

SUSAN JUNG GRANT

Leeds School of Business
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ACADEMIC APPOINTMENTS

2002-Present Assistant Professor of Marketing
Leeds School of Business
University of Colorado at Boulder

EDUCATION

Kellogg School of Management, Northwestern University, Evanston, Illinois
PhD, Marketing, June 2002
MBA, Marketing & Finance, June 1998

University of Pennsylvania, Philadelphia, Pennsylvania
BA, English Literature, May 1988

Yonsei University, Seoul, Korea
Semester study abroad, Fall 1987

DISSERTATION RESEARCH

- “Effects of Temporal Frame: An Information Processing Framework”
- Received Society of Consumer Psychology-Sheth Dissertation Proposal Award, Honorable Mention, 2002
 - “The Effect of Temporal Frame on New Product Evaluation: The Role of Uncertainty,” a paper based on my dissertation published in the *Journal of Consumer Research*, 2008

Committee

Alice M. Tybout, chair
Harold T. Martin Professor of Marketing, Northwestern University

Brian Sternthal
Kraft Foods Professor of Marketing, Northwestern University

Gregory Carpenter
James Farley/Booz Allen Hamilton Professor of Marketing, Northwestern University

Dawn Iacobucci
E. Bronson Ingram Professor of Marketing, Vanderbilt University

Jeffrey W. Sherman
Professor of Psychology, University of California, Davis

RESEARCH INTERESTS

Consumer information processing, persuasion, judgment and decision-making; influence of consumer goal states and motivation on cognition

- New product evaluation and consumer acceptance of innovation
- Psychology of financial decision-making

AWARDS

MBA Educator of Distinction Award, 2011

Joseph L. Frasca Teaching Excellence Award Finalist, 2011
Nominee in 2005-2009

Sterling-Rice Group Research Award, 2010
\$2,500 grant awarded

Society of Consumer Psychology Dissertation Award, Honorable Mention, 2002
\$500 grant awarded in competition for dissertation proposals in the area of consumer psychology.

Haring Symposium Fellow, 2001
Selected to present as Northwestern University doctoral student representative.

Northwestern University Doctoral Fellowship, 1998-2002

PUBLICATIONS

Journal Publications

- 1) Jung Grant, Susan, & Alice M. Tybout (2008). "The Effect of Temporal Frame on Information Considered in New Product Evaluation: The Role of Uncertainty," *Journal of Consumer Research*, 34, pp. 897-913.
- 2) Jung Grant, Susan, & Ying Xie (2007). "Hedging Your Bets and Assessing the Outcome," *Journal of Marketing Research*, 44, pp. 516-524.
- 3) Shiv, Baba, Antoine Bechara, Irwin Levin, Joseph W. Alba, James R. Bettman, Laurette Dube, Alice Isen, Barbara Mellers, Ale Smidts, Susan Jung Grant, & A. Peter McGraw (2005), "Decision Neuroscience," *Marketing Letters*, 16, pp. 375-386.
Invited article was part of volume of summaries resulting from the Sixth Invitational Choice Symposium in Estes Park, Colorado.
- 4) Jung Grant, Susan, Prashant Malaviya, & Brian Sternthal (2004). "When 'Not Good' is Not Bad and Even Quite Good: The Influence of Negation on Product Evaluation," *Journal of Consumer Research*, 31, pp. 583-591.

Conditionally Accepted for Publication

- 5) Jhang, Ji Hoon, Susan Jung Grant & Margaret C. Campbell. "Get It? Got It. Good! Enhancing New Product Acceptance by Facilitating Extreme Incongruity Resolution." Conditional acceptance, *Journal of Marketing Research*.

Manuscripts Invited for Revision and Re-Submission

- 6) Pew, Ethan & Susan Jung Grant. "More Than a Feeling: How Prevention Fit Facilitates Processing." Invited revision, *Journal of Consumer Research*.

Manuscripts in First-Round Review

- 7) Lichtenstein, Donald R., Susan Jung Grant & Christina Kan. Lichtenstein, " 'Was \$119.99, Sale \$39.99,' How Good of a Deal? The Moderating Role of Product Category on Consumer Perceptions." In review, *Journal of Consumer Research*.

Completed Manuscripts to be Submitted

- 8) Jung Grant, Susan, Ying Xie & Dilip Soman. “Why Do Consumers Update Reference Price Asymmetrically?” Target: *Organizational Behavior and Human Decision Processes*.
- 9) Jung Grant, Susan & Prashant Malaviya. “Sex and Games: When Consumers Trade Off Individual Benefits for Social Cooperation.” Target: *Journal of Consumer Research*.
- 10) Stutzer, Michael & Susan Jung Grant. “Expected Returns or Growth Rate? Choices in Repeated Gambles that Model Investments.”

Works in Progress

- 11) Miaskiewicz, Tomasz, Susan Jung Grant & Kenneth Kozar. “Persona Use in Developing User-Centered Designs.” Manuscript in preparation (3 experiments). Accepted for refereed presentations at conferences of European Marketing Academy and the International Product Development Management in 2011.
- 12) Daniel Fernandes & Susan Jung Grant, “Using the Past to Plan for the Future.” Data collection underway (2 experiments completed).
- 13) Abigail Schneider & Susan Jung Grant, “The Two-Sided Mirror: How Correcting for Diagnosticity Impacts Social Comparisons with Advertisement Models.” Data collection underway (2 experiments completed).
- 14) Jung Grant, Susan. “The Basis of Future-Oriented Decision-Making.” Data collection underway (2 experiments completed).

PRESENTATIONS

Refereed Conference Presentations

- 1) “Enhancing New Product Acceptance by Facilitating Extreme Incongruity Resolution”
Society for Consumer Psychology Winter Conference
St. Petersburg, Florida, February 2010
- 2) “How Prospection versus Retrospection Affects Cooperation”
Society for Consumer Psychology Winter Conference
New Orleans, Louisiana, February 2008

- 3) “When Consumers Update Reference Price”
Association of Consumer Research Annual Conference
Nashville, Tennessee, October 2007
- 4) “The Effect of Goal Orientation on Self-Regulatory Depletion”
Association of Consumer Research Annual Conference
Toronto, Canada, October 2003
- 5) “The Effects of Temporal Framing on New Product Evaluation”
Association of Consumer Research Annual Conference
Atlanta, Georgia, October 2002
- 6) “Rationality and Counterfactual Thinking in Individual Investor Response: The Role of Regulatory Focus”
Association of Consumer Research Annual Conference
Atlanta, Georgia, October 2002
- 7) “Context Effects due to Construct Accessibility”
Society for Consumer Psychology Winter Conference
New Orleans, Louisiana, February 2002
- 8) “Context Effects due to Construct Accessibility”
Association of Consumer Research Annual Conference
Austin, Texas, October 2001
- 9) “When ‘Not Good’ is Not Bad and Even Quite Good: Processing Negated Product Features”
Association of Consumer Research Annual Conference
Salt Lake City, Utah, October 2000

Invited Academic Presentations

- 1) “Get It? Got it. Good! Enhancing New Product Acceptance by Facilitating Extreme Incongruity Resolution”
University of Massachusetts
Boston, Massachusetts, February 2011
- 2) “The Asymmetry of How Investors Update Their Reference Prices”
University of Indiana, Kelley School of Business
Bloomington, Indiana, April 2009
- 3) “Retrospection versus Prospection: How Temporal Framing Affects Judgment”
University of Lausanne, Ecole des Hautes Etudiantes Commerciales
Lausanne, Switzerland, February 2009

- 4) “Retrospection vs. Prospection: How Temporal Framing Affects Judgment”
Marketing Camp
University of California, A. Gary Andersen School of Management
Riverside, California, May 2008
- 5) “The Effects of Temporal Framing on New Product Evaluation”
Society of Consumer Psychology Annual Winter Conference
Session for dissertation competition finalists
Austin, Texas, February 2002
- 6) “The Role of Regulatory Focus in Perceptions of Wealth”
Haring Symposium, Indiana University
Bloomington, Indiana, March 2001

Invited Recruiting Presentations

“The Effects of Temporal Framing on New Product Evaluation”

University of Colorado
Boulder, Colorado, December 2001

Cornell University
Ithaca, New York, November 2001

University of Toronto
Toronto, Canada, November 2001

University of Washington
Seattle, Washington, October 2001

University of Chicago
Chicago, Illinois, October 2001

New York University
New York, New York, September 2001

Boston University
Boston, Massachusetts, September 2001

Invited Presentations to the Community

“Consumer Motivations in Financial Decisions”
Sterling-Rice Group
Boulder, Colorado, January 2008

“The Self-Regulatory Focus Framework: A Way of Understanding Consumers’ Motivations and Goals”

Greenhouse Partners

Boulder, Colorado, July 2006

TEACHING

Authorship of Teaching Cases

The New Passat and Volkswagen’s Reach for the Top (2011)

Written in collaboration with Emich Volkswagen

Battle in the Saddle for ExperiencePlus! (2010)

Written in collaboration with ExperiencePlus!

Fruit2day: Targeting Success (2010)

Written in collaboration with WhiteWave Foods.

Goddess in the Grocery Aisle (2010)

Written in collaboration with Goddess Garden, sponsored by the Deming Center for Entrepreneurship.

The Boppy Company: Growth & Distribution (2009)

Written in collaboration with Boppy Co.

Go-Mobile Takes on the Personal Car (2009)

Written in collaboration with Rocky Mountain Institute, sponsored by the Deming Center for Entrepreneurship.

Finding the Integrative Health Consumer (2009)

Written in collaboration with Pharmaca, sponsored by the Deming Center for Entrepreneurship.

FIT 365: Positioning for Success (2008)

Written in collaboration with Fit 365.

Diamonds are Forever (2006)

Courses Taught

A. Undergraduate

MKTG 3250: Buyer Behavior

Undergraduate course required for marketing majors, elective for non-marketing business majors.

B. Master's

MBAC 6090: Marketing Management

Graduate course required for 1st-year MBA students.

C. Doctoral

MKTG 7310: Experimental Design and Analysis

Graduate course required for marketing doctoral students.

Doctoral Advising and Mentoring

A. Chair, Ph.D. Dissertation

Ethan Pew, Marketing, 2010 (American University): “Regulatory Fit Can Be More than a Feeling: Evidence of Facilitated Processing for Prevention Fit in Investment Decision-Making Contexts”

A co-authored paper based on this dissertation has been invited for revision at the *Journal of Consumer Research*.

B. Committee Member, Ph.D. Dissertations

Kelly Herd, Marketing, 2011 (Indiana University): “Identity Representation in Customization”

Tomasz Miaskiewicz, Information Systems, 2010 (Nova University, Lisbon, Portugal): “Bridging the Gap Between Designers and Consumers: The Role of Effective and Accurate Personas”

Joanne Kane, Psychology, 2008 (Princeton University): “Tethered by Tense: Retrospection is More Constrained Than Prospection”

C. Ph.D. Research Advising

Abigail Schneider, first-year summer paper, 2011

An Tran, second-year summer paper, 2011

Hilarie Nickerson, first-year summer paper, 2010

Ji Hoon Jhang, Hart Fellowship, 2008

Mark Ratchford, Hart Fellowship, 2006

Rodney Ruble, Hart Fellowship, 2003

Undergraduate Teaching and Mentoring

A. Advisor, Undergraduate Independent Study

Jeremy Yarsin, Spring 2009
Varita Hongsunirundon, Spring 2008
Anya Allen, Spring 2007
Min Choi, Fall 2007

B. Advisor, Undergraduate Project Work

Class project for Leeds School career office, Career Connections, Spring 2007
Class project for Cadillac, General Motors, Spring 2005

B. Advisor, Undergraduate Research Opportunities Program

Lan Vong, Spring 2006

MEDIA REFERENCES

National and International

Glamour, on consumer spending and habituation during recessions, March 2009
KGO AM, on purchases based on consumption misforecasts, December 2008
KGO AM, on consumer frugality, November 2008
Restaurants and Institutions, on the trend of menu customization, August 2008
All Things Considered, National Public Radio, on political candidates Barack Obama, Hillary Clinton and John McCain as brands, April 2008
The Guardian, "Why Apple's Secretive Approach is So Effective," February 2008

Regional

Denver Post, on Super Bowl advertising, February 2011
Daily Camera, on Super Bowl ad watch by Leeds MBAs, February 2011
Denver Post, on Southwest Airlines advertising, September 2010
Daily Camera, on the gender split among business majors, September 2010
Denver Post, on Super Bowl advertising, February 2010
Denver Post, on Super Bowl advertising, January 2009
Denver Post, on recessionary spending, January 2009
Daily Camera, on layaway practices for future consumption, November 2008

PROFESSIONAL DEVELOPMENT

Participant, Faculty Teaching Excellence Program, “Well Argued? Well Written!”
University of Colorado, February 2009

Participant, Harvard Business School Publishing Seminar, “The Art and Craft of
Discussion Leadership,” Harvard University, June 2008

Participant, Faculty Teaching Excellence Program, videotape consultation, University of
Colorado, March 2008

Participant, Faculty Teaching Excellence Program, “Classroom Learning Interview
Process,” University of Colorado, March 2008

Participant, Faculty Teaching Excellence Program, “Teaching in a Nutshell,” University
of Colorado, October 2007

Participant, Faculty Teaching Excellence Program, “Well Argued? Well Written!”
University of Colorado, August 2005

Participant, assistant professor workshop, Leadership Education for Advancement and
Promotion Program, University of Colorado, January 2003

Participant, Faculty Teaching Excellence Program, “A Model for Preparing Lectures,”
University of Colorado, October 2002

Participant, Faculty Teaching Excellence Program, “Performance in a Nutshell,”
University of Colorado, September 2002

SERVICE

A. Service to the Profession

Peer Review

Ad hoc reviewer, *Journal of Consumer Research*

Ad hoc reviewer, *Journal of Consumer Psychology*

Ad hoc reviewer, *Journal of Economic Psychology*

Ad hoc reviewer, SCP Winter Conference
Ad hoc reviewer, ACR Asian Conference

National Conferences

Planning committee member, reviewer, Association for Consumer Research North American conference
Planning committee member, reviewer, Society for Consumer Psychology annual conference

Reviewing for Publishers

Case reviewer, Harvard Business School Publishing
Reviewer, consumer psychology texts for publisher Houghton Mifflin
Reviewer, book proposals for publisher Prentice Hall

Offices in Professional Organizations

Secretary-treasurer, Society for Consumer Psychology, 2006-2008

Professional Memberships

Association for Consumer Research
Society for Consumer Psychology

Selected Judging and Advising for Competitions

Invited judge, Net Impact Case Competition, 2009, 2010, 2011
Advisor, MBA team competing in Big 12 Case Competition
Advisor, undergraduate team competing in General Motors Cadillac case competition

Board Memberships

Western Reserve Academy Board of Visitors, Hudson, Ohio
Professional Liaisons, Greenhouse Scholars, Boulder, Colorado

Consulting Activities

Innovation Council, Sterling-Rice Group, Boulder, Colorado

B. Service to the University of Colorado

Selected Roles

Member, CU-Boulder Alumni Association Awards Committee, 2011-present
Member, Leeds School of Business MBA Policy Curriculum Committee, 2008-present
Member, Leeds School of Business Futures Committee, 2008-2009
Coordinator, University of Colorado Distinguished Speaker Series in Marketing, 2004-2008
Member, Leeds School of Business Undergraduate Scholarship Committee, 2002-2007

EMPLOYMENT HISTORY

Price Waterhouse
Strategy Consultant, Intern
Chicago, Illinois, Summer 1997

The Philadelphia Inquirer
News Editor
Philadelphia, Pennsylvania, 1992-1996

The Boston Globe
Night Editor, Copy Editor, Reporter, Intern
Boston, Massachusetts, Summer 1987, 1988-1992

The Washington Post
Foreign Desk, Intern
Washington, D.C., Summer 1988