

August 2018

Dr. 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

Associate Professor, 2012 – present
Robert H. Smith School of Business, University of Maryland – College Park

Assistant Professor, 2005 – 2012
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

Schaefers, Tobias, Kristina Wittkowski, Sabine Benoit, and Rosellina Ferraro (2016), “Contagious Effects of Customer Misbehavior in Access-Based Services,” *Journal of Service Research*, 19 (1), 3-21.
-Finalist for the *Journal of Service Research Best Article Award 2016*

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly (2013) “Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution,” *Journal of Marketing Research*, 50 (4), 477-88.

Moorman, Christine, Rosellina Ferraro, and Joel Huber (2012), “Unintended Nutrition Consequences: Firm Responses to the Nutrition Labeling and Education Act,” *Marketing Science*, 31 (5), 717-37.
-Finalist for the *John D. C. Little Award 2013*

Moorman, Christine, Rosellina Ferraro, and Joel Huber (2012), “From Consumer Information Regulation to Nutrition Competition: A Response,” *Marketing Science*, 31 (5), 747-55.

Ferraro, Rosellina, Jennifer Edson Escalas, and James R. Bettman (2011), “Our Possessions, Our Selves: Domains of Self-Worth and the Possession-Self Link,” *Journal of Consumer Psychology*, 21 (2), 169-77.

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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), 729-41.

-Honorable Mention for Ferber Award 2009

Inman, J. Jeffrey, Russell S. Winer, and Rosellina Ferraro (2009), "The Interplay among Category Characteristics, Customer Characteristics, and Customer Activities on In-Store Decision Making," *Journal of Marketing*, 73 (September), 19-29.

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), 754-66.

Ferraro, Rosellina, Baba Shiv, and James R. Bettman (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), 217-44.

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

Kirmani, Amna and Rosellina Ferraro (2017), "Social Influence and Marketing: How Other People Influence Consumer Information Processing and Decision Making," in *The Oxford Handbook of Social Influence* (pp. 415-30), eds. Stephen G. Harkins, Kipling D. Williams, and Jerry M. Burger, Oxford University Press: New York.

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*, eds. Bernd H. Schmitt and David L. Rogers, Edward Elgar Publishing: Northampton, MA.

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.

WORK IN PROGRESS

"When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Marketing Advertisements," with In-Hye Kang and Marijke Leliveld.

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“Are Busy Consumers More Satisfied Consumers? It Depends! The Effect of Perceived Busyness on Satisfaction” with In-Hye Kang and Yuechen Wu.

“Consumer Response to Brand Activism” with Tobias Schaefer.

“Choice of Leisure Time Activities” with Anastasiya Pocheptsova.

“Valence and Order Effects of Online Reviews” with Jared Watson and Nicole Kim.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Kang, In-Hye, Marijke Leliveld, and Rosellina Ferraro, “When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements,” *Society for Consumer Psychology Conference*, Dallas, TX, February 2018.

Zemack-Rugar, Yael, Rosellina Ferraro, and Rebecca Rabino, “Wouldn’t It Be Nice? The Impact of Imagined Consumption on Preference for Complementary Products,” *Society for Consumer Psychology Conference*, Phoenix, AZ, February 2015.

Abraham, Ajay T., Anastasiya Pocheptsova, and Rosellina Ferraro, “The Effect of Mobile Phone Use on Prosocial Behavior,” *Society for Consumer Psychology Conference*, Florence, Italy, July 2012.

Abraham, Ajay T., Anastasiya Pocheptsova, and Rosellina Ferraro, “The “Cellph”-ish Effects of “Self”-Phone Usage,” *Association for Consumer Research Conference*, St. Louis, MO, October 2011.

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly, “Are They Who They Claim? Intentionality and Authenticity in Identity Signaling with Brands,” *Association for Consumer Research Conference*, St. Louis, MO, October 2011.

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly, “Signaling Identity through Brands: The Role of Perceived Authenticity,” *Association for Consumer Research Conference*, Pittsburgh, PA, October 2009.

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,” *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,” *Association for Consumer Research Conference*, Orlando, FL, September 2006.

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

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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," *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," *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.

INVITED PRESENTATIONS

Technical University of Dortmund, Summer 2017
University of Houston, Fall 2016
University of Oviedo, Spring 2016
Fundacion Ramon Areces (Madrid, Spain), Spring 2016
University of Manitoba, Fall 2014
Vanderbilt University, Spring 2011
Arizona State University, Fall 2010
University of Western Ontario, Spring 2010
University of Arizona, Fall 2004
University of Iowa, Fall 2004

HONORS AND AWARDS

MSI Scholar 2018
Finalist for the *Journal of Service Research* Best Article Award 2016
Finalist for the John D. C. Little Award 2013, *Marketing Science*
Outstanding Reviewer Award 2011-2012, *Journal of Consumer Research*
MSI Young Scholar 2011
Honorable Mention for the Ferber Award 2009, *Journal of Consumer Research*
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

DISSERTATION COMMITTEE MEMBERSHIP

Yuechen Wu, PhD expected May 2020
In-Hye Kang, PhD expected May 2019
Jared Watson, PhD completed May 2018
Michael Koliska, PhD (in Journalism) completed May 2015
Heather Johnson, PhD completed May 2014
Ted Matherly, PhD completed May 2013

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Jordan Etkin, PhD completed May 2013

UNIVERSITY AND DEPARTMENTAL SERVICE

Department Level

Associate Area Chair, Marketing Department, Fall 2014-present
Co-Coordinator, Marketing Department PhD Program, Fall 2014-present
Chair, Marketing Department Faculty Recruiting Committee, Fall 2015
Chair, Marketing Department Faculty Recruiting Committee, Fall 2013
Organizer, Marketing Department Research Camp, 2012-2013
Co-Faculty Supervisor, "Undergraduate Marketing Conference" Planning Committee, 2010-2013
Co-Faculty Advisor, Undergraduate terpAMA student organization, 2007-2014
Coordinator, Marketing Department Seminar Series, Smith School of Business, 2008-2009

School Level

Faculty Supervisor and Chair of Committee, Behavioral Lab, Fall 2014-present
Member, Undergraduate Grade Appeal Committee, Spring 2014-Fall 2015
Chair, Part-time MBA Taskforce, Spring/Fall 2012
Chair, Behavioral Lab Manager Search Committee, Spring 2011
Member, Behavioral Lab Committee, 2005-2014
Member, Undergraduate Rigor and Relevance Committee, Fall 2011
Member, Salary Review Committee, 2009
Member, Behavioral Lab Manager Search Committee, Summer 2008
Member, Executive Director of Marketing Communications Search Committee, Spring 2008

University Level

Member, PCC Committee, University of Maryland, 2009-2011
Representative, University Senate, University of Maryland, 2007-2009
Member, Senate Executive Committee, University of Maryland, 2008-2009
Member, Undergraduate CORE Committee, University of Maryland, 2007-2009

PROFESSIONAL SERVICE

Editorial Review Board Membership:

Journal of Consumer Psychology, July 2013-present
Journal of Consumer Research, July 2011-present
Journal of Marketing, July 2018-present
Journal of Marketing Research, July 2016-present
Journal of Retailing, March 2015-present

Professional Association Related Service

Competitive Paper Track Editor, Association for Consumer Research Conference, 2018
Co-Chair of Individual Paper Track, Society for Consumer Psychology Conference, 2018
Chair of Advisory Panel, Society for Consumer Psychology, 2018-present
Advisory Panel Member, Society for Consumer Psychology, 2014-2017
Program Committee, Society of Consumer Psychology Conference, 2011-2012, 2014-2015
Program Committee, Association for Consumer Research Conference, 2009, 2012-2013, 2015, 2017
Doctoral Consortium Participant, Society for Consumer Psychology, 2014
Doctoral Consortium Participant, Association for Consumer Research, 2012, 2014, 2015

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Ad Hoc Reviewer for *Journal of Interactive Marketing*, *International Journal of Marketing Research*,
Journal of Marketing, and *Marketing Letters*