

Adriana Samper

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ACADEMIC POSITIONS

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

PhD, Marketing (2011)
 Duke University, The Fuqua School of Business
 Advisors: 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

Choi, Jungsil, Yexin Jessica Li, and Adriana Samper (Forthcoming), “The Influence of Health Motivation and Calorie-Ending on Preferences for Indulgent Foods,” *Journal of Consumer Research*.
<https://doi.org/10.1093/jcr/ucz002>

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.

Samper, Adriana, Linyun 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.

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.

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

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.

WORKS UNDER REVIEW

Cutright, Keisha M., Shalena Srna, and Adriana Samper, “Suited for Retail: The Influence of Consumer Attire on Purchase Decisions.” Under second review at the *Journal of the Association for Consumer Research*.

Cialdini, Robert, Jessica Li, Adriana Samper, and Ned Wellman. “The Varied Internal Costs of Unethical Leadership: A Rationale Against Organizational Dishonesty.” Under second review at the *Journal of Business Ethics*.

Miller, Chadwick, Adriana Samper, and Naomi Mandel, “Activity Apprehension in Experiential Purchases.” Under review at the *Journal of Marketing*.

Samper, Adriana, Freeman Wu, Daniele Mathras, and Andrea C. Morales, “Consumers with Stars in their Eyes: The Influence of Celebrity Seeding on Brand Perceptions and Behaviors.” In preparation for second round resubmission to the *Journal of Consumer Research*.

WORKING PAPERS

Samper, Adriana, Cindy Chan, Ryan P. Hamilton, and Michelle Daniels. “Giving ‘To’ versus ‘On Behalf Of’: Charitable Gift Requests Lead to Less Generous Contributions.”

Samper, Adriana, Avni Shah, James R. Bettman, and Gavan J. Fitzsimons, “Rolling the Dice with Premium Products: Using High-End Products Polarizes Perceptions of Success or Failure.”

SELECT RESEARCH IN PROGRESS

Wu, Freeman, Adriana Samper, Andrea Morales and Gavan Fitzsimons, “Beauty is Pain: Understanding How Payment Aesthetics Influence Spending and Purchase Satisfaction.”

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “That’s Just Plain Creepy: Understanding Consumer Responses to Personalized Food Products that Resemble People.”

Han, Jerry Ji-Sang, Adriana Samper and Andy Gershoff, “The Influence of Personal Control on the Efficacy of Time and Money.”

van der Sluis, Helen, Adriana Samper and Kirk Kristofferson, “Perceptions of Physical Disabilities in the Marketplace.”

Wang, Qin, Andrea Morales and Adriana Samper, “The Beautified Me is Me: How Interdependence Increases Beauty Application Usage.”

Brannon, Daniel, Adriana Samper and Avni Shah, “Regaining Control by Ditching the Plastic: The Influence of Personal Control on Credit Card Usage.”

REFEREED CONFERENCE PRESENTATIONS (*denotes presenting author)

*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 Annual Conference, 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.

*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.

TEACHING

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

Undergraduate Teaching

“Consumer Behavior” (MKT 402; 18 sections, Fall 2011–Fall 2018)

Graduate Teaching

MTK 791: Consumer Behavior PhD Proseminar (Fall 2018)

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)

Courses Developed

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

Duke University, Trinity College of Arts & Sciences

Undergraduate Teaching

“Marketing Management” (Summer 2010)

ADVISING

Doctoral Committees

Co-Chair

Freeman Wu (Marketing, completed 2018). Placement: Vanderbilt University

Chadwick Miller (Marketing, completed 2015). Placement: Washington State University

Michelle Daniels (Marketing, ongoing).

Committee Member

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

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

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

Daniele Mathras (Marketing, completed 2015). Placement: Northeastern University

Wooyoung Sung (Design (ASU), in progress)

Completed Undergraduate Honors Theses at Arizona State University

Chair

Megan Sweet (Spring 2015)
 Michelle Daniels (Spring 2014)
 Allyson Wright (Spring 2014)
 Alexa Goldman (co-chair; Fall 2012)

Second Reader

Karsten Mickelsen (Spring 2019)
 Emily Giel (Spring 2019)
 Diana Quintero-Pacheco (2019)
 Kelly Bryant (Spring 2018)
 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)
 Chris Hulse (Fall 2014)
 Michael Vaughn (Fall 2014)
 Linda Pinto (Fall 2014)
 Katie Andes (Spring 2014)
 Sarah Tremel (Spring 2014)
 Mason Payne (Spring 2013)
 David Wallace (Spring 2013)
 Todd Van Duzer (Fall 2012)

HONORS AND AWARDS

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)
 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 (2005-7)
 Phi Beta Kappa, Delta Chapter, University of Pennsylvania (2002)

SERVICE TO THE DISCIPLINE

Associate Editor for Competitive Papers, *Society for Consumer Psychology Conference* (2019)
 Editorial Review Board: *Journal of Consumer Research* (2015-present)
 Ad-Hoc Reviewer: *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Organizational Behavior and Human Decision Processes*, *Journal of Applied Social Psychology*
 Conference Program Committee: *Association for Consumer Research* (2017, 2018, 2019), *Society for Consumer Psychology* (2015, 2019)
 PhD Project Committee on Hispanic Excellence (2017)
 SCP Doctoral Consortium Faculty Member (2015, 2016, 2018)
 PhD Project Faculty Presenter - Panel on Consumer Research Methods (2014)

SERVICE TO THE DEPARTMENT AND SCHOOL

Marketing Department

Doctoral Student Committee member (2014 – present)
 Department Chair Search Committee member (2015)
 Faculty Recruiting Committee member (2013-2014, 2014-2015, 2018-2019)
 Personnel Committee member (2012 -2013)

W. P. Carey School of Business

“Women’s Circle” Research Presenter, Alumni Event (2017)
 W. P. Carey Representative, PhD Project Minority Doctoral Student Recruiting (2012, 2013, 2016, 2017)
 “Back to Class” Guest Lecture Alumni Event (2014)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
 American Marketing Association
 Society for Consumer Psychology