientific Research MSI Clayton Dissertation Competition SCP-SHETH Dissertation Proposal Competition ACR Conference Proceedings: 1999-2014, 2017 SCP Conference Proceedings: 2002-2005, 2010-2011 APA Conference Proceedings: 2002, 2003
Selection Committee:	Ross School of Business Dean search, 2021-2022 <i>Journal of Marketing</i> Editor-in-Chief search, 2019
Scientific Committee:	International Cultural Neuroscience Society, Executive Committee Conference on Neuroeconomics 2008, Copenhagen, Denmark
Steering Committee:	Tenure Project, 2023-present
Program Committee:	ACR Conference: 2000, 2003, 2005, 2007, 2008, 2009(AE), 2012, 2017 SCP Conference: 2010, 2011, 2014, 2015, 2016, 2017, 2021, 2022, 2023

**Service (continued)**

- Boards: President, *Journal of Consumer Research* Policy Board (2022-2024)  
Vice President, *Journal of Consumer Research* Policy Board (2019-2021)  
Elected Board Member, Society for Neuroeconomics (2020-2023)  
Elected Treasurer, Board of Directors, Association for Consumer Research (2017-2020)
- Advisory Board: Designing a Career in the Marketing Academy (DCMA)  
Dean's DEI Council, Ross School of Business  
Ipsos, Neuro and Behavioral Science, Scientific Advisory Board  
University of Michigan, Center for Culture, Mind, and Brain (CCMB)  
University of South Carolina, Center for Neuroeconomic Research  
Erasmus University, ISAM Center for Neuroeconomics  
Temple University, Center for Neural Decision Making
- Conference Co-Organizer: Tenure Project Conference, University of Michigan, July 14-16, 2025  
Equitable Opportunity Conference, University of Michigan, June 6-7, 2024  
North American Association for Consumer Research Conference, New Orleans, Oct. 1-4, 2015  
Consumer Neuroscience Satellite Symposium: Preconference to Annual Meeting of the Society for Neuroeconomics, Sept. 2012, Sept. 2013, Sept. 2014, Aug. 2016, Sept. 2017, Sept. 2018, Sept. 2019, Sept. 2022  
Interdisciplinary Symposium on Decision Neuroscience, Sept. 2010, Sept. 2011, May 2013, June 2014, May 2015, June 2016, June 2017, May 2018  
International Cultural Neuroscience Consortium (ICNC) Conference, University of Michigan, April 4-5, 2014  
Summer Institute in Cultural Neuroscience, Center for Culture, Mind, and the Brain, Institute for Social Research, University of Michigan, July 2010, July 2011, July 2012, July 2013  
Annual Conference of the Center for Culture, Mind, and the Brain, Institute for Social Research, University of Michigan, April 2010, April 2011, April 2012, April 2013  
Summer Workshop on Decision Neuroscience, Ross School of Business, University of Michigan, Aug. 21-23, 2009  
The Aging Consumer: Perspectives from Psychology and Economics, Ross School of Business, University of Michigan, May 2-4, 2008  
ACR Preconference on Decision Neuroscience; Exploring How Neuroscience Can Inform Consumer Research, Orlando, FL, Sept. 28, 2006  
SCP Advertising and Consumer Psychology Conference; Consumers in Transitional Economies: Psychological and Interdisciplinary Perspectives, Washington DC, May 20-22, 2005
- Workshop Organizer: The 12<sup>th</sup> Triennial Invitational Choice Symposium, 2023 Workshop on Multi-methodological Approaches to Modeling Preference & Choice: Progress, Pitfalls and Promises of Consumer Neuroscience, INSEAD, France  
The 11<sup>th</sup> Triennial Invitational Choice Symposium, 2019 Workshop on From Individual Decision Making to the Population: Promises and Challenges for Decision Neuroscience, Chesapeake Bay, MD  
The 10<sup>th</sup> Triennial Invitational Choice Symposium, 2016 Workshop on Predicting Choice: Using Neural Insights for Population-Level Forecasting, Lake Louise, Canada

### Workshop Organizer (*continued*)

The 9<sup>th</sup> Triennial Invitational Choice Symposium, 2013 Workshop on  
Consumer Neuroscience, Noordwijk, The Netherlands  
The 8<sup>th</sup> Triennial Invitational Choice Symposium, 2010 Workshop on  
Decision Neuroscience, North Key Largo, FL  
The 6<sup>th</sup> Triennial Invitational Choice Symposium, 2004 Workshop on  
Choice by Older Consumers, Estes Park, CO

University Service: University of Michigan Initiative on Jewish Life and Antisemitism: 2024-present  
University of Michigan Well-being Collective Steering Committee: 2023-present  
Faculty-Led Education Abroad Program Grant Selection Committee: 2023  
University of Michigan Task Force on Abortion-Care Access: 2022  
Ross Dean's Search Committee: 2021-2022  
The National Academy of Sciences, Engineering, and Medicine  
Action Collaborative on Sexual Harassment member: 2019-2023  
BioSocial Methods Collaborative member: 2013-present  
Society 2030 Steering Committee member: 2010-2016  
Design Science Program Committee member: 2006-2017  
ISR Research Center for Group Dynamics Speaker Series Organizer: 2010

School Service: Faculty Director for Global Initiatives: 2023-present  
Global Strategy Task Force co-chair: 2023-2024  
Executive Committee member: 2019-2021  
Faculty DEI Committee chair: 2016-present  
Faculty Director of Inclusive Leaders Pathway (formerly IDO): 2021-present  
Liaison for Inclusive Teaching: 2017-present  
Faculty Ally for Diversity in Graduate Education: 2017-present  
DEI Implementation Lead: 2016-present  
DEI Curriculum Taskforce member: 2020-2021  
IDO Taskforce member: 2020-2021  
Faculty Director of Diversity and Inclusion: 2016-2020  
Ross School of Business Diversity Committee member: 2012-13  
Ross School of Business Curriculum Committee member: 2008-2010  
Ross School of Business WAARM Committee member: 2006-2007, 2010-11

Departmental Service: Haring Symposium Faculty Representative: 2025  
Marketing Area PhD Coordinator (Interim): 2023  
Marketing Area PhD Coordinator: 2015-2018  
Marketing Area PhD Committee member: 2014-2015  
Marketing Curriculum Committee member: 2009-2011  
Marketing Faculty Recruiting Committee chair: 2006-2007, 2008-9, 2012  
Marketing Faculty Recruiting Committee member: 1999, 2007, 2009-12, 2016-17  
Marketing Brown Bag Series organizer: 2004-2005  
Subject Pool administrator: 1999-2002, 2003-2004

### Dissertation Committees

Chair, 2024 Yeonjin Sung, University of Michigan, Ross School of Business, Marketing Department  
Member, 2022 Qinggang Yu, University of Michigan, Department of Psychology  
Member, 2022 Hyesue Jang, University of Michigan, Department of Psychology  
Chair, 2021 Steven Shaw, University of Michigan, Ross School of Business, Marketing Department  
Member, 2021 Cristina Salvador, University of Michigan, Department of Psychology  
Co-Chair, 2020 Rebecca Chae, University of Michigan, Ross School of Business, Marketing Department  
Co-Chair, 2019 Tseng-Ping Chiu, University of Michigan, Design Science Program  
Member, 2019 Megan Seymour, University of Michigan, Department of Psychology  
Member, 2018 Alexandria Caple, University of Michigan, Department of Psychology

## **Dissertation Committees** *(continued)*

Member, 2018 Sarah Huff, University of Michigan, Department of Psychology  
Member, 2018 Ziyong Lin, University of Michigan, Department of Psychology  
Co-Chair, 2015 Stephanie Carpenter, University of Michigan, Ross School of Business, Marketing Department; and Department of Psychology  
Member, 2015 Jason Stornelli, University of Michigan, Ross School of Business, Marketing Department  
Member, 2015 Christine Kang, University of Michigan, Ross School of Business, Marketing Department  
Member, 2015 Rebecca Rhodes, University of Michigan, Department of Psychology  
Member, 2014 Emily Bonem, University of Michigan, Department of Psychology  
Chair, 2013 James Mourey, University of Michigan, Ross School of Business, Marketing Department (Winner of the 2010 Society for Consumer Psychology Dissertation Proposal Competition)  
Co-Chair, 2013 Jihye Kim, University of Michigan, Design Science Program  
Co-Chair, 2013 Elliott Manzon, University of Michigan, Design Science Program  
Member, 2013 Soodeh Montazeri, University of Michigan, Design Science Program  
Co-Chair, 2012 Sookyung Cho, University of Michigan, Design Science Program  
Member, 2012 Jiyoung Park, University of Michigan, Department of Psychology  
Member, 2011 Alex Chavez, University of Michigan, Department of Psychology  
Member, 2011 Sinem Atakan, University of Michigan, Ross School of Business, Marketing Department  
Member, 2011 Jinkyung Na, University of Michigan, Department of Psychology  
Member, 2010 Jesse Chandler, University of Michigan, Department of Psychology  
Member, 2009 Tahira Reid, University of Michigan, Design Science Program  
Chair, 2008 Mary Wagner, University of Michigan, Ross School of Business, Marketing Department  
Member, 2006 Joyce Pang, University of Michigan, Department of Psychology  
Member, 2006 Oona Cha, University of Michigan, Department of Psychology  
Member, 2006 Yuri Miyamoto, University of Michigan, Department of Psychology  
Member, 2004 Angela Hall Gutchess, University of Michigan, Department of Psychology  
Member, 2003 Heather Pond, University of Michigan, Department of Psychology  
Member, 2002 Trey Hedden, University of Michigan, Department of Psychology  
Member, 2000 Michelle Lee, University of Toronto, Joseph L. Rotman School of Management  
Member, 1998 Sharmistha Law, University of Toronto, Joseph L. Rotman School of Management  
Member, 1997 Elizabeth Cowley, University of Toronto, Joseph L. Rotman School of Management

## **Professional Affiliations**

Association for Consumer Research  
Society for Consumer Psychology  
American Marketing Association  
American Psychological Society  
American Psychological Association  
Division 20, Adult Development and Aging  
Society for Neuroscience  
Society for Neuroeconomics