

CURRICULUM VITAE

Stewart Shapiro
2013

CONTACT INFORMATION

University of Delaware
Alfred Lerner College of Business & Economics
Department of Business Administration
Newark, DE 19716
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ACADEMIC EMPLOYMENT

Professor of Marketing (2011-present)
University of Delaware; Newark, Delaware 19716
Associate Professor of Marketing (2002 - 2011)
University of Delaware; Newark, Delaware 19716
Assistant Professor of Marketing (1997 - 2002)
University of Delaware; Newark, Delaware 19716
Assistant Professor of Marketing – (1993 – 1997)
University of Baltimore; Baltimore, Maryland 21201
Marketing Teaching Assistant – (1989 – 1992)
University of Arizona; Tucson, Arizona 85721

EDUCATION

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| Ph.D. | University of Arizona, 1993. Major: Marketing; Minor: Psychology |
| M.B.A. | University of Delaware, August 1987. Concentration: Marketing |
| B.S.B.A. | University of Delaware, May 1985. Major: Marketing; Minor: Philosophy |

RESEARCH RELATED ACTIVITY

HONORS/AWARDS:

Alfred Lerner College of Business & Economics Outstanding Scholar Award, 2011

AMA Doctoral Consortium Fellow, 1992.

Graduate College Fellowship Award, University of Arizona, 1992.

University of Arizona representative for the Ninth University of Houston

Doctoral Symposium, 1991.

Graduate Registration Scholarship Award, University of Arizona, 1991.

REFEREED JOURNAL PUBLICATIONS:

Freeman, Dan and Stewart Shapiro (forthcoming), "An Assessment of Tweens' Persuasion Knowledge in a Changing Marketplace," *Journal of Advertising Research*.

Kaltcheva, Velitchka D., Robert D. Winsor, Anthony Patino, and Stewart Shapiro, "Impact of Sales Promotions on Price Comparisons," (In Press), *Journal of Business Research*.

Shapiro, Stewart and Jesper Nielsen (2013), "What the Blind Eye Sees: Incidental Change Detection as a Source of Perceptual Fluency," *Journal of Consumer Research*, 39 (April), 1202-1218.

Nielsen, Jesper, Stewart Shapiro, and Charlotte H. Mason (2010), "Emotionality and Semantic Onsets: Exploring Orienting Attention Responses in Advertising," *Journal of Marketing Research*, 47 (December), 1138-1150.

Nielsen, Jesper and Stewart Shapiro (2009), "Coping with Fear through Suppression and Avoidance of Threatening Information," *Journal of Experimental Psychology: Applied*, 15 (3), 258-274.

Freeman, Dan, Stewart Shapiro, and Merrie Brucks (2009), "Memory Issues in Social Marketing Messages about Behavior Enactment versus Non-enactment," *Journal of Consumer Psychology*, 19 (4), 629-642.

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

Shapiro, Stewart, Charles Lindsey and Shanker Krishnan (2006), "Intentional Forgetting as a Facilitator for Recalling New Product Attributes," *Journal of Experimental Psychology: Applied*, 12 (4), 251-263.

Shapiro, Stewart and Mark Spence (2005), "Mind over Matter? The Inability to Counteract Contrast Effects Despite Conscious Effort," *Psychology & Marketing*, 3 (March), 225-246.

Shapiro, Stewart, Deborah, J. MacInnis, and C.W. Park (2002), "Understanding Program Induced Mood Effects: Decoupling Arousal from Valence," *Journal of Advertising*, 31 (Winter), 15-26.

Shapiro, Stewart and Mark T. Spence (2002), "Factors Affecting Encoding, Retrieval, and Alignment of Sensory Attributes in a Memory-Based Brand Choice Task," *Journal of Consumer Research*, 28, (March), 603-617.

Shapiro, Stewart and Shanker Krishnan (2001) – *Lead Article*, "Memory-based Measures for Assessing Advertising Effects: A Comparison of Explicit and Implicit Memory Effects," *The Journal of Advertising*, 30 (Fall), 1-14.

Spence, Mark T. and Stewart Shapiro (2001), "Assessing the Effect of Varying the Diagnosticity of Sensory Experiences on Decision Processes and Brand Preferences," *International Quarterly Journal of Marketing*, 1 (January), 43-54.

Shapiro, Stewart (1999), "When an Ad's Influence is Beyond Our Conscious Control: Perceptual and Conceptual Fluency Effects Caused By Incidental Ad Exposure," *Journal of Consumer Research*, 26 (June), 16-36.

Shapiro, Stewart, Deborah J. MacInnis, Susan E. Heckler, and Ann M. Perez (1999), "An Experimental Method for Studying Unconscious Perception in a Marketing Context," *Psychology & Marketing*, 16 (September), 459-477.

Shapiro, Stewart and Shankar Krishnan (1999), "Consumer Memory for Intentions: A Prospective Memory Perspective," *Journal of Experimental Psychology: Applied*, 2 (June), 169-189.

Krishnan, Shanker and Stewart Shapiro (1999), "Prospective and Retrospective Memory for Intentions: A Two-Component Approach," *Journal of Consumer Psychology*, 8 (2), 141-166.

Shapiro, Stewart, Deborah J. MacInnis, and Susan E. Heckler (1997), "The Effects of Incidental Ad Exposure on the Formation of Consideration Sets", *Journal of Consumer Research*, 24 (June), 94-104.

Shapiro, Stewart and Mark Spence (1997), "Managerial Intuition: A Conceptual and Operational Framework," *Business Horizons*, 40 (1) 63-68.

Krishnan, Shanker and Stewart Shapiro (1996), "Comparing Implicit and Explicit Memory for Brand Names From Advertisements," *Journal of Experimental Psychology: Applied*, 2 (June), 147-163.

BOOK CHAPTERS:

Shapiro, Stewart, Deborah J. MacInnis, and Susan E. Heckler (1997), "Measuring and Assessing the Impact of Preattentive Processing on Ad and Brand Attitudes," in Measuring Advertising Effectiveness, William D. Wells, ed., Lawrence Erlbaum Associates, Inc., Hillsdale, N.J., 27-44.

REFEREED CONFERENCE PROCEEDINGS:

Shapiro, Stewart and Jesper Nielsen (2011), "Look at me Now: Automatic Change Detection as a Moderator of Processing Fluency," in Advances in Consumer Research, Vol. 39, Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner eds., Duluth, MN : Association for Consumer Research, 131-132.

Nielsen, Jesper and Stewart Shapiro (2008), "Spreading Suppression: How Fear Appeals Inhibit the Processing of Threat-Related Brand Advertising," in Society for Consumer Psychology, Maria L. Cronley and Dhananjay Nayakankuppam eds., New Orleans, LA: Lawrence Erlbaum Associates, 119-120.

Nielsen, Jesper and Stewart Shapiro (2007), "Side Effects from Fear: The Automatic Inhibition of Threat-Relevant Brand Advertising" in Advances in Consumer Research, Vol. 34, Gaven J. Fitzsimons and Vicki G. Morwitz eds., Orlando, FL: Association for Consumer Research, 192-193.

Freeman, Dan and Stewart Shapiro (2005), "Messages About Enacting versus Not Enacting Behaviors: Shaping Adolescent's Health Beliefs," Marketing and Public Policy, Jeff Langenderfer, Don Lloyd Cook and Jerome D. Williams, eds., Chicago, IL: American Marketing Association, 175-176.

Freeman, Dan and Stewart Shapiro (2001), "On the Efficacy of Showing Nonsmokers, Non-Alcoholics, and Non-Drug Users In a Positive Light: Competing Memory Perspectives," Society for Consumer Psychology, Julie Edell and Ronald Goodstein eds., Austin, Tx.

MacInnis, Deborah J., Stewart Shapiro and Gayathri Mani (1999), "Enhancing Brand Awareness Through Brand Symbols," in Advances in Consumer Research, Vol. 25, Eric J. Arnold and Linda Scott eds., Chicago, IL: Association for Consumer Research, 601-608.

Shapiro, Stewart and Deborah J. MacInnis (1992), "Mapping the Relationship Between Preattentive Processing and Attitudes," in Advances in Consumer Research, Vol. 19, John F. Sherry, Jr. and Brian Sternthal, eds., Chicago, IL: Association for Consumer Research, 505-13.

REFEREED SPECIAL SESSION AND WORKING PAPER PRESENTATIONS:

Sivaraman, Anu, Dan Freeman and Stewart Shapiro (2008), "Teenagers Willingness to Share Personal Information with Marketers," Association for Consumer Research: Working Papers Track, San Francisco, CA.

Shapiro, Stewart and Mark Spence (2005), "Conscious versus Non-conscious Detection of Product Attribute Change." Association for Consumer Research, San Antonio, TX.

Shapiro, Stewart and Shanker Krishnan (1998), "Separating Automatic and Conscious Influences of Advertising: A Process-dissociation Method," *Association for Consumer Research*, Montreal, Canada.

Shapiro, Stewart, Deborah J. MacInnis, and Susan E. Heckler (1995), "Preattentive Processing: The Effects of Unattended Information on Consideration Sets," *Association for Consumer Research*, Boston, MA.

Shapiro, Stewart and Shanker Krishnan (1993), "Repetition Versus Elaboration: How can Word-Frequency Effects be Attenuated," *Association for Consumer Research*, Vancouver, British Columbia.

INVITED PRESENTATIONS:

“The Automatic Biasing Effect of Change Detection on Brand Evaluation,” Virginia Tech, Pamplin College of Business, Department of Marketing Seminar Series, April 2010.

“Spreading Fear: How and When Fear Appeals Inhibit the Processing of Threat-Relevant Advertising,” Georgetown Marketing Camp at the McDonough School of Business, April 2007.

“Investigating Substance Use Prevention Messages: A Psycholinguistic Perspective,” Temple University Marketing Seminar Series, April 2005.

“Perceptual and Conceptual Fluency Effects,” Conference on Visual Marketing at the University of Michigan Business School, June 2004.

Co-presenter of an invited poster session for Small Grant recipients in Bethesda Maryland sponsored by the National Cancer Institute with Dan Freeman, 2003.

“All Memory Nodes are Not Created Equally (And Some May Not be Created at All): The Effects of Affirmative Versus Negated Linguistic Word Form of Mental Representation,” Johnson Graduate School of Management Marketing Workshop, Cornell University, April 2003.

“Factors Affecting Encoding, Retrieval, and Alignment of Sensory Attributes in a Memory-Based Brand Choice Task,” The Wharton School Seminar Series, November 2001.

“Investigating the Realm of the Non-Conscious,” Rutgers-Camden Seminar Series, November 1999.

"Mapping the Relationship Between Preconscious Processing and Ad Attitudes," Houston Doctoral Symposium, April, 1991.

WORK IN PROGRESS:

When Change Blindness is Better than Change Detection: The Effect of Automatic Change Detection on Brand Evaluation, with Jesper Nielsen. Data Collection stage.

Assessing Brand Importance Through Other People’s Gaze, with Mark Spence. Conceptual development stage.

The Moderating Effect of Referent in Fear Appeals, with Jesper Nielsen. Conceptual development stage.

GRANTS:

College Summer Research Grant of \$6,000 for a proposal entitled, “The Social Branding Imperative,” with Dan Freeman, 2007.

College Summer Research Grant of \$6,000 for a proposal entitled, “The Effect of Public Service Announcements using Fear Appeals on Subsequent Ad Processing,” 2005.

P.I., "Health Promotions: Shaping Beliefs About Use and Non-Use," funded by the National Cancer Institute (Grant#: 1-R03 CA-101513-01), with Dan Freeman (\$151,000), 2003-2005.

College Summer Research Grant of \$6,000 for a proposal entitled, "Conscious versus Unconscious Detection of Product Attribute Change," 2003.

College Summer Research Grant of \$8,000 for a proposal entitled, "On the Efficacy of Showing Nonsmokers, Non-Alcoholics, and Non-Drug Users In a Positive Light: A Psycholinguistic Perspective," 2002.

College Summer Research Grant of \$8,000 for a proposal entitled, "Factors Affecting Sensorial Experiences in Memory and Memory-based Brand Comparisons," 2001.

General University Research Grant of \$6,000 for a proposal entitled, "Memory-Based Measures for Testing Advertising Effects," 1999.

Awarded an American Academy of Advertising Grant of \$1,000 for a proposal entitled, "The Effects of Context Repetition on Ad Attitude and Recall: An Opponent Process Theory of Motivation Explanation," 1992.

INSTRUCTION RELATED ACTIVITY

HONORS:

Nominee, University of Delaware Excellence in Teaching Award, 2009.

Nominee, Lerner College MBA Teaching Award, 2008.

INVITED PRESENTATIONS:

"Insights About Online Course Development," Winter Faculty Institute, University of Delaware, January 2009.

COURSES TAUGHT:

University of Delaware

Buyer Behavior (Undergrad & Grad)

Introduction to Business (Undergrad Online)

Marketing Research (Undergrad & Grad)

Marketing Strategy for the Firm (Undergrad)

Introduction to Marketing (Undergrad)

University of Baltimore

Market Information and Research (Undergrad & Grad)

Marketing Management (Undergrad)

SERVICE RELATED ACTIVITY

HONORS:

Department of Business Administration Outstanding Service Award, 2012

COMMITTEE WORK:

Department Level

Marketing Area Head (2002-2005, 2008-2009, 2011-present)
Chair, Department Promotion and Tenure Committee (2012-present)
Chair, Ad Hoc Marketing Curriculum Committee (2011-present)
College Summer Grants Committee (2005)
The Undergraduate Curriculum Committee (2003-2005)
Marketing Search Committee (2001, 2004)
Promotion and Tenure Document Revision Committee (2003)
Chair, Marketing Search Committee (1999, 2000, 2003, 2008)
Management Search Committee (1998)

College Level

College Promotion and Tenure Committee (2005, 2007, 2008, 2011, 2012-present)
Ad Hoc Committee to assess viability of a Ph.D. Program in Business (2009)
The Assurance of Learning Task Force (2004-2005)
The Lerner Committee (2003)
Scholarship Committee (2001)
Search Committee for Department Chair (2001)
Committee on Research (2000)

University Level

Faculty Senator Representative (2009)
Academic Appeals Committee (2007-2010)
The Student Life Committee (2003-2005)
University Promotion and Tenure Committee (2003)
Committee on Committees and Nominations (1999-2002)

PROFESSIONAL SERVICE:

CONFERENCE ORGANIZATION

Member of the Program Committee, Association for Consumer Research, 2007.

Member of the Program Committee, Marketing and Public Policy Conference, Long Beach California, 2006.

Co-Chair of the Society For Consumer Psychology Winter Conference, Scottsdale Arizona, 2001.

Competitive Session Chair entitled, "Exploring the Relationship Between Attention, Memory and Choice," Association for Consumer Research, Tucson, Arizona, 1996.

Special Session Co-chair with Susan E. Heckler entitled, "Other-Than-Conscious Consumer Information Processing: Empirical Examinations of an Emerging and

Controversial Topic (Parts I and II), Association for Consumer Research, Boston, Massachusetts, 1994.

MEMBERSHIP ON DOCTORAL COMMITTEES

Dissertation Committee Member for Tony Patino, Temple University, 2004 – 2006.

Dissertation Committee Member for Jesper Nielsen, University of North Carolina at Chapel Hill, 2001 – 2003.

EDITORSHIP

Member of the Editorial Review Board, *Journal of Consumer Psychology*, 2012-present

Member of the Editorial Review Board, *Psychology & Marketing*, 2005-present

Co-Associate Editor for the “For Public Policy Makers” section of the Association for Consumer Research Website, 2005.

AD HOC REVIEWER

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Experimental Psychology: Applied

Journal of Social Psychology

Psychology & Marketing

International Journal of Research in Marketing

Association for Consumer Research

Society for Consumer Psychology

PROFESSIONAL AFFILIATIONS

Member, American Academy of Advertising

Member, Association for Consumer Research

Member, Society of Consumer Psychology

INDUSTRY EMPLOYMENT:

Independent Marketing Research Consultant (1991 – 1993)

Conducted numerous marketing research studies for the scuba diving industry. Clients included: Bonaire Tourism Corporation, Dedicated Dive Resorts, Divers Alert Network, Nassau Board of Tourism, Rodale Press Inc., Stuart Cove, and others.

Marketing Research Analyst (1988)

The Dohring Company; Glendale, California

Promoted to analyst after 3 weeks. Position entailed analyzing and drawing conclusions from marketing research data as well as writing final reports to be delivered to the client. All deadlines were met in this high-pressure, productively oriented environment.

Project Director (1987)

Analytical Computer Services; Scottsdale, Arizona

Tab house. Developed computer programs to translate marketing surveys into computer language in order to analyze and present the data in a form that was meaningful to the client.