

June 2020

**Dr. Rosellina Ferraro**  
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University of Maryland – College Park  
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## **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**

Hamilton, Ryan, Rosellina Ferraro, Kelly L. Haws, and Anirban Mukhopadhyay (2020),  
“Traveling with Companions: The Social Customer Journey,” *Journal of Marketing*.

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 (2008), "The Effects of Incidental Brand Exposure on Consumption," in *Handbook on Brand and Experience Management* (pp. 163-173), 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.

### **PEER-REVIEWED CONFERENCE PRESENTATIONS**

Hamilton, Ryan, Rosellina Ferraro, Kelly L. Haws, and Anirban Mukhopadhyay, “Traveling with Companions: The Customer Journey through a Social Lens,” Marketing Science Conference, Rome, June 2019.

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.

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.

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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 Best Article Award 2016, *Journal of Service Research*  
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**

You Jeung (Nicole) Kim, PhD expected May 2021  
Yuechen Wu, PhD completed December 2019  
In-Hye Kang, PhD completed 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  
Jordan Etkin, PhD completed May 2013

### **UNIVERSITY AND DEPARTMENTAL SERVICE**

Department Level

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Associate Area Chair, Marketing Department, Fall 2014-Fall 2018  
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

Member, MBA Oversight Committee, Fall 2019-present  
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, Merit Review Committee, 2009  
Member, Behavioral Lab Manager Search Committee, Summer 2008  
Member, Executive Director of Marketing Communications Search Committee, Spring 2008

#### University Level

Representative, University Senate, University of Maryland, Fall 2019-present  
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**

#### Associate Editor:

*International Journal of Research in Marketing*, September 2018-present

#### 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  
Individual Paper Track Co-Chair, Society for Consumer Psychology Conference, 2018  
Chair of Advisory Panel, Society for Consumer Psychology, 2018-2019  
Advisory Panel Member, Society for Consumer Psychology, 2014-2017  
Reviewer, Society of Consumer Psychology Conference, 2011-2012, 2014-2015, 2018  
Reviewer, Association for Consumer Research Conference, 2009, 2012-2013, 2015, 2017, 2019  
Doctoral Consortium Participant, Society for Consumer Psychology, 2014  
Doctoral Consortium Participant, Association for Consumer Research, 2012, 2014, 2015