

June 2006

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Williams School of Commerce, Economics, and Politics
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ACADEMIC AND PROFESSIONAL EXPERIENCE

EDUCATION

Ph.D., Consumer Psychology, University of Florida, 1986
M.A., Psychology, Wake Forest University, 1980
B.S., Psychology, Guilford College, 1973

POSITIONS

Visiting Associate Professor, Washington and Lee University, 2004-present
Visiting Scholar, Virginia Polytechnic Institute and State University, 2003-2004
Visiting Assistant Professor, Virginia Polytechnic Institute and State University, 2002-2003
Visiting Assistant Professor, University of Virginia, 2000-2002
Assistant Professor, Lehigh University, 1993-2000
Assistant Professor, University of Illinois, 1986-1993
Lecturer, University of Illinois, 1985-1986
Visiting Instructor of Psychology, Wake Forest University, 1980
Contract programmer, Western Electric Company, Inc., 1978-1980
Systems Engineer, IBM Corporation, 1974-1978

COURSES TAUGHT

Undergraduate Consumer Behavior
 Marketing Research
 Integrated Marketing Communications
 Marketing Practicum
 Marketing Management
 Applied Statistics

Ph.D. Consumer Behavior
 Experimental Design

HONORS

Business Administration Nominee for University Teaching Award, University of Illinois, 1990
American Marketing Association Doctoral Consortium Faculty, 1990
Teachers Ranked as Excellent by Their Students, University of Illinois, 1988, 1989, 1991
Finalist, Robert Ferber Award for Consumer Research, 1987
American Marketing Association Doctoral Consortium Fellow, 1983

PUBLICATIONS

JOURNAL ARTICLES

- Simmons, Carolyn J. and Karen L. Becker-Olsen (forthcoming), "Achieving Marketing Objectives via Social Sponsorships," *Journal of Marketing*.
- Pullig, Chris P., Carolyn J. Simmons, and Richard G. Netemeyer (2006), "Brand Dilution: When Do New Brands Hurt Existing Brands?" *Journal of Marketing*, 70 (April), 52-66.
- Simmons, Carolyn J., Barbara A. Bickart, and Lauranne Buchanan (2000), "Leveraging Equity Across the Brand Portfolio," *Marketing Letters*, 11 (August), 210-220.
- Johar, Gita Venkataramani and Carolyn J. Simmons (2000), "The Use of Concurrent Disclosures to Correct Invalid Inferences," *Journal of Consumer Research*, 26 (March), 307-322.
- Buchanan, Lauranne, Carolyn J. Simmons, and Barbara A. Bickart (1999), "Brand Equity Dilution: Retailer Display and Context Brand Effects," *Journal of Marketing Research*, 36 (Aug.), 345-355.
- Simmons, Carolyn J., Barbara A. Bickart, and John G. Lynch, Jr. (1993), "Capturing and Creating Public Opinion in Survey Research," *Journal of Consumer Research*, 20 (September), 316-329.
- Simmons, Carolyn J. and John G. Lynch, Jr. (1991), "Inference Effects Without Inference Making? Effects of Missing Information on Discounting and Use of Presented Information," *Journal of Consumer Research*, 17 (March), 477-491.
- Beck, Robert C., Charles Gibson, Wendy Elliott, Carolyn Simmons, Nadine Matteson, and Lisa McDaniel (1988), "False Physiological Feedback and Emotion: Experimenter Demand and Salience Effects," *Motivation and Emotion*, 12 (Sept.), 217-226.

CASES

- Buchanan, Lauranne and Carolyn J. Simmons (2005), "Selfless, Candid, and Quick: Is That All There Is to Crisis Management?" Thunderbird, the Garvin School of International Management.
- Buchanan, Lauranne and Carolyn J. Simmons (2004), "Competitive Advantage Through Channel Management," Thunderbird, the Garvin School of International Management.

PROCEEDINGS

- Becker-Olsen, Karen L. and Carolyn J. Simmons (2005), "Not All Sponsors Are Created Equal," *Advances in Consumer Research*, vol. 32, eds. Geeta Menon and Akshay R. Rao, Association for Consumer Research, 90 (abstract).
- Pullig, Chris P., Carolyn J. Simmons, and Richard G. Netemeyer (2004), "If We Know the Difference, What's the Harm? The Effects of Brand Equity Misappropriation and Dilution," *Advances in Consumer Research*, vol. 31, eds. Barbara E. Kahn and Mary Frances Luce, Association for Consumer Research, 654-655 (abstract).

- Bickart, Barbara A., Carolyn J. Simmons, and Chirag Vyas (2003), "The Effects of Featured Brand Quality on Price Valuations of the Product Portfolio," *Advances in Consumer Research*, vol. 30, eds. Punam Anand Keller and Dennis W. Rook, Association for Consumer Research, 264-269.
- Becker-Olsen, Karen L. and Carolyn J. Simmons (2002), "When Do Social Sponsorships Enhance or Dilute Equity? Fit, Message Source, and the Persistence of Effects," *Advances in Consumer Research*, vol. 29, eds. Susan Broniarczyk and Kent Nakamoto, Association for Consumer Research, 287-289 (abstract).
- Becker-Olsen, Karen L. and Carolyn J. Simmons (2001), "Fortifying or Diluting Equity via Association: the Case of Sponsorship," *European Advances in Consumer Research*, vol. 5, eds. Andrea Groeppel-Klien and Frank-Rudolf Esch, Association for Consumer Research, 286-287 (abstract).
- Simmons, Carolyn J., Joan M. Phillips, and Barbara A. Bickart (2001), "Recalling Events: Examples as Cues in Behavioral Questions," *Advances in Consumer Research*, vol. 28, eds. Mary C. Gilly and Joan Meyers-Levy, 438 (abstract).
- Simmons, Carolyn J., and Gita Venkataramani Johar (1994), "Knowing More Than We're Told: Inferences from Advertising Claims," *Advances in Consumer Research*, vol. 21, eds. Chris T. Allen and Deborah Roedder John, Association for Consumer Research, 96 (session summary).
- Simmons, Carolyn J. and Nancy H. Leonard (1990), "Inferences about Missing Attributes: Contingencies Affecting the Use of Alternative Information Sources," *Advances in Consumer Research*, Vol. 17, eds. Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, Association for Consumer Research, 266-274.

CURRENT RESEARCH

- "Localized Category Management," with Lauranne Buchanan, Chris Pullig, and Cynthia Braden.
 "Free-Riding as a Brand Strategy," with Chris Pullig and Rick Netemeyer.

CONFERENCE ACTIVITIES

CONFERENCE PAPERS NOT IN PROCEEDINGS

- "The Use of Concurrent Disclosures to Correct Invalid Inferences," Association for Consumer Research, Columbus, 1999 (with Gita Johar).
- "Deliberate Correction of Spontaneous Inferences: The Perseverance of Invalid Beliefs," Association for Consumer Research, Minneapolis, 1995 (with Gita Johar).
- "Managing Brand Image Transfer: How Display Structure Affects Attention to Cues," Association for Consumer Research, Nashville, 1993 (with Barbara Bickart and Lauranne Buchanan).
- "Capturing and Creating Public Opinion in Survey Research," American Association for Public Opinion Research, St. Petersburg, 1992 (with Barbara Bickart and John Lynch).

"Reflection and Reification of Public Opinion in Survey Research," Association for Consumer Research, Chicago, 1991 (with Barbara Bickart and John Lynch).

"The Impact of Missing Information on Product Evaluations: Inferences and Other Responses," Association for Consumer Research, Honolulu, 1988.

"Perceptions of Self and Ideal Manager in Male and Female Non-Business Majors, Business Majors, MBA Students, and Managers," Southeastern Psychological Association, Atlanta, 1981.

CONFERENCE SESSIONS ORGANIZED AND CHAIRED

"Knowing More Than We're Told: Inferences from Advertising Claims," Association for Consumer Research, Nashville, 1993 (with Gita Johar).

"Substantive Theory in Social and Consumer Judgments: Implications for Validity of Measurement," Association for Consumer Research Conference, New Orleans, 1989 (with Lauranne Buchanan).

CONFERENCE SESSIONS CHAIRED

Association for Consumer Research Conference, Vancouver, 1992.
Marketing Science Conference, University of Illinois at Urbana-Champaign, 1990.

INVITED ROUNDTABLE PARTICIPANT

Brand Equity Research, Association for Consumer Research Conference, Columbus, 1999.

SERVICE TO PROFESSION

EDITORIAL REVIEW BOARD

Journal of Consumer Research, 2001-2005

AD HOC REVIEWER

Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
International Journal of Marketing Research
Journal of Consumer Psychology
Marketing Letters

American Marketing Association Dissertation Competition, Summer & Winter Educator's Conferences

Association for Consumer Research North American and Asia-Pacific Conferences
Society for Consumer Psychology Conference

ASSOCIATION FOR CONSUMER RESEARCH

Advisory Council, 1997-1999
Program Committee, 1995

PROFESSIONAL DEVELOPMENT

Direct Marketing Professors' Institute, Direct Marketing Association and Direct Marketing Educational Foundation, Washington, D.C., 1995.

DOCTORAL DISSERTATION COMMITTEES

Karen Becker-Olsen, 1998, Co-Chair
Yung-Chien Lou, 1993
Ai-Hwa Chang, 1992
Wanru Su, 1992
Geeta Menon, 1991
Moonkyu Lee, 1991
Jong-Won Park, 1990
Barbara A. Bickart, 1990
Elizabeth MacAdams, 1988

SERVICE TO UNIVERSITY

UNIVERSITY OF VIRGINIA

McIntire Integrated Core Taskforce, 2001
McIntire Pre-Commerce Women's Forum Panel, 2001
McIntire Student Subject Pool project, 2001
McIntire Computer-Assisted Research Lab project, 2001

LEHIGH UNIVERSITY

University Library Users Committee, 1997-2000
University Institutional Review Board; member 1996-99; co-chair, 1998-99
Marketing Program Secretary, 1996-99
College Tauck Scholars Committee, 1994-99
College People Task Force, 1998
College Teaching Assessment Task Force, 1997
College Assessment Task Force, 1996
College Communications Task Force, 1996
College Undergraduate Curriculum Committee, 1995-96

UNIVERSITY OF ILLINOIS

American Marketing Association Faculty Advisor, 1986-87, 1989-90
Student Marketing Seminar Series Faculty Advisor, 1989-90
Marketing Seminar Series Coordinator, 1985-88
Albert Haring Symposium Faculty, Indiana University, 1986