

JENNIFER A. GREGAN

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Associate Professor of Marketing
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ACADEMIC EXPERIENCE

University of Delaware Senior Assistant Dean, Global Programs & Partnerships Senior Academic Advisor Associate Professor of Marketing (secondary appointment)	Newark, DE 2016-present 2007-2016 2007- present
University of Delaware Associate Professor of Marketing, with tenure	Newark, DE 2005-2007
University of Delaware Assistant Professor of Marketing	Newark, DE 1998-2005
Washington State University Assistant Professor of Marketing	Vancouver, WA 1994-1998

EDUCATION

University of Minnesota Doctor of Philosophy in Marketing Supporting Fields: Psychology and Child Psychology	Minneapolis, MN July 1994
University of Cincinnati Bachelor of Business Administration (Summa Cum Laude) Double Major: Marketing and Management	Cincinnati, OH June 1987

ACADEMIC HONORS

- Recipient, Excellence in Undergraduate Academic Advising Award, 2013
- Nominated for an Excellence in Undergraduate Academic Advising Award, 2008, 2009, 2011
- Nominated for an MBA Teaching Award, 2006
- Nominated for an Excellence in Teaching Award, 2005
- Nominated for Pioneering Faculty Award, Beyond Grey Pinstripes, 2005
- MSI's Alden G. Clayton Doctoral Dissertation Competition Winner, 1993
- AMA Doctoral Consortium Fellow, 1993
- Carlson School of Management Doctoral Dissertation Fellowship, 1993-1994

PUBLICATIONS

Gregan-Paxton, Jennifer, Stewart Shapiro, and Mark Spence (2009), "Factors Affecting the Acquisition of Novel Attribute Relationships to New Product Categories," Psychology and Marketing, 26 (February), 2, 122-144.

Gregan-Paxton, Jennifer, Steve Hoeffler and Min Zao (2005), "When Categorization is Ambiguous: Factors That Facilitate the Use of a Multiple Category Inference Strategy," Journal of Consumer Psychology, 15, 2.

Gregan-Paxton, Jennifer and Page Moreau (2003), "How Does Prior Knowledge Influence Consumer Learning? A Comparison of Analogy and Categorization Effects," Journal of Consumer Psychology, 13, 4, 422-430.

Gregan-Paxton, Jennifer, Jonathan Hibbard, Frederic Brunel, and Pablo Azar (2002), "Is That What That Is? Examining the Impact of Analogy on Knowledge Development for Really New Products," Psychology and Marketing, 19, 6, 533-550. (special issue on consumer knowledge structures).

Gregan-Paxton, Jennifer (2001), "The Role of Abstract and Specific Knowledge in the Formation of Product Judgments: An Analogical Learning Perspective," Journal of Consumer Psychology, 11, 3, 141-158 (lead article).

Gregan-Paxton, Jennifer and Jane Cote (2000), "How Do Investors Make Predictions? Insights From Analogical Reasoning Research," Journal of Behavioral Decision Making, 13, 307-327.

Gregan-Paxton, Jennifer and Deborah Roedder John (1997), "Consumer Learning by Analogy: A Model of Internal Knowledge Transfer," Journal of Consumer Research, 24 (December), 266-284.

Gregan-Paxton, Jennifer and Deborah Roedder John (1997), "The Emergence of Adaptive Decision Making in Children," Journal of Consumer Research, 24 (June), 43-56.

Gregan-Paxton, Jennifer and Deborah Roedder John (1995), "Are Young Children Adaptive Decision Makers? A Study of Age Differences in Information Search Behavior," Journal of Consumer Research, 21, 4 (March), 567-580.
(lead article)

TEACHING EXPERIENCE

University of Delaware, College of Business and Economics (1998-present)

- Advertising Management (undergraduate)
- Buyer Behavior (undergraduate and MBA)
- Marketing, Society and the Environment (undergraduate and MBA)
- Seminar in International Marketing Management (undergraduate)
- Winter Study Abroad in Peru (undergraduate)
- Business Administration in Practice (undergraduate)