

AMNA KIRMANI
Ralph J. Tyser Professor of Marketing

Robert H. Smith School of Business
3467 Van Munching Hall
University of Maryland
College Park, MD 20742

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EMPLOYMENT

Jan. 2006 Professor of Marketing
University of Maryland, Robert H. Smith School of Business

2011-2014 Director, PhD Programs
Robert H. Smith School of Business, University of Maryland

2001--2005 Associate Professor of Marketing
Professor on the Marilyn and Leo F. Corrigan Endowment (2002-2005)
Southern Methodist University, Cox School of Business

1994 – 2001 Assistant Professor of Marketing:
Southern Methodist University, Cox School of Business

1993-94 Visiting Assistant Professor of Marketing
University of Florida, Gainesville, College of Business Administration

1988 – 1993 Assistant Professor of Marketing
Duke University, Fuqua School of Business

EDUCATION

Ph.D. Marketing, Stanford University, Graduate School of Business, 1988

M.B.A. Cornell University, Graduate School of Management, with Honors, 1984

B.A. Communication Arts, University of Maryland, College Park, with Honors,
magna cum laude, 1979

ARTICLES IN REFEREED JOURNALS

Kirmani, A., Rebecca Hamilton, Debora Thompson, and Shannon Lantzy (2017), "Doing Well vs. Doing Good: The Differential Effect of Underdog Positioning on Moral and Competent Service Providers," *Journal of Marketing*, 81 (1), 103-117.

Featured on:

<https://www.psychologytoday.com/blog/the-initiative/201701/doing-well-vs-doing-good>

<https://www.forbes.com/sites/elizabethharris/2017/02/17/nice-startups-finish-first-new-study-finds/#1aa7d4e53e84>

Chen, Yu-jen and Amna Kirmani (2015), "Posting Strategically: The Consumer as an Online Media Planner," *Journal of Consumer Psychology*, 25 (4) 609-621.

Fransen, Marieke L, Peeter W.J. Verlegh, Amna Kirmani and Edith G. Smit (2015), "A Typology of Consumer Strategies for Resisting Advertising, and a Review of Mechanisms for Countering Them," *International Journal of Advertising*, 34 (1), 6-16. **(Won 2015 Best Paper Award)**

Ferraro, Rosie, 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), 477-488.

Rao, Akhsay, Amna Kirmani, and Allen Chen (2013), "All Signals Are Not Created Equal: Managers' Choice of Signal under Information Asymmetry in Competitive Markets," *Review of Marketing Research*, v. 10, pp. 115-151.

Koukova, Nevena, P. K. Kannan, and Amna Kirmani (2012), "Multi-Format Digital Products: How Design Attributes Interact with Usage Situations to Determine Choice," *Journal of Marketing Research*, 49 (1), 100-114. **(Won 2012 Article of the Year Award from the American Marketing Association TechSIG)**

Kirmani, Amna (2009), "The Self and the Brand," Commentary, *Journal of Consumer Psychology*, 19 (3), 271-275.

Kirmani, Amna and Juliet Zhu (2007), "Vigilant Against Manipulation: The Effects of Regulatory Focus on the Use of Persuasion Knowledge," *Journal of Marketing Research*, XLIV (November), 688-701.

Kirmani, Amna and Meg Campbell (2004), "Goal Seeker and Persuasion Sentry: How Consumer Targets Respond to Interpersonal Marketing Persuasion," *Journal of Consumer Research*, 31 (3).

Kirmani, Amna, Michelle Lee and Carolyn Yoon (2004), "Procedural Priming Effects on Spontaneous Inference Formation," *Journal of Economic Psychology*, 25 (6), 859-875.

- Dillon, William R., Thomas J. Madden, Amna Kirmani and Soumen Mukherjee (2001), "Understanding What's in a Brand Rating: A Model for Assessing Brand and Attitude Effects and Their Relationship to Brand Equity," *Journal of Marketing Research*, XXXVIII (November). **(Won the Paul E. Green Award)**
- Campbell, Margaret and Amna Kirmani (2000), "Consumers' Use of Persuasion Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions of an Influence Agent," *Journal of Consumer Research*, 27 (1), 69-83. **Republished in the Journal of Consumer Research 40th Anniversary Virtual Issue as the most cited JCR article in 2000.**
- Kirmani, Amna and Akshay R. Rao (2000), "No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality," *Journal of Marketing*, 64 (2), 66-79. **(Won the Maynard Award)**
- Kirmani, Amna and Hans Baumgartner (2000), "Reference Points Used in Quality and Value Judgments," *Marketing Letters*, 11 (4), 299-310.
- Brown, Tom and Amna Kirmani (1999), "The Influence of Pre-encounter Affect on Satisfaction with Anxiety-Provoking Encounters," *Journal of Service Research*, 1 (May), 333-346.
- Kirmani, Amna, Sanjay Sood and Sheri Bridges (1999), "The Ownership Effect in Consumer Responses to Brand Line Stretches," *Journal of Marketing*, 63 (1), 88-101.
- Kirmani, Amna and Baba Shiv (1998), "The Effects of Source Congruity on Brand Attitudes and Beliefs: The Moderating Role of Issue-Relevant Elaboration," *Journal of Consumer Psychology*, 7 (1), 25-47.
- Kirmani, Amna (1997), "Advertising Repetition as a Signal of Quality: If It's Advertised So Often, Something Must Be Wrong," *Journal of Advertising*, XXVI (3), 77-86. **(Won Best Paper Award)**
- Boulding, William and Amna Kirmani (1993), "A Consumer-Side Experimental Examination of Signalling Theory," *The Journal of Consumer Research*, (20) 1, 111-123.
- Kirmani, Amna and Peter Wright (1993), "Procedural Learning, Consumer Decision Making and Marketing Communication," *Marketing Letters*, 4 (1), 39-48.
- Kirmani, Amna (1990), "The Effect of Perceived Advertising Costs on Brand Perceptions," *The Journal of Consumer Research*, 17(September), 160-171.
- Kirmani, Amna and Peter Wright (1989), "Money Talks: Perceived Advertising Expense and Expected Product Quality," *The Journal of Consumer Research*, 16 (December), 344-353.

BOOK CHAPTERS

- Kirmani, Amna and Rosellina Ferraro (2017), "Social Influence and Marketing," in Harkins, Stephen, Kip Williams and Jerry Burger, eds, *The Oxford Handbook of Social Influence*, Oxford University Press: New York, 415-430.
- Dretsch, Heather J., and Amna Kirmani (2015), "Hearing Their Voice: When Brand Co-Creation Leads to Social Brand Engagement," in Claudiu Dimofte, Curtis Haugtvedt, & Richard Yalch (eds.), *Consumer Psychology in a Social Media World*, Routledge: London.
- Kirmani, Amna and Margaret Campbell (2009), "Taking the Target's Perspective: The Persuasion Knowledge Model," in Wanke, Michael, eds., *Social Psychology of Consumer Behavior*, Psychology Press: New York, 297-316.
- Campbell, Margaret and Amna Kirmani (2008), "I Know What You're Doing and Why You're Doing It: The Use of the Persuasion Knowledge Model in Consumer Research," in Huguystedt, Curt, Herr, Paul and Frank Kardes, eds., *Handbook of Consumer Psychology*, Psychology Press: New York, 549-574.
- Kirmani, Amna and Valarie Zeithaml (1993), "Advertising, Perceived Quality and Brand Image," in David A. Aaker and Alexander Biel, eds., *Brand Equity and Advertising*, Erlbaum: NJ, 143-162.

OTHER PUBLICATIONS

- Kirmani, Amna (2015), "Marketplace Morality," in Diehl, Kristin and Carolyn Yoon, eds, *Advances in Consumer Research*, vol. 43. ACR Presidential Address.
- Kirmani, Amna (2015), "Neatly Tied With A Bow," *Journal of Consumer Psychology*, 25 (2), Editorial.
- Verlegh, Peeter, Marieke Fransen and Amna Kirmani (2015), "Persuasion in Advertising: When Does It Work, and When Does It Not?" *International Journal of Advertising*, 34 (1), 3-5. (Introduction to Special Issue)
- Kirmani, Amna and Hans Baumgartner (1999), "Special Session Summary: Perceived Value, Satisfaction and Loyalty: New Insights into Processes Underlying Some Familiar Constructs," in Arnould, Eric J. and Linda M. Scott, eds, *Advances in Consumer Research*, Vol. XXVI, 598.
- Kirmani, Amna, Sanjay Sood and Sheri Bridges (1997), "The Ownership Effect in Consumer Responses to Brand Line Stretches," *Marketing Science Institute Report Number 97-128*, December 1997, Marketing Science Institute; Cambridge, MA.
- Kirmani, Amna and Peter Wright (1992), "Marketing Communications, Procedural Learning, and Consumer Decision Making," *Marketing Science Institute Report Number 92-119*, July 1992, Marketing Science Institute: Cambridge, MA.

Kirmani, Amna and Youjiae Yi (1991), "The Effects of Advertising Context on Consumer Responses," in Rebecca H. Holman and Michael R. Solomon, eds., *Advances in Consumer Research*, vol. XVIII, 414-416.

Kirmani, Amna and Peter Wright (1989), "Memory and Cuing Effects on Decision Framing," in Thomas K. Srull, ed., *Advances in Consumer Research*, Vol. XVI, Provo, UT: Association for Consumer Research, 173-175.

RESEARCH IN PROGRESS

Kang, In Hye and Amna Kirmani, "CSR and Dishonest Consumer Behavior," working paper to be submitted to JMR.

Kang, In Hye and Amna Kirmani, "Construal Level and Morality," working paper to be submitted to JCR.

Kirmani, A., In Hye Kang and Ajay Abraham, "Marketplace Morality: A Conceptual Framework and Agenda for Future Research," being prepared for submission to JCR.

Chen, Y, Dave Godes and Amna Kirmani, "Rating Certainty in Online WOM," being prepared for resubmission to JMR.

Dretsch, Heather J. and Amna Kirmani, "Designing Effective Brand Co-creation Activities," being prepared for submission to JM.

INVITED CAMPUS PRESENTATIONS

2017: University of Groningen (May)

2016: Bocconi University, Boston College, Hebrew University, University of Illinois; University of Manitoba; University of Missouri, University of Washington, University of Western Ontario

2015: George Washington University, Rice University, Stony Brook University

2014: EWHA University, Hong Kong University of Science and Technology, Yonsei University, University of Minnesota

Georgetown University, 2011

Boston University, 2010

University of Pennsylvania, 2010

University of Maryland –Social Psychology Seminar Series, 2010

University of Alberta, 2010, 2007

University of Michigan, 2009

Tilburg University, 2009
Erasmus University, 2009
Tulane University, 2007
University of Maryland, 2005
Rice University, 2005
University of Houston, 1998
Southern Methodist University, 1993
University of Florida, 1993
Duke University, 1987
Pennsylvania State University, 1987, 1993
University of California, Berkeley, 1987
University of Pittsburgh, 1987
University of British Columbia, 1987
University of California at Los Angeles, 1986
University of Illinois, Chicago, 1986
University of Michigan, 1986
Cornell University, 1986

OTHER PRESENTATIONS

“Publishing High Quality Research,” **invited Keynote address**, IBAICM 2016, Kuala Lumpur, Malaysia.

“Associations and Dissociations in Consumer Research,” Interdisciplinary Perspective on Practices of Valuation”, **invited presentation**, Stockholm, November 2016.

“Flagged Reviews as Disclosures,” Choice Symposium, June 2016.

“Marketplace Morality,” **Presidential Address**, Association for Consumer Research, October 2015.

“What are the biggest issues facing our field?” **Invited Panelist**, Said Business School, Oxford University Marketing Camp, July 2015.

“Making an Impact,” **invited Keynote Address**, Korean Scholars of Marketing Science Conference, November 2014, Seoul, South Korea.

“Generating Good Ideas,” **invited presentation**, Association of Consumer Research Doctoral Symposium, October 2013.

“Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution,” with Rosie Ferraro and Ted Matherly, APA Conference, Honolulu, HI, July 31, 2013.

“Why Are Some Co-creation Activities More Effective Than Others,” with Heather Johnson Dretsch, Advertising and Consumer Psychology conference, June 15, 2013, San Diego, CA.

“The Changing Role of Advertising,” **invited Keynote Address**, International Conference on Research in Advertising (ICORIA), June 28, 2012, Stockholm, Sweden.

“Don’t Flaunt It, Even If You’ve Got It: Conspicuous Brand Usage, Perceived Authenticity, and Brand Image Dilution,” Ferraro, Rosie, Amna Kirmani and Ted Matherly,

- ◆ **invited presentation** at the 2012 MARC colloquium, University of Pittsburgh.
- ◆ **invited presentation** at the 2011 AMA Doctoral Consortium, June 2011, Oklahoma State University.

“Persuading Others Online: The Consumer as Media Planner,” Y. Chen and Amna Kirmani. ACR Conference, October 2011

“Priming Susceptibility,” H. Johnson and A. Kirmani. ACR Conference, October 2010.

“Persuasion,” **invited presentation** at the ACR Doctoral Symposium, October 2009, Pittsburgh.

“Signaling Identity Through Brands: The Role of Perceived Authenticity,” R. Ferraro, A. Kirmani and Ted Matherly.

- ACR Conference, October 2009
- SCP Conference, February 2009, San Diego.

“What Type of Agent Do You Prefer: Sinful Success or Virtuous Failure?” A. Kirmani, R. Hamilton and Debora Thompson. ACR Conference, October 2009.

“Affect and Goals,” **invited presentation** at the ACR Doctoral Symposium, October 2008, San Francisco.

“I’m Fair, Therefore I Deceive,” A. Kirmani and O. Dorokhina, ACR Conference, October 27, 2007, Memphis, TN.

“Sinful Success: If You Must Be Immoral, Do It Well,”

- invited presentation at the University of Maryland Marketing Camp, June 1, 2007.

“Conceptual Combinations,” (with Page Moreau). Presented at the 2006 ACR Conference, September 30, Orlando, FL.

“Vigilant Against Manipulation: The Effects of Regulatory Focus on the Use of Persuasion Knowledge,” (with Rui Zhu).

- 2005 ACR Conference, October 1, San Antonio, TX.
- 2005 Winter SCP Conference, February, St. Petersburg Florida.

“Twist My Arm: It’s Not So Bad if the Agent Has an Ulterior Motive,” (with Rebecca Hamilton). Presented at the 2004 ACR Conference, October, Portland, OR.

“Empirically Examining the Consumer Behavior Underpinnings of Signaling: The Case of Low Introductory Prices,” (with Akshay Rao).

- University of Illinois Pricing Camp, Champaign, IL, May 2003.
- the Marketing Science Institute’s Competitive Response Conference, May 17-18, 2001, Cambridge, MA.

“That’s Just Not Fair and It Makes Me Mad: Emotions Generated By Agents’ Use of Unfair Persuasion Tactics” (with Meg Campbell). Presented at the 2002 ACR Conference, October, Atlanta, GA.

“Fight, Flight, Ask, or Plan: Coping and Influence in Targets’ Response to Persuasion Attempts,” (with Meg Campbell). Presented at the 2001 ACR Conference, October, Austin, TX.

"High Advertising Implies High Quality: Thoughtful Attribution or Spontaneous Inference?" (with Michelle Lee and Carolyn Yoon). Presented at the 1999 ACR Conference, October 2, Columbus, OH.

"Consumers' Use of Persuasion Knowledge: The Effects of Ambiguity and Cognitive Capacity on Perceptions of an Influence Agent," (with Meg Campbell). Presented at the 1999 Society for Consumer Psychology Conference, February 19, St. Petersburg, FL.

"Context Dependence in the Formation of Quality and Value Judgments" (with Hans Baumgartner). Presented at the 1998 ACR Conference, October, Montreal, Canada.

"The Ownership Effect in Consumer Responses to Brand Line Stretching."

- Marketing Science Institute Conference on Leveraging and Growing Mature Brands and Services, Chicago, December 4-5, 1997.
- AMA Summer Conference, Boston, August 16, 1998,

“Perceived Quality and Perceived Value: A Process Analysis” (with Hans Baumgartner). Presented at the Pricing Camp, University of Illinois, Champaign, September 25-28, 1997.

"Signaling and the Economics-Psychology Interface." Invited discussion presented at the special session on "Signaling Product Quality: The View from Information Economics and Consumer Psychology" at the Association for Consumer Research Conference, Denver, October 1997.

"Repetition and Product Quality." Presented at 1994 ACR Conference, Boston, October 21, 1994.

"How Far Can Brands Be Stretched in Terms of Price and Quality" (with Sheri Bridges). Presented at the MSI Conference on Staying Ahead Through Smart Advertising and Brand Extension, Duke University, Durham, NC, March 2-3, 1993.

"The Nature and Structure of Consumers' Advertising Schemas" (with Mita Sujan). Presented at the European ACR Conference, Amsterdam, June 12, 1992.

"The Effects of Branding Strategy on Consumer Responses to Brand-Line Stretches" (with Sheri Bridges). Presented at the 1992 ACR Conference, Vancouver, Canada, October 9, 1992.

"Advertising, Perceived Quality and Brand Image" (with Valarie Zeithaml). Presented at the Tenth Annual Advertising and Consumer Psychology Conference, San Francisco, May 14-15, 1991.

"Context Effects in Advertising: The Role of Other Ads in the Environment" (with Kevin Keller). Presented at the 1990 ACR Conference, New York.

"Message and Cuing Effects on Decision Framing" (with Peter Wright). Presented at the 1988 ACR Conference, Hawaii.

"Schemer Schema: Consumers' Beliefs About Advertising and Marketing Strategies" (with Peter Wright). Presented at "Contending Psychological Approaches to Advertising: Sandage Symposium III," University of Illinois at Urbana-Champaign, June 30, 1987.

"Schemer Schema Theory: An Overview of Theory and Research on People's Assumptions About Persuasion and Marketing Tactics" (with Peter Wright). Presented at the 1986 ACR Conference, Toronto.

HONORS AND AWARDS

Best Paper Awards:

2015: Best Paper Award, *International Journal of Advertising*

2012: Article of the Year, AMA Techsig

2001: Paul E. Green Award for Best Paper, *Journal of Marketing Research*

2000: Maynard Award for Best Paper, *Journal of Marketing*

1997: Best Paper Award, *Journal of Advertising*

Forthcoming co-Editor, *Journal of Consumer Research* (2018-2020)

Editor-in-Chief, *Journal of Consumer Psychology* (2015-2017)

Outstanding Director of Graduate Studies, University of Maryland (2014)

Outstanding Reviewer, *Journal of Consumer Research* (2012)

Faculty fellow at the AMA-Sheth Doctoral Consortium (2016, 2015, 2014, 2011, 2003)

Best Reviewer Award, *Journal of Interactive Marketing* (2003)

Faculty Research Excellence Award, Cox School of Business, SMU (2000)

Marketing Science Institute (2001), \$10,000 grant

Marketing Science Institute (1995), \$8,000 grant

AMA Doctoral Dissertation Competition, Honorable Mention, (1989)

AMA Doctoral Consortium Fellow (1987)

EDITOR/REVIEWER

Editor-in-Chief	<i>Journal of Consumer Psychology</i> (Jan. 1, 2015-Dec. 31, 2017)
Associate Editor	<i>Journal of Consumer Psychology</i> (2011-2014) <i>Journal of Marketing</i> (2012-2014)
Editorial Review Boards:	<i>Journal of Marketing Research</i> , 1998-2014 <i>Journal of Marketing</i> , 2002-2008, 2011-2012 <i>Journal of Consumer Research</i> , 2011-2014 <i>Journal of Consumer Psychology</i> , 2001-2002, 2005-2011 <i>Journal of Interactive Marketing</i> , 2003-2014 <i>Social Influence</i> , 2005-2012 <i>Journal of the Academy of Marketing Science</i> , 2000-2003
Co-Editor	<i>International Journal of Advertising</i> , Special Issue on Persuasion Knowledge, 2015, v. 34 (1). <i>Social Influence</i> , Special Issue on Consumer Behavior, v. 7, issue 3, July 2012
Ad hoc reviewer:	<i>Marketing Science</i> , <i>Management Science</i> , <i>International Journal for Research in Marketing</i> , <i>Journal of Retailing</i> , <i>Marketing Letters</i> , <i>Psychological Reports</i> , <i>Review of Industrial Organization</i> .
Policy Board	<i>The Journal of the Association for Consumer Research</i>
Association for Consumer Research:	ACR Board (2014-16) President, 2015 Co-chair, Doctoral Symposium, 2012 Senior Associate Editor, 2011 Associate Editor, 2009 Co-chair Working Paper Track, 2008 Program Committee, various years
Other Professional Service	Society of Consumer Psychology Advisory Panel (2012-14) Faculty member for EMAC Doctoral Consortium, 2014

TEACHING

Global Marketing (MBA, Undergraduate)
Consumer Behavior (PhD Seminar)

DISSERTATION COMMITTEES

Chair or Co-chair:

In Hye Kang, current

Jared Watson, current

Heather Johnson (chair, North Carolina State University, 2014)

Ted Matherly (co-chair, Oklahoma State University, 2013)

Yu-Jen Chen (co-chair, Lingnan University, 2013)

Member:

Deniz Oktem at Koc University (member, 2016)

Ajay Abraham (member, 2015)

Zachary Arens (member, 2012)

Francine Espinoza (member, 2009)

Shweta Oza (member, 2007)

Animesh Animesh, DO&IT (member, 2007)

Others:

External Examiner: Kristen Smirnov, University of Alberta, 2013.

External Examiner: Monica Pope, University of Alberta, 2010

Hurrem Yilmaz, University of Texas at Dallas, marketing, (member, 2003)

Drue Shuler, University of North Carolina, marketing (member, 1991)

MEDIA MENTIONS

Baltimore Business Journal, The Baltimore Sun, Forbes, The New York Times, National Public Radio, Psychology Today, WBAL Radio.

SOCIETY MEMBERSHIPS

Association for Consumer Research

Society for Consumer Psychology

EMAC

SERVICE

Marketing Department, Smith School of Business

Co-director, Marketing PhD Program (2006-2011)

PhD Selection Committee (2006-2011)

Strategy Review Committee (2006-2010)

Recruiting Committee (2006-2009, 2014, 2015, 2016)

MBA Taskforce (2010)

Chair of various Area Review Committees and Candidate Review Committees

Robert H. Smith School of Business

Global Programs Committee (2014-15)

Director, PhD Programs (2011-2014)

Executive Committee (2011-2014)

PhD Oversight Committee (2012-14)

PhD Task Force (2011-12)

Summer Research Grants Committee (2007-2015)

Smith Global Strategy Council (2007)

Salary Review Committee (2006)

University of Maryland

APT Appeals Committee, Chair (2015-16)

Council of Associate Deans of Graduate Education (2011-2014)

Graduate Outcomes Assessment Committee (2011-2014)

Appointment, Promotion, and Tenure Committee (2009-2011)

Graduate Council (2007-2009)