

Freeman Wu

Lundquist College of Business
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EMPLOYMENT

University of Oregon, Lundquist College of Business <i>Assistant Professor of Marketing</i>	2025 – Present
Vanderbilt University, Owen Graduate School of Management <i>Assistant Professor of Marketing</i>	2018 – 2025

EDUCATION

Ph.D.	Marketing, Arizona State University, W.P. Carey School of Business	2018
M.S.	Marketing, Arizona State University, W.P. Carey School of Business	2014
B.Sc.	Psychology, University of British Columbia	2011

RESEARCH INTERESTS

Social Influence, Consumer-Technology Interactions, Aesthetics and Design

PUBLICATIONS (*Equal Authorship)

Wu, Freeman, Geoffrey R. O. Durso, and Kelly L. Haws (2025), “How to Lose Friends and Influence No One: The Documenting Penalty in Experiential Consumption,” *Journal of the Association for Consumer Research*, Forthcoming.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2025), “When Do Photos on Products Hurt or Help Consumption? How Magical Thinking Shapes Consumer Reactions to Photo-Integrated Products,” *Journal of Consumer Psychology*, 35 (2), 220–37.

*Daniels, Michelle E. and *Freeman Wu (2024), “No Comments (From You): Understanding the Interpersonal and Professional Consequences of Disabling Social Media Comments,” *Journal of Marketing*, 88 (6), 121–39.

- Finalist, 2024 AMA/Marketing Science Institute/H. Paul Root Award
- Finalist, 2024 Shelby D. Hunt/Harold H. Maynard Award

*Wu, Freeman, *Martin Reimann, Gratiana Pol, and C. W. Park (2023), “The Scarcity of Beauty: How and Why Product Aesthetics Mobilize Consumer Acquisition Effort,” *Journal of the Academy of Marketing Science*, 51 (6), 1245–65.

Otterbring, Tobias, Freeman Wu, and Per Kristensson (2021), “Too Close for Comfort? Examining the Impact of Salesperson-Customer Proximity on Consumers’ Purchase Behavior,” *Psychology & Marketing*, 38 (9), 1576–90.

Wu, Freeman, Kevin L. Sample, and Kelly L. Haws (2021), “The Messy Satiation Effect: Understanding How Eating Messily Can Accelerate the Rate of Satiation and Reduce Consumption,” *Appetite*, 159, 105057.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2017), “It’s Too Pretty to Use! When and How Enhanced Product Aesthetics Discourage Usage and Lower Consumption Enjoyment,” *Journal of Consumer Research*, 44 (3), 651–72.

OTHER PUBLICATIONS

Daniels, Michelle and Freeman Wu (2025), “Unwanted Social Media Comments? The Tricky Business of Managing Online Hostility in Influencer Marketing,” *NIM Marketing Intelligence Review*, 17 (1), 24–29. Available at <https://sciendo.com/article/10.2478/nimmir-2025-0004>.

Wu, Freeman and Michelle Daniels (2024), “What Happens When Influencers Turn Off Comments,” *Harvard Business Review*. Available at <https://hbr.org/2024/08/research-what-happens-when-influencers-turn-off-comments>.

MANUSCRIPTS IN THE REVIEW PROCESS

*Wu, Freeman, *Lauren Grewal, Helen van der Sluis, and Aradhna Krishna, “Taking a Stance, Now or “Forever”: Optimizing the Communication of Corporate Political Activism,” Revising for fourth round review, *Journal of Marketing Research*.

- 2024 AMA CBSIG Conference Best Advanced Talk Award

WORKING PAPERS

Wu, Freeman, Michelle E. Daniels, and Francesca Valsesia, “We Get It, You Studied Abroad in ‘Barthelona’: When and Why People Mispredict Observer Reactions to Foreignized Word Pronunciations,” Preparing for submission, *Organizational Behavior and Human Decision Processes*.

*Wu, Freeman and *Kelley Gullo Wight, “Buying Burberry for Your Baby: How Luxury Purchases for Children Shape the Perceived Status and Likability of Parents,” Preparing for submission, *Journal of Marketing*.

Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea C. Morales, “Are People More Likely to Spend Cash in a Cashless Society?” Preparing for submission, *Journal of Marketing Research*.

Wu, Freeman, Andrea C. Morales, and On Amir, “It Pays to Go the Extra Mile: Understanding the Relative Persuasiveness of Effort versus Material Favors in the Marketplace,” Preparing for submission, *Management Science*.

Wu, Freeman and Martin Reimann, “Feeling Accomplished with Beauty but Arrogant with Luxury: Understanding How Aesthetic versus Luxury Consumption Shapes the Experience of Pride,” Preparing for submission, *Journal of Consumer Psychology*.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “Beauty is Pain: Understanding How Gift Card Design Influences the Pain of Payment and Redemption,” Preparing for submission, *Journal of Marketing*.

Durso, Geoffrey R. O. and Freeman Wu, “The Sociopolitical Marketplace,” Preparing for submission, *Journal of Marketing Research*.

Wu, Freeman, Andrea C. Morales, and On Amir, “Skeptical but Still Indebted: Understanding How Reciprocity is Immune to Skepticism,” Preparing for submission, *OBHDP*.

Wu, Freeman and Kelly L. Haws, “The Handmade Halo Effect: The Social Benefits of Buying Handmade Goods,” Preparing for submission, *Journal of Consumer Psychology*.

Andonova, Yana, Ismail Karabas, Michelle E. Daniels, and Freeman Wu, “Do You Even Stand Behind Your Products? Examining Consumer Reactions to Brands that Disable Social Media Comments,” Preparing for submission, *Journal of Interactive Marketing*.

SELECTED RESEARCH IN PROGRESS

“Rep Sweats,” with Helen van der Sluis.

“Hiding Like Counts,” with Ali Soltaninejad, Sebastian Forkmann, and Michelle Daniels.

“Zero-Sum Beliefs, Control, and Effort” with Anyi Ma, Bruce Mei, and Krishna Savani.

“Aesthetics and Product Reuse,” with Gabriel Gonzales and Kelly Haws.

INVITED PRESENTATIONS

University of Pittsburgh, Influencer Marketing Symposium (January 2025)

Indiana University, Kelley School of Business (October 2024)

University of Alberta, Alberta School of Business (October 2024)

University of Oregon, Lundquist College of Business (October 2024)

Colorado State University, College of Business (October 2024)

Pennsylvania State University, Smeal College of Business (September 2024)

Tulane University, Freeman School of Business (September 2024)

University of British Columbia, Sauder School of Business (September 2024)

University of Louisville, College of Business, CLIK Conference (May 2024)

University of Miami, Miami Herbert Business School (March 2024)

Portland State University, The School of Business (October 2023)

University of Louisville, College of Business, CLIK Conference (August 2023)

Tianjin University, College of Management and Economics (April 2023)

HEC Montréal (February 2023)

Wilfred Laurier University, Lazaridis School of Business and Economics (February 2022)

University of Miami, Miami Herbert Business School (May 2020)

Vanderbilt University, Marketing Research Summit (May 2019)

University of Hong Kong, Faculty of Business and Economics (April 2019)

American University, Kogod School of Business (October 2017)

McGill University, Desautels Faculty of Management (October 2017)

Vanderbilt University, Owen Graduate School of Management (October 2017)

The Hong Kong University of Science and Technology (September 2017)
The Hong Kong Polytechnic University (September 2017)
Rice University, Jones Graduate School of Business (September 2017)
University of Houston, Bauer College of Business (April 2016)
University of Houston, Bauer College of Business (April 2015)

REFERRED CONFERENCE PRESENTATIONS (*Presenter)

Wu, Freeman and *Kelley Gullo Wight, “Buying Burberry for Your Baby: The Divergent Impact of Luxury Purchases on the Perceived Status and Impressions of Parents,” *Society for Consumer Psychology*, February 2025.

*Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea Morales, “Are People More Likely to Spend Cash in a Cashless Society?,” *Society for Consumer Psychology*, February 2025.

*Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea Morales, “Are People More Likely to Spend Cash in a Cashless Society?,” *American Marketing Association*, February 2025.

*Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea Morales, “Are People More Likely to Spend Cash in a Cashless Society?,” *Association for Consumer Research*, September 2024.

*Wu, Freeman, Lauren Grewal, Helen van der Sluis, and Aradhna Krishna, “Where You Say It Matters: How Firms Convey Public Stances on Social Media Impacts Their Perceived Commitment to Political Advocacy,” *American Marketing Association CBSIG Conference*, July 2024.

*Wu, Freeman, Lauren Grewal, Helen van der Sluis, and Aradhna Krishna, “Where You Say It Matters: How Firms Convey Public Stances on Social Media Impacts Their Perceived Commitment to Political Advocacy,” *Society for Consumer Psychology*, March 2024.

Shoham, Meyrav and Jared Watson, “Everyone Everywhere All at Once: Integrating Novel Approaches to Social Influence(rs),” *Association for Consumer Research*, October 2023. **Knowledge Forum Discussant.**

Daniels, Michelle and *Freeman Wu, “No Comments (From You): Understanding the Interpersonal and Professional Consequences of Disabling Social Media Comments,” *La Londe Conference*, May 2023.

Patrick Vanessa, Maura Scott, and Luca Cian, “Good Design is Inclusive,” *Society for Consumer Psychology*, March 2023. **Knowledge Forum Discussant.**

*Daniels, Michelle and Freeman Wu, “No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments,” *Society for Consumer Psychology*, March 2023.

Wu, Freeman, *Adriana Samper, Andrea Morales, and Gavan Fitzsimons, “Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations,” *Society for Consumer Psychology*, March 2023.

*Wu, Freeman and Martin Reimann, “Feeling Accomplished with Beauty but Arrogant with Luxury: Understanding How Aesthetic versus Luxury Ownership Shapes the Experience of Pride,” *Society for Consumer Psychology*, March 2023.

Nickerson, Dionne, Adriana Samper, and Freeman Wu, "Towards A More Nuanced Understanding of Diversity, Equity, and Inclusiveness in the Marketplace," *American Marketing Association*, February 2023.

Session Organizer and Co-Chair.

*Wu, Freeman, Lauren Grewal, Helen van der Sluis, and Aradhna Krishna, "Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Values," *American Marketing Association*, February 2023. **Session Chair.**

*Daniels, Michelle and Freeman Wu, "No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments," *American Marketing Association*, February 2023.

Wu, Freeman, Lauren Grewal, *Helen van der Sluis, and Aradhna Krishna, "Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Values," *Association for Consumer Research*, October 2022.

*Daniels, Michelle and Freeman Wu, "No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments," *Association for Consumer Research*, October 2022.

*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan Fitzsimons, "I Have a Bad Feeling About This: Understanding How Givers and Recipients Respond Differently to Photo-Customized Products," *Society for Consumer Psychology*, March 2022.

Wu, Freeman and Martin Reimann, "Beyond Beauty, How Can Aesthetics and Design Be Leveraged to Enhance Consumer and Societal Wellbeing?," *Association for Consumer Research*, October 2021.

Knowledge Forum Co-Chair.

*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan Fitzsimons, "Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations," *Association for Consumer Research*, October 2021.

*Wu, Freeman, Geoffrey Durso, and Kelly Haws, "How to Lose Friends and Influence No One: The Social Penalty of Documenting Shared Experiences," *Association for Consumer Research*, October 2021.

Sheetal, Abhishek, Freeman Wu, and *Krishna Savani, "Using Machine Learning to Generate Novel Insights in Conflict Management: Low Perceived Control Leads to Zero-Sum Beliefs," *International Association for Conflict Management*, October 2021.

*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan Fitzsimons, "I Have a Bad Feeling About This: How the Law of Similarity Shapes Consumer Responses to Photo Customization," *European Marketing Academy Conference*, May 2020. Canceled due to COVID-19.

*Wu, Freeman and Kelly Haws, "The Handmade Halo Effect: The Social Benefits of Buying Handmade Goods," *Society for Consumer Psychology*, March 2020.

*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan Fitzsimons, "That Just Feels Wrong: How the Law of Similarity Shapes Consumer Responses to Personalized Products," *Theory & Practice in Marketing Conference*, May 2019. **Session Chair.**

*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan Fitzsimons, "That's Just Plain Creepy: Understanding Consumer Responses to Personalized Food Products that Resemble People," *Association for Consumer Research*, October 2018.

*Sample, Kevin, Freeman Wu, and Kelly Haws, “The Messy Satiation Effect: The Benefits of Eating Like a Pig,” *Association for Consumer Research*, October 2018

*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan Fitzsimons, “It’s Too Pretty to Use! When Enhanced Product Aesthetics Discourage Consumption and Lower Enjoyment,” *Society for Consumer Psychology*, February 2017. **Session Organizer and Chair.**

White, Andrew, Freeman Wu, *Andrea Morales, Douglas Kenrick, and Robert Cialdini, “The Effectiveness of Reciprocity Appeals in Economic Booms and Busts,” *Society for Consumer Psychology*, February 2017.

*Wu, Freeman, Adriana Samper, Andrea Morales, and Gavan J. Fitzsimons, “It’s Too Pretty to Use! When Aesthetics Discourage Consumption of Nondurable Products,” *Society for Judgment and Decision Making*, November 2016.

Samper, Adriana, *Freeman Wu, Andrea Morales, and Daniele Mathras, “Consumers with Stars in their Eyes: The Influence of Celebrity Seeding on Brand Perceptions and Behaviors,” *Association for Consumer Research*, October 2016.

*Wu, Freeman, Adriana Samper, and Andrea Morales, “The Impact of Employee Appearance on Consumer Responses to Flattery,” *Association for Consumer Research*, October 2015. **Session Organizer and Chair.**

*Wu, Freeman, and Adriana Samper, “What is it That You’re Holding? The Impact of Shopping Bags in the Retail Environment,” *Society for Consumer Psychology*, February 2015.

*Wu, Freeman, Adriana Samper, and Andrea Morales, “Are Salespeople or Signs more Persuasive? The Moderating Role of SES on Consumer Responses to Verbal vs. Written Product Claims,” *Society for Consumer Psychology*, February 2015.

Samper, Adriana, *Daniele Mathras, Andrea Morales, and Freeman Wu, “Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors,” *Society for Consumer Psychology*, February 2015.

*Wu, Freeman, Naomi Mandel, and Derek Rucker, “The Psychological Downsides of Power,” *Society for Consumer Psychology*, March 2014.

*Hall, D. Geoffrey, Stella Christie, Freeman Wu, Angelina Lee, Kristan Marchak, and Virginie Cousineau, “Nike Shoes and Running Shoes: Children’s Representations of Brand Concepts and Kind Concepts,” *The Biennial Meeting of the Society for Research in Child Development*, April 2013.

HONORS AND AWARDS

Faculty Representative, Haring Symposium, Indiana University	2026
SCP Doctoral Symposium Faculty Participant	2025
AMA-Sheth Foundation Early Career Consortium Travel Scholarship	2025
AMA-Sheth Foundation Early Career Consortium Fellow	2025
AMA/Marketing Science Institute/H. Paul Root Award Finalist	2024

September 2025

Shelby D. Hunt/Harold H. Maynard Award Finalist	2024
AMA CBSIG Conference Best Advanced Talk Award	2024
Dean's Research Fund	2022 – 2025
Vanderbilt Strong Faculty Grant	2021
Vanderbilt Provost Research Studio Award	2020 – 2021
Professors Institute Invitee, SMU Cox Brierley Institute for Customer Engagement	2020
ACR Doctoral Symposium Faculty Participant	2019, 2025
MSI Research Grant #4000885 (\$10,000)	2019
Michael D. and Rita M. Hutt Doctoral Scholarship	2017
ASU Graduate and Professional Student Association Individual Travel Grant	2016
Ken Coney Research Excellence Award	2016
AMA-Sheth Foundation Doctoral Consortium Fellow, London Business School	2015
Southwest Doctoral Consortium Award	2014
Alfred H. Schmidt Scholar	2013 – 2017
Dean's Honor List	2009 – 2011
Go Global International Learning Programs Award	2009
British Columbia Government Scholarship	2006
President's Entrance Scholarship	2006

TEACHING

University of Oregon, Lundquist College of Business

Instructor, "Marketing: Creating Value for Customers," Undergraduate Business Minor Program	2025 – Present
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Vanderbilt University, Owen Graduate School of Management

Instructor, "Retailing," MBA and Master of Marketing Elective	2021 – 2024
Instructor, "Principles of Marketing," Undergraduate Business Minor Program	2018 – 2025

Arizona State University, W.P. Carey School of Business

Online Guest Lecturer, "Consumer Behavior," Undergraduate Marketing Program	2016
Instructor, "Marketing Research," Undergraduate Marketing Program	2015, 2018
Instructor, "Essentials of Marketing," Undergraduate Marketing Program	2013

PROFESSIONAL SERVICE

Doctoral Thesis Committees

Xin Zhou – Committee member (ASU) 2024 – present

Editorial Review Board

Journal of Interactive Marketing 2025 – present

Journal of Consumer Research 2023 – present

Journal of Marketing 2023 – present

Journal of Retailing 2020 – present

Ad Hoc Journal Reviewing

International Journal of Research in Marketing 2025

Journal of the Academy of Marketing Science 2025

Journal of Product & Brand Management 2025

Social Cognition 2024

Appetite 2023 – present

Journal of Business Research 2022 – present

Journal of Marketing 2021 – present

Journal of Consumer Research 2020 – present

Organizational Behavior and Human Decision Processes 2020

Journal of Marketing Research 2019 – present

Journal of Consumer Psychology 2019 – present

Journal of Retailing 2018 – present

Trainee Reviewer, *Journal of Consumer Research* 2016

Service to Professional Organizations

Coach, SCP Conference Community Building Initiative 2025

Social Co-Chair, SCP Conference 2025

Program Committee Member, ACR Conference 2024, 2025

Consumer Behavior Track Co-Chair, AMA Summer Academic Conference 2024

Program Committee Member, SCP Conference 2024

Ad Hoc Reviewer, AMA CBSIG Conference 2024

Ad Hoc Reviewer, Asian-Pacific ACR Conference 2024

Ad Hoc Reviewer, European ACR Conference 2023

Ad Hoc Reviewer, La Londe Conference 2023

Diversity, Equity, and Inclusion Track Co-Chair, AMA Winter Academic Conference 2023

Ad Hoc Reviewer, AMA Winter Conference 2022 – present
September 2025

Award Reviewer, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition	2022 – present
Award Reviewer, John A. Howard AMA Doctoral Dissertation Award	2020
Award Reviewer, SCP Dissertation Proposal Competition	2018
Ad Hoc Reviewer, ACR Conference	2014 – present
Ad Hoc Reviewer, SCP Conference	2014 – present

UNIVERSITY SERVICE

University of Oregon Consumer Protection Grant Funding Committee	2025
VU Undergraduate Business Minor Governing Board	2021 – 2025
Faculty Advisor, Vanderbilt Asian Pre-Professional Society	2018 – 2025
W.P. Carey Ph.D. Student Leadership Team	2015

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
American Marketing Association

SELECTED MEDIA COVERAGE

Washington Post, Harvard Business Review, Eater, Forbes, NPR, Fox News, ABC News