

Rosellina Ferraro

3309 Van Munching Hall
Robert H. Smith School of Business
University of Maryland – College Park
College Park, MD 20742
(301) 405-9664
rferraro@rhsmith.umd.edu

EMPLOYMENT

Assistant Professor, August 2005 - present
Robert H. Smith School of Business, University of Maryland – College Park

EDUCATION

Ph.D., Marketing, 2005
Fuqua School of Business, Duke University

M.S., Consumer Economics, 1998
Cornell University

B.A., Economics, 1994
Cornell University

PEER-REVIEWED JOURNAL ARTICLES

Inman, J. Jeffrey, Russell S. Winer, and Rosellina Ferraro (forthcoming), “The Interplay between Category Characteristics, Customer Characteristics, and Customer Activities on In-Store Decision Making,” *Journal of Marketing*, forthcoming.

Ferraro, Rosellina, James R. Bettman, and Tanya L. Chartrand (2009), “The Power of Strangers: The Effect of Incidental Consumer-Brand Encounters on Brand Choice,” *Journal of Consumer Research*, 35 (5), 729-741.
-Featured in *New York Times Magazine*.

Tanner, Robin J., Rosellina Ferraro, Tanya L. Chartrand, James R. Bettman, and Rick B. van Baaren (2008), “Of Chameleons and Consumption: The Impact of Mimicry on Choices and Preferences,” *Journal of Consumer Research*, 34 (6), 754-766.

Ferraro, Rosellina, Baba Shiv, and James R. Bettman (June 2005), “Let Us Eat and Drink, For Tomorrow We Shall Die: Effects of Mortality Salience and Self-Esteem on Self-Regulation in Consumer Choice,” *Journal of Consumer Research*, 32 (1), 65-75.

Inman, J. Jeffrey, Venkatesh Shankar, and Rosellina Ferraro (2004), “The Roles of Channel-Category Associations and Geodemographics in Channel Patronage,” *Journal of Marketing*, 68 (April), 51-71.

Avery, Rosemary J. and Rosellina Ferraro (2000), “Verisimilitude or Advertising? Brand Appearances

on Prime-Time Television,” *Journal of Consumer Affairs*, 34 (2), 217-244.

Ferraro, Rosellina and Rosemary J. Avery (2000), “Brand Appearances on Prime-Time Television,” *Journal of Current Issues and Research in Advertising*, 22 (2), 1-15.

Avery, Rosemary J. and Rosellina Ferraro (1997), “Unequal Treatment: Adoption Subsidy Support in New York State,” *Adoption Quarterly*, 1 (2), 59-85.

OTHER PUBLICATIONS

Ferraro, Rosellina, Tanya L. Chartrand and Gavan J. Fitzsimons (2009), “The Effects of Incidental Brand Exposure on Consumption,” in *Handbook on Brand and Experience Management*, ed. Bernd H. Schmitt and David L. Rogers, Northampton, MA: Edward Elgar Publishing.

Inman, J. Jeffrey, Venkatesh Shankar, and Rosellina Ferraro (2002), “You Are Where You Shop: Channel Associations and the Drivers of Cross-channel Variation in Shopping Behavior,” *MSI Working Paper Series*, Report No. 02-117.

RESEARCH IN PROGRESS

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly, “Lying, Showing Off, or Just Being You: Authenticity and Similarity in Identity Signaling.” Under review at *Journal of Consumer Research*.

Ferraro, Rosellina, Jennifer Edson Escalas, and James R. Bettman, “Our Possessions, Our Selves: Possession Loss and Grief.” Manuscript available.

Ferraro, Rosellina and Nidhi Agrawal, “Easing Existential Anxiety with Choice: Mortality Salience Makes Too Many Options Satisfying.” Manuscript available.

Moorman, Christine, Rosellina Ferraro, and Joel Huber, “Information Disclosure, Competition, and Quality.” Manuscript available.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly, “Identity-Signaling and Inferences about the Motivations behind Brand Usage,” *Society for Consumer Psychology Conference*, San Diego, CA, February 2009.

Inman, J. Jeffrey, Russell Winer, and Rosellina Ferraro “The Interplay between Category Factors, Customer Characteristics, and Customer Activities on In-Store Decision Making,” *2007 Association for Consumer Research Conference*, Memphis, TN, October 2007.

Ferraro, Rosellina, Jennifer Escalas, and James R. Bettman, “Attachment Style, Psychological Security, and Consumer Response to Special Possession Loss,” *2006 Association for Consumer Research Conference*, Orlando, FL, September 2006.

Ferraro, Rosellina and Nidhi Agrawal, “Mortality Salience, Control, and Choice,” *2006 Association for Consumer Research Conference*, Orlando, FL, September 2006.

Ferraro, Rosellina, James R. Bettman, and Tanya L. Chartrand, "I See, I Do, I Like: The Consequences of Behavioral Mimicry for Attitudes," *Society for Consumer Psychology Conference*, Miami, FL, January 2006.

Ferraro, Rosellina, James R. Bettman, and Tanya L. Chartrand, "Non-conscious Influences of the Social Environment on Consumer Preferences," *2004 Association for Consumer Research Conference*, Portland, OR, October 2004.

Ferraro, Rosellina, Baba Shiv, and James R. Bettman, "Let Us Eat and Drink, For Tomorrow We Shall Die (Isaiah xxii.13): Mortality Salience and Indulgent Food Choices," *2003 Association for Consumer Research Conference*, Toronto, Canada, November 2003.

Inman, J. Jeffrey, Venkatesh Shankar, and Rosellina Ferraro, "An Empirical Analysis of Channel Switching Behavior," *Marketing Science Conference*, College Park, MD, June 2003.

AWARDS, SCHOLARSHIPS, & GRANTS

Top 15% Teaching Award, Smith School of Business, Spring 2007
General Research Board Summer Award, University of Maryland, Summer 2006
AMA-Sheth Foundation Doctoral Consortium Fellow, 2004

CLASSES TAUGHT

Consumer Behavior (MBA level), Smith School of Business, 2006-2009.
Consumer Analysis (Undergraduate level), Smith School of Business, 2006-2009.
Information Processing (PhD Seminar), Smith School of Business, Fall 2007.
Marketing Management, Markets and Management Program, Duke University, Spring/Summer 2003.
Duke University Executive Education and Daytime MBA Business Simulations, 2002-2004 (facilitator).

SERVICE

Co-Faculty Advisor, Undergraduate AMA, Smith School of Business, 2007-present
Member, Behavioral Lab Committee, Smith School of Business, 2005-present
Coordinator, Marketing Department Seminar Series, Smith School of Business, 2008-2009
Representative, University Senate, University of Maryland, 2007-2009
Member, Undergraduate CORE Committee, University of Maryland, 2007-2009
Member, Senate Executive Committee, University of Maryland, 2008-2009
Member, Behavioral Lab Manager Search Committee, Summer 2008
Member, Executive Director of Marketing Communications Search Committee, Spring 2008

REVIEWING

Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
Journal of Consumer Psychology

2009 ACR program committee
ACR and SCP Conferences

MEMBERSHIP

Association for Consumer Research
Society for Consumer Psychology