

**JENNIFER LYNN AAKER**  
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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 (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 AND AWARDS**

Robert K. Jaedicke Silver Apple Award 2011  
The Ferber Award *Journal of Consumer Research* 2010, "The Time versus Money Effect" Hon Mention.  
Best Paper Award *Journal of Consumer Research* 2007 for "When Good Brands Do Bad"  
Best Paper Award *Stanley Reiter* 2007 for "Bringing the Frame into Focus"  
Best Paper Award *Journal of Consumer Research* 2005, "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  
The Power of Story  
Building Innovative Brands  
Cultural Psychology  
Emotions, Goals, and Health

## BOOK

The Dragonfly Effect: Quick, Effective, Powerful Ways to Harness Social Media for Social Good (with Andy Smith)

## PUBLICATIONS<sup>1</sup>

Rudd, Melanie, Kathleen Vohs and Jennifer Aaker (2012), "Awe Expands People's Perception of Time, Alters Decision Making and Enhances Well-Being." Forthcoming in *Psychological Science*.

Jennifer Aaker, Emily Garbinsky, and Kathleen Vohs (2012), "Cultivating Admiration in Brands: Warmth, Competence and Landing in the "Golden Quadrant," Forthcoming in *Journal of Consumer Psychology*.

Mogilner, Cassie, Jennifer Aaker, and Sep Kamvar (2012), "How Happiness Impacts Choice," *Journal of Consumer Research*, 39 (August), 429-443.

Mogilner, Cassie, Sep Kamvar and Jennifer Aaker (2011), "The Shifting Meaning of Happiness," *Social Psychology and Personality Science*. 2 (4), 395-402.

Aaker, Jennifer, Melanie Rudd and Cassie Mogilner (2011), "If Money Doesn't Make You Happy, Consider Time," *Journal of Consumer Psychology*, 2 (April), 126-130.

Aaker, Jennifer, Kathleen Vohs and Cassie Mogilner (2010), "Non-Profit Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter" *Journal of Consumer Research*, 37 (August), 277-291.

Mogilner, Cassie and Jennifer Aaker (2009) "The Time versus Money Effect: Shifting Product Attitudes and Decisions through Personal Connection," *Journal of Consumer Research*, 36 (August), 277-291.

*Journal of Consumer Research* Best Paper Award (Hon; Robert Ferber Award)

Aaker, Jennifer and Toshi Akutsu (2009), "Why Do People Give? The Role of Identity in Giving," *Journal of Consumer Psychology*, (19), 267-270.

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

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

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<sup>1</sup> Lead articles are asterixed.

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.

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.\*

*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 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, hon.)

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

- Leaving Them Smiling: How Small Acts Create More Happiness than Large Acts (with Melanie Rudd, Mike Norton)
- "Initiator" vs. "Responder" Mindsets across Cultures: Cultivating Optimism about Illness Recovery (with Donnel Briley)
- When Mixed Emotions Reflect Reality (with Patti Williams)
- Networking vs. Connecting: The Effect of Focusing on Money vs. Time (with Cassie Mogilner, Kathleen Vohs)

- Understanding Meaning (with Roy Baumeister, Emily Garbinsky, Kathleen Vohs)
- When Time Expands (with Melanie Rudd)
- The Emotional Experience of Charitable Giving (with Toshi Akutsu, Wendy Liu)

## CONSORTIUM

AMA Consortium 2012, University of Washington, Faculty  
 AMA Consortium 2010, University of Texas, Faculty  
 AMA Consortium 2009, Georgia State University, Faculty  
 SCP Consortium 2008, San Diego, Faculty  
 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 RESEARCH TALKS

*Research Talks (2000-current).* JDM Pre-Conference: Society for Personality and Social Psychology, ACR Pre-Conference for Doctoral Students, PhD Projects marketing Meetings, MIT PhD Camp, MSI Trustees Meetings, AMA Global Marketing Conference, Northwestern Marketing Camp, UCLA Marketing Camp, Stanford Cultural Psychology Conference, Stanford Marketing Camp, 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, University of Shanghai, University of California Riverside Psychology, Columbia University

## CONFERENCES

"When Time Expands," ACR (2011)  
 "How Ideas Take Flight," Leading Matters (2011)  
 "Creating Infectious Action," Web 2.0 (2011)  
 "Time, Money and Happiness," ACR (2010)  
 "Why We Give," Society for Consumer Psychology Conference (2009)  
 "The Impact of Psychological Distance on Charitable Fundraising" ACR (2008)  
 "Effects of Cognition of Time and Money on Judgment and Decision Making" ACR (2007)  
 "Effects of Cognition of Time and Money on Judgment and Decision Making" ACR (2007)  
 "Regulatory Focus and the Use of Time" ACR (2006)  
 "The Persuasive Power of Regulatory Goal Compatibility, SPPS (2006)  
 "Live Long and Live Well: Life Experience and Intertemporal Choice," SCP (2005)  
 "Two Roads to Updating Brand Personality Impressions," ACR (2004)  
 "How Regulatory Focus Influences Consumer Judgments and Choices" ACR (2003)  
 "The Consequences of Stress & Emotion for Health Protection" ACR (2003)

“Brand Personality Inferences from Advertising Claims” SCP (2003)  
 “Approach and Avoidance: The Role of Risk and Framing in Persuasion” SCP (2003)  
 “Should I Think About Me or You? Effects of Ads on Judgments of Health Risk” ACR (2002)  
 “Reflections of Reality: Verisimilitude and Response to Mixed Emotions” ACR (2002)  
 “The Difficulty in Remembering Mixed Emotions” ACR (2002)  
 “The Impact of Transgressions in Internet Brand Development” ACR (2001)  
 “The Persuasiveness of Approach and Avoidance Strategies” ACR (2001)  
 “Pleasures and Pain in Information Processing: Chronic and Temporary Goals” APA (2001)  
 “I Seek Pleasures and ‘We’ Avoid Pains: The Role of Goals in Persuasion” ACR (2000)  
 “When Does Culture Matter: The Role of Accessibility,” ACR (2000)  
 “The Peaceful Coexistence of Conflicting Emotions” (with Patti Williams), ACR (2000)  
 “The Role of Self-Construal in Spontaneous Personality Trait Inferences” ACR (1999)  
 “Expectations of Emotional Valence ACR (1999)  
 “The Impact of Culture on the Symbolic Use of Brands” ACR (1997)  
 “Affect and Culture: Persuasive Effects of Ego vs. Other-Focused Emotions” ACR (1997)  
 “The Effect of Cultural Orientation on Processing and Product Evaluations” ACR (1996)  
 “This Bud’s NOT For You: The Processing and Effects of Target Marketing” ACR (1995)  
 “To Thine Own Self Be True: The Meaning of Sincerity in Brands” ACR (1995)  
 “The Human Characteristics of a Brand: A Brand Personality Hierarchy,” ACR (1994)  
 “Measuring Brand Personality: The Big Five,” SCP (1994)  
 “Neutralizing the First Mover Advantage: The Third Mover’s Perspective,” ACR (1993)  
 “The Non-Target Market Effect” ACR (993)  
 “Attraction and Compromise Effects in Choice” ACR (1992)

## TEACHING

- Re-Imagining Marketing: The Power of Story (2012-present, Stanford MBA seminar & core)
- Social Brands (2010-present, Stanford MBA and d.school elective), with Chris Flink
- Designing Happiness (2010-present, Stanford MBA elective)
- How to Tell a Story (2008-present, Stanford MBA seminar)
- The Power of Social Technology (2008-2010, Stanford MBA elective)
- Building Innovative Brands (2002-2010, Stanford MBA elective)
- Creativity and Innovation in Marketing (2006-2008, Haas MBA elective)
- Understanding Cultures and Consumers (2001-07, Stanford MBA elective)
- 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, 2003-2007 UCLA, UC Berkeley and Stanford Ph.D)

## UNIVERSITY SERVICE

### PhD Advising

- Emily Garbinsky (Chair, Stanford Marketing, expected 6/14)
- Melanie Rudd (Chair, Stanford Marketing, 6/12)
- Cassie Mogilner (Chair, Stanford Marketing, 6/09, Wharton)
- Monica Wadhwa (Committee member, Stanford Marketing, 6/09; Insead)
- 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, Committees

- Marketing Area Coordinator, 2008-2011
- Stanford GSB Deans Search 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**

*Journal of Consumer Research* Editorial Board, 2001-present; Associate Editor, 2005-2010  
 Ad-Hoc reviewer, 1996-2000  
*Journal of Consumer Psychology* Editorial Board, 2002-2010; Ad-Hoc reviewer, 1998- present  
*Journal of Marketing Research* Editorial Board, 2003-2010; 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  
*Association of Consumer Research* Advisory Board, 2004-2007; Reviewer, 1996-present  
*Marketing Science Institute* Ad-Hoc Reviewer, 1996-present