

# Adriana Samper

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## ACADEMIC POSITIONS

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*Associate Professor, Marketing* (with tenure): W. P. Carey School of Business, Arizona State University (2018 – present)

*Assistant Professor, Marketing*: W. P. Carey School of Business, Arizona State University (2011 - 2018)

## EDUCATION

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*PhD*, Marketing (2011)  
Duke University, The Fuqua School of Business  
Co-Chairs: James R. Bettman and Mary Frances Luce

*BA*, Biological Basis of Behavior (2002)  
University of Pennsylvania, The College of Arts and Sciences

## PUBLICATIONS IN REFEREED JOURNALS

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†Miller, Chadwick J., Adriana Samper, Naomi Mandel, Daniel C. Brannon, Jim Salas, and Martha Troncoza (2021), “Activity Apprehension in Experiential Purchases,” *Journal of Services Marketing*, 35 (4), 516-534. (†PhD student co-author)

Cutright, Keisha M., Shalena Srna, and Adriana Samper (2019), “The Aesthetics We Wear: How Attire Influences What We Buy.” *Journal of the Association for Consumer Research*, 4 (4), 387-397.

Cialdini, Robert, Yexin Jessica Li, Adriana Samper, and Ned Wellman (2019), “How Bad Apples Promote Bad Barrels: Unethical Leader Behavior and the Selective Attrition Effect.” *Journal of Business Ethics*, 168, 861-880.

Choi, Jungsil, Yexin Jessica Li, and Adriana Samper (2019), “The Influence of Health Motivation and Calorie-Ending on Preferences for Indulgent Foods,” *Journal of Consumer Research*, 46 (October), 606-619.

†Brannon, Daniel, and Adriana Samper (2018), “Maybe I Just Got (Un)lucky: One-on-One Conversations and the Malleability of Post-Consumption Product and Service Evaluations,” *Journal of Consumer Research*, 45 (December), 810–32. (†PhD student co-author)

Samper, Adriana, Linyun W. Yang, and †Michelle Daniels (2018), “Beauty, Effort, and Misrepresentation: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences.” *Journal of Consumer Research*, 45 (June), 126–47. (†PhD student co-author)

†Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2017), “It’s Too Pretty to Use! When and How Enhanced Product Aesthetics Discourage Usage and Lower Consumption Enjoyment,” *Journal of Consumer Research*, 44 (October), 651-72. (†PhD student co-author)

Shrum, L.J., Tina M. Lowrey, Mario Pandelaere, Ayalla A. Ruvio, Elodie Gentina, Pia Furchheim, Maud Herbert, Liselot Hudders, Inge Lens, Naomi Mandel, Agnes Nairn, Adriana Samper, Isabella

Soscia, and Laurel Steinfield (2014), “Materialism: The Good, the Bad and the Ugly,” *Journal of Marketing Management*, 30 (Special Issue: Transformative Consumer Research), 17-18.

Cutright, Keisha M. and Adriana Samper (2014), “Doing it the Hard Way: How Low Control Drives Preferences for High Effort Products and Services,” *Journal of Consumer Research*, 41 (October), 730-45.

Samper, Adriana and Janet A. Schwartz (2013), “Price Inferences for Sacred versus Secular Goods: Changing the Price of Medicine Influences Perceived Health Risk,” *Journal of Consumer Research*, 39 (April), 1343-58.

Payne, John W., Adriana Samper, James R. Bettman and Mary Frances Luce (2008), “Boundary Conditions on Unconscious Thought in Complex Decision Making,” *Psychological Science*, 19 (November), 1117-22.

## BOOK CHAPTER

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Cutright, Keisha M., Adriana Samper, and Gavan Fitzsimons (2013), “We Are What We Buy?” in *The Routledge Companion to Identity and Consumption*, eds. Ayalla Ruvio and Russell Belk, New York, NY: Routledge, 91–8.

## PAPERS IN THE REVIEW PROCESS

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†Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “I Have a Bad Feeling About This: Understanding How Givers and Recipients Respond Differently to Photo-Customized Products,” Under second review at the *Journal of Consumer Research*. (†PhD student co-author)

†Van der Sluis, Helen, Adriana Samper, Andrea C. Morales, and Nathan D. Martin, “Responses to Gender-Based Price Variation: Differences or Discrimination?” In preparation for second review at the *Journal of Consumer Research*. (†PhD student co-author)

†Daniels, Michelle E., Adriana Samper, and Andrea C. Morales, “The Diagnosticity of Leisure: How Information About Leisure Activities Affects Perceptions of Well-being and Work-related Judgments,” In preparation for second review at the *Journal of Consumer Research*. (†PhD student co-author)

Smith, Rosanna, Linyun W. Yang, and Adriana Samper, “The Double Bind of Beauty Work,” Under first round review at the *Journal of Consumer Research*.

## MANUSCRIPTS IN FINAL PREPARATION

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†Wang, Qin, Andrea Morales and Adriana Samper, “The Beautified Me is Me: How Interdependence Increases Beauty Application Usage.” (†PhD student co-author)

†Van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terri Hlava, “The Disability Preference Stereotype: How Physical Disability Shapes Inferred Product Preferences.” (†PhD student co-author)

†Daniels, Michelle E., Adriana Samper, Cindy Chan and Ryan Hamilton, “In Lieu of Gifts: Overcoming Gift-Givers’ Reduced Generosity to Charitable Gift Requests.” (†PhD student co-author)

## SELECT ONGOING RESEARCH

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“Understanding How Payment Aesthetics Shape the Purchase Experience,” with Freeman Wu, Andrea Morales and Gavan Fitzsimons

“The Influence of Physical Disability on Perceived Morality,” with Helen van der Sluis, Kirk Kristofferson, and Terri Hlava

“Relationships and Physical Disability,” with Kelley Gullo and Terri Hlava

“Thrifting and Morality,” with Michelle Daniels

“How Children Influence Self Control,” with Xin Zhou and Monika Lisjak

“The Influence of Perceived Need in Merit-Based Decisions,” with Ziwei Wei and Evan Weingarten

## HONORS AND AWARDS

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AMA Foundation Erin Anderson Award for Emerging Female Marketing Scholar and Mentor (2022)

Runner-Up, Best Competitive Paper, *Society for Consumer Psychology* Conference (2021)

W.P. Carey Dean’s Research Award, W.P. Carey School of Business (2020)

Outstanding Reviewer, *Journal of Consumer Research* (2018)

Best Working Paper, *Society for Consumer Psychology* Conference (2018)

Dean’s Excellence in Research Summer Grant (2017, 2018, 2019, 2020, 2021, 2022)

W. P. Carey Huizingh Outstanding Undergraduate Teaching Award (2014)

SCP Dissertation Proposal Competition, Honorable Mention (2010)

AMA Foundation, Valuing Diversity Scholarship Recipient (2010)

University of California, Berkeley Behavioral Camp Fellow (2010)

Preparing Future Faculty Graduate Student Fellow (2009-10)

G.E. Minority Student Fellowship (2005-07)

Phi Beta Kappa, Delta Chapter, University of Pennsylvania (2002)

## REFEREED CONFERENCE PRESENTATIONS (\*denotes presenting author)

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\*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2022), “I Have a Bad Feeling About This: Understanding How Givers and Recipients Respond Differently to Photo-Customized Products,” *Society for Consumer Psychology*, Nashville (virtual).

\*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2021), “Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations,” *Association for Consumer Research*, Seattle, WA (virtual).

Daniels, Michelle E., \*Adriana Samper, and Andrea Morales (2021), “When I’m Not Working, I Also Enjoy...: How Sharing Leisure Activities Influences Perceived Well-Being and Consumer Preferences,” *Association for Consumer Research*, Seattle, WA (virtual).

van der Sluis, Helen, \*Adriana Samper, Kirk Kristofferson, and Terri Hlava (2021), “Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences,” AMA Marketing and Public Policy Conference (virtual).

van der Sluis, Helen, \*Adriana Samper, Kirk Kristofferson, and Terri Hlava (2021), “Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences,” *Society for Consumer Psychology*, Puerto Rico (virtual).

\*van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terri Hlava (2020), “Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences,” *Association for Consumer Research*, Paris, France (virtual).

Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “That Just Feels Wrong: How the Law of Similarity Shapes Consumer Responses to Personalized Products,” Theory & Practice in Marketing Conference, May 2019.

\*Wang, Qin, Andrea Morales, and Adriana Samper (2019), “The Beautified Me is Me: How Interdependence Increases Beauty Application Usage,” *Society for Consumer Psychology*, Savannah, GA.

\*Wang, Qin, Andrea Morales, and Adriana Samper (2019), “The Beautified Me is Me: How Interdependence Increases Beauty Application Usage,” *Association for Consumer Research*, Atlanta, GA.

\*van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson (2019), “With Inclusion Comes Influence: Perceptions of Physical Disability in the Marketplace,” *Society for Consumer Psychology*, Savannah, GA.

\*van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson (2018), “With Inclusion Comes Influence: Perceptions of Physical Disability in the Marketplace,” *Association for Consumer Research Annual Conference*, Dallas, TX.

\*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2018), “That’s Just Plain Creepy: Understanding Consumer Responses to Personalized Food Products that Resemble People,” *Association for Consumer Research*, Dallas, TX.

\*Han, Jerry, Adriana Samper, and Andy Gershoff (2018), “I Can Do More with My Time, but Less with My Money: The Role of Control on Resource Instrumentality Perceptions,” *Society for Consumer Psychology*, Dallas, TX.

\*Han, Jerry, Adriana Samper, and Andy Gershoff (2017), “I Can Do More with My Time, but Less with My Money: The Role of Control on Resource Instrumentality Perceptions,” *Association for Consumer Research*, San Diego, CA.

\*Cutright, Keisha, Shalena Srna, and Adriana Samper (2017), “Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions,” *Association for Consumer Research*, San Diego, CA.

\*Samper, Adriana, Cindy Chan, Ryan Hamilton and Michelle Daniels (2017), “Giving Less on Behalf of Others,” *Association for Consumer Research*, San Diego, CA.

Cutright, Keisha, Shalena Srna, and \*Adriana Samper (2017), “Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions,” *Society for Consumer Psychology*, San Francisco, CA.

\*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan Fitzsimons (2017), “It’s Too Pretty to Use! When and How Enhanced Aesthetics Discourage Usage and Lower Enjoyment of Nondurable Products,” *Society for Consumer Psychology*, San Francisco, CA.

Samper, Adriana, \*Cindy Chan, and Ryan Hamilton (2017), “Giving Less on Behalf of Others,” *Society for Consumer Psychology*, San Francisco, CA.

Samper, Adriana, \*Freeman Wu, Daniele Mathras, and Andrea Morales (2016), “Consumers with Stars in their Eyes: The Influence of Celebrity Seeding on Brand Perceptions,” *Association for Consumer Research*, Berlin, Germany.

Brannon, Daniel and \*Adriana Samper (2016), “Regaining Control by Ditching the Plastic: The Influence of Personal Control on Credit Card Usage,” *Association for Consumer Research*, Berlin, Germany.

Samper, Adriana, Linyun Yang, and \*Michelle Daniels (2015), “‘What is Beautiful is Good,’ But Not When It Takes Effort: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences,” *Association for Consumer Research*, New Orleans, LA.

\*Brannon, Daniel and Adriana Samper (2015), “Maybe It's Not as Bad as I Thought: Exploring the Malleability of Negative Consumer Evaluations in the Face of Contrasting Opinions,” *Association for Consumer Research*, New Orleans, LA.

\*Wu, Freeman, Adriana Samper, and Andrea Morales (2015), “The Impact of Employee Appearance on Consumer Responses to Flattery,” *Association for Consumer Research*, New Orleans, LA.

Robert Cialdini, \*Li, Yexin Jessica and \*Adriana Samper (2015), “Conversations: The Downstream Consequences of Organizational Unethicality,” *Society for Consumer Psychology*, Phoenix, AZ.

\*Wu, Freeman, Adriana Samper, and Andrea Morales (2015), “Are Salespeople or Signs More Persuasive? The Moderating Role of SES on Consumer Responses to Verbal vs. Written Product Information,” *Society for Consumer Psychology*, Phoenix, AZ.

Choi, Jungsil, \*Yexin Jessica Li, and Adriana Samper (2015), “The Effect of Calorie-Ending and Health Motivation on Consumption Behavior,” *Society for Consumer Psychology*, Phoenix, AZ.

\*Yang, Linyun, Adriana Samper, and Michelle Daniels (2015), “How Beauty Work Affects Judgments of Moral Character,” *Society for Consumer Psychology*, Phoenix, AZ.

Samper, Adriana, \*Daniele Mathras, Andrea Morales, and Freeman Wu (2015), “Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors,” *Society for Consumer Psychology*, Phoenix, AZ.

\*Samper, Adriana, Mary Frances Luce, and Debu Purohit (2014), “‘Sleeping with One Is Sleeping with Many’: Understanding the Impact of the Salience of Others on Contagious Disease Prevention,” *Association for Consumer Research*, Baltimore, IL.

\*Samper, Adriana, Jim Bettman, and Gavan Fitzsimons (2014), “Rolling the Dice with Premium Products: Using High-End Products Polarizes Perceptions of Success or Failure,” *Society for Consumer Psychology*, Miami, FL.

\*Miller, Chadwick, Adriana Samper, and Naomi Mandel (2014), “Less is More, Until it Isn't: Feature Richness in Experiential Purchases,” *Society for Consumer Psychology*, Miami, FL.

\*Cutright, Keisha and Adriana Samper (2014), “Doing it the Hard Way: Low Personal Control Drives Preference for High-Effort Products,” *Society for Consumer Psychology*, Miami, FL.

Cutright, Keisha and \*Adriana Samper (2013), “Doing it the Hard Way: Low Personal Control Drives Preference for High-Effort Products,” *Association for Consumer Research*, Chicago, IL.

\*Samper, Adriana, Jim Bettman, and Gavan Fitzsimons (2012), “Rolling the Dice with Premium Products: Using High-End Products Polarizes Perceptions of Success or Failure,” *Association for Consumer Research*, Vancouver, CA.

Samper, Adriana and \*Janet Schwartz (2012), “When Life is Priceless but Medicine is Not: Evidence of a Price Heuristic in Health Goods,” *Behavioral Decision Research in Management Conference*, Boulder, CO.

\*Samper, Adriana (2011), “Do the Clothes Make the Man?” *Society for Consumer Psychology*, Atlanta, GA.

\*Samper, Adriana and Janet Schwartz (2010), “Your Money or Your Life: Threat Revision in Response to High Cost Medical Care,” *Society for Judgment and Decision Making*, St. Louis, MO.

\*Samper, Adriana and Janet Schwartz (2010), “Your Money or Your Life: Threat Revision in Response to High Cost Medical Care,” *Association for Consumer Research*, Jacksonville, FL.

\*Samper, Adriana and Janet Schwartz (2010), “It Costs Whaaat? The Reduction of Perceived Threat in Response to High Cost Medical Care,” *Society for Consumer Psychology*, St. Petersburg, FL.

\*Payne, John, Adriana Samper, Jim Bettman, and Mary Frances Luce (2010), “Is Benjamin Franklin’s Advice for Decisions Still Valid?” *Society for Personality and Social Psychology*, Las Vegas, NV.

\*Samper, Adriana, Mary Frances Luce, and Debu Purohit (2009), “The Identifiable Patient and Health Threat,” *Association for Consumer Research*, Pittsburgh, PA.

\*Samper, Adriana, Mary Frances Luce, and Debu Purohit (2009), “Is it Always Good to Feel in Control? Extension of Worldview and Health Locus of Control,” *Society for Consumer Psychology*, San Diego, CA.

## INVITED TALKS

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University of Connecticut School of Business, March 2022

Baruch College (Zicklin School of Business), October 2021

University of Pennsylvania (Wharton School of Business), October 2021

University of Colorado (Leeds School of Business), Boulder, March 2021

Lingnan University (Faculty of Business), March 2021

Indiana University (Kelley School of Business), October 2020

New York University (Stern School of Business), April 2018

Washington State University (Carson School of Business), April 2016

## TEACHING

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### Arizona State University, W. P. Carey School of Business

#### *Undergraduate Teaching*

“Consumer Behavior” (MKT 402, Course Lead; Fall 2011–present)

#### *Graduate Teaching*

MTK 791: Consumer Behavior Introductory PhD Seminar (Fall 2018, 2019, 2020, 2022)

EPD 792: Reading and Conference on Consumer Behavior & Design (Fall 2012)

Data Analysis Bootcamp (12-Hour Applied Statistical Analysis Course for PhD Students:  
(Summer 2013, Summer 2016, Spring 2020)

*Courses Developed*

Online Consumer Behavior Course (co-developed with Monika Lisjak; Spring 2016)

**Duke University, Trinity College of Arts & Sciences**

*Undergraduate Teaching*

“Introduction to Marketing Management” (Summer 2010)

**ADVISING**

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**Doctoral Thesis Advisor**

Helen van der Sluis (2022, Co-advisor w/Andrea Morales). Placement: University of South Carolina

Michelle Daniels (2021, Co-advisor w/Andrea Morales). Placement: University of Alabama

Freeman Wu (2018, Co-advisor w/Andrea Morales). Placement: Vanderbilt University

Chadwick Miller (2015, Co-advisor w/Naomi Mandel). Placement: Washington State University

**Doctoral Thesis Committees**

Qin Wang (2022). Placement: Mississippi State University

Jerry Ji-Sang Han (UT Austin, completed 2018). Placement: University of Technology Sydney

Daniel Brannon (completed 2016). Placement: University of Northern Colorado

Nguyen Pham (completed 2016). Placement: St. Bonaventure University

Daniele Mathras (completed 2015). Placement: Northeastern University

**Undergraduate Honors Thesis Advising at Arizona State University**

*Chair*

Logan Simmons (Spring 2021)

Julianna Drambearan (Spring 2021)

Rachel David (Spring 2021)

Megan Sweet (Spring 2015)

Michelle Daniels (Spring 2014)

Allyson Wright (Spring 2014)

Alexa Goldman (co-chair; Fall 2012)

Madelaine Bauer (Spring 2018)

Sondra Cuenca (Spring 2018)

Emilee Migray (Spring 2018)

Payal Aggarwal (Spring 2017)

Rathna Meyappan (Spring 2017)

Cassie Woods (Spring 2015)

David Good (Spring 2015)

*Second Reader*

Emily Giel (Spring 2019)

Diana Quintero-Pacheco (2019)

Kelly Bryant (Spring 2018)

Chris Hulse (Fall 2014)

Michael Vaughn (Fall 2014)

Linda Pinto (Fall 2014)

Katie Andes (Spring 2014)

Sarah Tremel (Spring 2014)

David Wallace (Spring 2013)

Mason Payne (Spring 2013)

Todd Van Duzer (Fall 2012)

## **SERVICE TO THE DISCIPLINE**

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Committee Member and Faculty Mentor, *Association for Consumer Research* Mentoring Research Program for URM Students & Faculty (2020-2021, 2021-2022)

Co-organizer, *Society for Consumer Psychology* Community Building Initiative (2021-2022)

Co-chair, *Society for Consumer Psychology* Diversity, Equity and Inclusion Committee (2020-present)

Co-chair, *Society for Consumer Psychology* Doctoral Consortium (2021)

Editorial Review Board Memberships:

*Journal of Consumer Research* (2015-present)

*Journal of Public Policy and Marketing* (2020-present)

*Journal of Consumer Psychology* (2021-present)

*Journal of Marketing Research* (2021-present)

Ad-Hoc Reviewer:

*Plos One*

*Journal of Marketing*,

*Organizational Behavior and Human Decision Processes*,

*Journal of Applied Social Psychology*,

*Journal of the Academy of Marketing Science*,

Conference Reviewing Associate Editor:

*Association for Consumer Research* (2021, 2022), *Society for Consumer Psychology* (2019)

Conference Program Committees:

*Association for Consumer Research* (2017 - 2022), *Society for Consumer Psychology* (2015, 2019)

SCP Doctoral Consortium Faculty Fellow (2015, 2016, 2018)

ACR Doctoral Consortium Faculty Fellow (2022)

PhD Project Faculty Presenter (2014, 2022)

## **SERVICE TO THE DEPARTMENT AND SCHOOL**

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### **Marketing Department**

PhD Program Coordinator (2022)

Doctoral Committee member (2014 – present)

Department Chair Search Committee member (2015, 2022)

Faculty Recruiting Committee member (2013, 2014, 2018, 2021, 2022)

Personnel Committee member (2012 -2013, 2019-2020, 2020-2021, 2021-2022)



**W. P. Carey School of Business**

W.P. Carey School of Business, At-Large DEI Committee Member (2020-present)

W.P. Carey School of Business, PhD Student Workshop Organizer, “Preparing to Write a Diversity Statement” (2021)

W.P. Carey School of Business, Dean’s Search Committee Member (2021)

W.P. Carey Leaders Academy Presenter, Alumni Event (2019)

“Women’s Circle” Research Presenter, Alumni Event (2017)

W. P. Carey Representative, PhD Project Minority Doctoral Student Recruiting (2012, 2013, 2016, 2017, 2018)

“Back to Class” Guest Lecture Alumni Event (2014)

**PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research

American Marketing Association

Society for Consumer Psychology