

Elizabeth Gelfand Miller

Marketing Department
Carroll School of Management
Boston College
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EDUCATION

- Ph.D. The Wharton School, University of Pennsylvania, 2003
- Major in marketing
 - Dissertation: *Interactions of Pleasant and Unpleasant Events: The Effect of Event Valence on Wait Management Strategies*, 2003
- MA The Wharton School, University of Pennsylvania, 2001
- Major in marketing
- BA Cornell University, 1998
- Double-major in psychology and chemistry
 - *Magna cum laude*
 - Distinction in all subjects

ACADEMIC POSITIONS

Boston College, 2003–present
Assistant Professor of Marketing

HONORS, AWARDS, AND GRANTS

- Faculty Research Fellowship, Boston College, Fall 2007
- Research Incentive Grant, Boston College, 2005-2006, 2008-2009, 2009-2010
- Research Expense Grant, Boston College, 2003, 2005
- SCP-Sheth Dissertation Proposal Award, 2002
- AMA Doctoral Consortium Fellow, Emory University, 2002

RESEARCH INTERESTS

- Influence of affect on use and interpretation of information.
- Consumer decision-making, Medical decision making, Affect and Behavior

JOURNAL ARTICLES

- Miller, Elizabeth G., Mary Frances Luce, Barbara E. Kahn, and Emily F. Conant (2009), "Understanding Emotional Reactions for Negative Services: The Impact of Efficacy Beliefs and Stage in Process," *Journal of Service Research*, 12 (August), 87-99.
- Miller, Elizabeth G., Barbara Kahn, and Mary Frances Luce (2008), "Consumer Wait Management Strategies for Negative Service Events: A Coping Approach," *Journal of Consumer Research*, 34 (5), 635-648.
- Meloy, Margaret G., J. Edward Russo, and Elizabeth G. Miller (2006), "Monetary Incentives and Mood," *Journal of Marketing Research*, 43 (May), 267-275.
- Miller, Elizabeth G. and Barbara E. Kahn (2005), "Shades of meaning: The Effect of Color and Flavor Names on Consumer Choice," *Journal of Consumer Research*, 32 (June), 86-92.

REFEREED CONFERENCE PROCEEDINGS

- Miller, Elizabeth Gelfand (2008), "Real Consumers Have Curves: The Effects of Body Esteem and Weight on Consumer Responses to Marketing Stimuli," Special Session Summary, *Advances in Consumer Research*, Angela Y. Lee and Dilip Soman, eds., vol. 35, 205-208.
- Varki, Sajeev, Elizabeth G. Miller, and Syagnik Banerjee (2008), "Understanding Fairness Perceptions for Price Decreases," Abstract, *Advances in Consumer Research*, Angela Y. Lee and Dilip Soman, eds., vol. 35, 255.
- Miller, Elizabeth G, Barbara Kahn, and Mary Frances Luce (2005), "The Effect of Event Valence on Wait Management Strategies," Abstract Summary, *Winter Educators' Conference Proceedings, Marketing Theory and Applications*, Kathleen Seiders and Glen B. Voss, eds., vol. 16.
- Miller, Elizabeth Gelfand (2003), "Constructing Preferences: The Influence of When and Where," Special Session Summary, *Advances in Consumer Research*, Punam Anand Keller and Dennis W. Rook, eds., vol. 30, 11.
- Miller, Elizabeth Gelfand, Barbara Kahn, and Mary Frances Luce (2003), "How the Interactions of Pleasant and Unpleasant Experiences Affect Overall Evaluation," Abstract, *Proceedings of the Society for Consumer Psychology Winter Conference*, Christine Page and Steven S. Posavac, eds., 247-248.

BOOK CHAPTERS

Miller, Elizabeth G (2007), “The Market of Higher Education,” in *Higher Education: Open for Business*, edited by Christian Gilde, Lanham, MD: Rowman & Littlefield, 7-20.

OTHER ARTICLES AND PUBLICATIONS (invited, or non-refereed)

Miller, Elizabeth G and Barbara E. Kahn (2006), “Strange Color Descriptors in Marketing” *Yale Economic Review*, Fall.

RESEARCH IN PROGRESS

Miller, Elizabeth G., Kathleen Seiders, Maureen Kenny, and Mary Walsh (2009), “Children’s Use of Health Information,” revision invited at *Journal of the Academy of Marketing Science*.

Carlson, Kurt, Margaret G. Meloy, and Elizabeth G. Miller, “When Flippers Flop: Goal Reversion in Consumer Choice,” working paper.

Miller, Elizabeth, “The Effect of Body Esteem on Shopping Behavior,” working paper.

Varki, Sajeev, Elizabeth G. Miller, and Syagnik Banerjee, “Moral Judgments in Pricing,” working paper.

Other projects:

- A Model of Children’s Preventive Health Behavior: Understanding the Role of Individual, Contextual, and Attitudinal Determinants (with Kathleen Seiders, Mary Walsh, and Maureen Kenny)
- Never Trust a Doctor who Advertises: How Notions of the Sacred Impact Reactions to the Use of Advertising (with Linda Salisbury)
- The Effect of Model Size and Message Frame on Food Choices (with Kate Loveland and Naomi Mandel)
- Consumers’ Perceptions of Side Effect Information (with Jesse Catlin)
- Impact of False Positives and Regulatory Focus on Screening Adherence (with Barbara Kahn, Mary Frances Luce, and Kirsten Grasshoff)

PRESENTATIONS

Carlson, Kurt, Margaret G. Meloy, and Elizabeth G Miller (2009), “When Flippers Flop: Goal Reversion in Consumer Choice,” ACR Conference, Pittsburgh, PA.

Miller, Elizabeth G (2009), “Understanding Consumer Health Decisions,” Carroll School Research Seminar, Boston College, February 3, 2009.

- Miller, Elizabeth G and Linda Salisbury (2008), "Understanding Perceptions of Advertising," Ideas-in-Progress Seminar, Marketing Department, Boston College, November 21, 2008.
- Miller, Elizabeth G (2007), "The Impact of Cues and Education on Children's Healthful Food Choices," Marketing Department, School of Management, University of Bath, December 10, 2007.
- Miller, Elizabeth G (2007), "Body Esteem and Shopping Behavior," Ideas-in-Progress Seminar, Marketing Department, Boston College, November 14, 2007.
- Miller, Elizabeth G (2007), "Body Esteem and Shopping Behavior," ACR Conference, Memphis, TN.
- Varki, Sajeev, Elizabeth G. Miller, and Syagnik Banerjee (2007), "Understanding Fairness Perceptions for Price Decreases," ACR Conference, Memphis, TN.
- Miller, Elizabeth G, Kathleen Seiders, Maureen Kenny, and Mary Walsh (2007), "The Effects of Knowledge and On-Package Claims on Children's Food Choices," Transformative Consumer Research Conference, Tuck School of Business, Dartmouth.
- Miller, Elizabeth G, Kathleen Seiders, Maureen Kenny, and Mary Walsh (2006), "Understanding Children's Healthy Food Choices," University of Massachusetts-Amherst, October 14, 2006.
- Miller, Elizabeth G, Kathleen Seiders, Maureen Kenny, and Mary Walsh (2006), "Encouraging healthier food choices by children: The role of health information, knowledge, and goals," Boston College Works-in-Progress Seminar, March 23, 2006.
- Varki, Sajeev, Elizabeth G. Miller, and Syagnik Banerjee (2006), "Price unfairness perceptions amidst price decreases," Ideas-in-Progress Seminar, Marketing Department, Boston College, February 8, 2006.
- Miller, Elizabeth G, Kathleen Seiders, Maureen Kenny and Mary Walsh (2005), "The impact of health claims, knowledge, and health motivation on children's food choices," Junior Scholars in Conversation, Boston College, November 17, 2005.
- Seiders, Kathleen, Elizabeth G. Miller, Maureen E. Kenny, and Mary E. Walsh (2005), "A model of children's preventive health behavior: Understanding the role of individual, contextual, and attitudinal determinants," ACR Conference, San Antonio, TX.
- Miller, Elizabeth G., Barbara Kahn, and Mary Frances Luce (2005), "The effect of event valence on wait management strategies," AMA Winter Educators' Conference, San Antonio, TX.

- Miller, Elizabeth G., Barbara Kahn, and Mary Frances Luce (2004), "The effect of event valence on wait management strategies," Boston College Works-in-Progress Seminar, November 11, 2004.
- Miller, Elizabeth G. and Barbara E. Kahn (2004), "The effect of color and flavor names on consumer choice," Babson College Research Seminar, February 27, 2004.
- Miller, Elizabeth G. and Barbara E. Kahn (2003), "The effect of color and flavor names on consumer choices," Marketing Science Conference, College Park, MD.
- Miller, Elizabeth G., Mary Frances Luce, and Barbara E. Kahn (2003), "How the interactions of pleasant and unpleasant experiences affect overall evaluations," SCP Conference, New Orleans, LA.
- Miller, Elizabeth G., Mary Frances Luce, and Barbara E. Kahn (2002), "But I don't want to go: When wait management strategies exacerbate stress," ACR Conference, Atlanta, GA.
- Miller, Elizabeth G and Barbara E. Kahn (2002), "Shades of meaning: The effects of novel color names on consumer preferences," ACR Conference, Atlanta, GA.
- Miller, Elizabeth G, Mary Frances Luce, and Barbara E. Kahn (2002), "But, I don't want to go: When wait management strategies exacerbate stress," Decision Processes Seminar Series, University of Pennsylvania.
- Kahn, Barbara E, Mary Frances Luce, and Elizabeth G. Miller (2001), "Testing as information seeking: The role of stress," ACR Conference, Austin, TX.
- Meloy, Margaret G, J. Edward Russo, and Elizabeth G. Gelfand (2000), "The perverse impact of incentives on predecisional distortion of information," BDRM Conference, Tucson, AZ.

TEACHING

Boston College, 2004-present

- Marketing Principles (Undergraduate)
- Marketing Principles, Honors (Undergraduate)
- Consumer Behavior (Undergraduate)
- Consumer Behavior (MBA)

The Wharton School, University of Pennsylvania, 1998-2003

- Head TA, Introduction to Marketing Strategy for Undergraduates (1999-2001)
- Teaching assistant for Marketing Strategy for MBAs (Spring 2000, Fall 1998)

Teaching Interests:

- Introduction to Marketing, Consumer Behavior, Market Research, Services Marketing, Advertising

UNDERGRADUATE THESES

Current Students: Ali Martin, Mollie Parker, Courtney Scott

Asher, Kelsey (2007), “Are Corporate-Created Online Brand Communities Effective?”

Shortt, Karen (2007), “Marketing Luxury to a Younger Demographic”

Hassel, Carolyn (2006), “How Ethical Actions Affect Consumer Perceptions and How This Relationship is Moderated by Brand Equity”

Wang, Ellen (2005), “The Influence of Age on Consumer Perceptions of Retail Store Color and Atmospherics”

O’Brien, Meghan (2004), “Product Placements in Movies: Exploring the Relationship Between Consumer Beliefs and Subsequent Usage Behaviors”

SERVICE

Reviewing for Journals

- Ad-hoc reviewer for the *Journal of Retailing*
- Ad-hoc reviewer for the *Journal of Consumer Research*
- Ad-hoc reviewer for *Organizational Behavior and Human Decision Processes*
- Ad-hoc reviewer for *Journal of Service Research*

Reviewing for Conferences

- Reviewer for the *Association for Consumer Research Annual Conference*
- Reviewer for the *Society for Consumer Psychology Annual Conference*
- Reviewer for the *American Marketing Association Summer and Winter Conferences*
- Reviewer, Society for Marketing Advances Conference, 2008.
- Reviewer, European Marketing Academy Conference, 2004.
- Judge, Best Working Paper, Association for Consumer Research Conference, 2007.

Other Reviewing

- Reviewer, Teaching Case, Harvard Business School Publishing

Academic Conference Chair/ Panelist/ Discussant

- Co-chair, Society for Consumer Psychology Summer Conference, 2008.
- Discussion Leader, “The Effect of Mindsets on Consumer Self-Regulation and Choice” (refereed special session), Society for Consumer Psychology Winter Conference, 2008.

Boston College

- Faculty Mentor, Freshmen students, 2004, 2005, 2006, 2007, 2008.
- Freshman Advisor
- Undergraduate Advisor
- Presidential Scholars Program Mentor

- McNair Exploratory Program Mentor

Carroll School of Management

- Member, Education Policy Committee, CSOM, 2006-2007.
- Member, CSOM Research and Teaching Strategic Planning Committee, 2004.
- Judge, Diane Weiss Competition, Carroll School of Management, Boston College, 2008.

Marketing Department

- Coordinator, Marketing Department Ideas-In-Progress Seminar Series, 2004-2005, 2006-2007.
- Coordinator, Senior Exit Survey, Marketing Department, 2008.

Wharton School, University of Pennsylvania

- Member, Middle States Accreditation Review (Institutional Self-Review): Admissions, Systems, and Placement Strategies Subcommittee, University of Pennsylvania, 2002-2003.
- Member, Graduate Student Center Advisory Board, University of Pennsylvania, 2001-2003.
- Member, Wharton Doctoral Programs Executive Committee, 2001-2002.
- Coordinator, Marketing PhD Brown Bag Series, Wharton, 2001-2002.
- Member, University Library Committee, University of Pennsylvania, 2000-2001.
- Coordinator, Wharton Doctoral Mentoring Program for Incoming PhD students, Summer 1999.

Other

- Volunteer, Read Aloud Program, Boston College, Fall 2003.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society of Consumer Psychology
- American Psychological Association