

NOELLE M. NELSON
University of Oregon, Lundquist College of Business
955 E 13th Ave, Eugene, OR 97401



October 11, 2020

ACADEMIC APPOINTMENTS

2018 – Present
University of Oregon, Lundquist College of Business

2012 - 2018
University of Kansas, School of Business

EDUCATION

May 2012
PhD in Marketing, University of Minnesota, Carlson School of Management

May 2006
Bachelor of Science in Business, University of Minnesota, Carlson School of Management
Major: Marketing, Minor: Psychology

PUBLICATIONS AND SELECTED MANUSCRIPTS

Nelson, Noelle M., Selin A. Malkoc, and Baba Shiv (2018), "Emotions Know Best: The Advantage of Emotional versus Cognitive Responses to Failure," *Journal of Behavioral Decision Making*, 31 (1), 40 - 51.

Nelson, Noelle M. and Joseph Redden (2017), "Remembering Satiation: The Role of Working Memory in Satiation," *Journal of Consumer Research*, 44 (3), 633 - 650.

Ryan Rahinel and Noelle M. Nelson (2016), "When Brand Logos Describe the Environment: Design Instability and the Utility of Safety-Oriented Products", *Journal of Consumer Research*, 43 (3), 478 - 496.

Landau, Mark, Noelle M. Nelson and Lucas Keefer (2015), "Diverging Effects of Metaphoric Company Logos: Do They Convey what the Company Does or What I Need?" *Metaphor and Symbol*, 30 (4), 314-338.

Vohs, Kathleen D., Roy F. Baumeister, Brandon J. Schmeichel, Jean M. Twenge, Noelle M. Nelson and Dianne M. Tice (2008), "Making Choices Impairs Subsequent Self- Control: A Limited Resource Account of Decision Making, Self-Regulation, and Active Initiative," *Journal of Personality and Social Psychology*, 94 (5), 883 - 898.

*Republished in 2018 in *Self Regulation and Self Control*.

Nelson, Noelle M. and Amin Attari, “The Mere Effect of Display: Minimal Changes to the Display of Online Reviews can Alter Product Perceptions,” *under review at Journal of Consumer Psychology*.

Cabano, Frank, Noelle M. Nelson and Rachel McDonald, “Keep it on the Down Low: Social Identity-Based Barriers to Pro-Environmental Willingness,” *in preparation for review at Journal of Behavioral Decision Making*.

HONORS AND AWARDS

Kagyama Award, May 2020 - \$1,500

Dykes-Budig Teaching Award, For Outstanding Faculty in the Business School

One award given each year - April 2017 - \$4,000

General Research Fund Award, February 2017 - \$9,600

General Research Fund Award, February 2016 - \$5,200

General Research Fund Award, February 2015 - \$5,200

General Research Fund Award, February 2014 – \$6,881

New Faculty General Research Fund Award, March 2013 - \$2,916

Faculty Nominated Participant in the AMA Sheth Foundation Doctoral Consortium, June 2011

Society for Consumer Psychology Dissertation Competition Honorable Mention, 2010

Carlson School of Management Thesis Costs Scholarship

Carlson School of Management Dissertation Fellowship Henrickson Research Funds

Scholarship

Henrickson Fellowship for Research Excellence

Haring Symposium Representative, Indiana University, 2009

Doctoral Internationalization Consortium Participant, The University of Texas at Austin, 2009

Summer Institute for Informed Patient Choice Participant, Dartmouth College, 2007

SELECTED RESEARCH IN PROGRESS

Nelson, Noelle M., Ryan Rahinel and Joshua T. Beck, “Brandspreading: The Luxury of Space,” *manuscript in preparation for Journal of Consumer Research*.

Edelblum, Andrew and Noelle M. Nelson, “Consumer Perceptions of Advertising,” *work in progress, two studies completed*.

Nelson, Noelle M., Jesse D’Agostino and Aparna Labroo, “Chunking Mindset Leads to Time Underestimation,” *work in progress, two studies completed*.

Nelson, Noelle M. and Adria Mankute, “Attitude Change Toward Vaccines Depends on Working Memory Capacity,” *work in progress, two studies completed*.

Mankute, Adria, Noelle M. Nelson and John Clithero, “Multi-tasking During Sports Events Influences Memory for Brand Sponsors,” *work in progress, one study completed*.

Beck, Joshua T., Clithero, John and Noelle M. Nelson, “Remembering Controversy: The Unique

Role of Memory in Brand Activism,” *work in progress*.

Horiuchi, Ryan and Noelle M. Nelson, “Fit of Music Genre and Sport: How the Pace of the Sport Leads to Fit With Certain Types of Music,” *work in progress, one study completed*.

RESEARCH INTERESTS

Working memory and behavior	Sensory input processing
Effects of negative emotions and experiences	Information processing and decision making
Advertising aesthetics and design	Digital Commerce

TEACHING EXPERIENCE

Instructor, University of Oregon, Lundquist College of Business

2018 - Present

- Consumer Behavior: Undergraduate
- Introduction to Marketing: Undergraduate
- Integrated Marketing Communications: Undergraduate

Instructor, University of Kansas, School of Business

2012 - 2018

- Consumer Behavior: Undergraduate, Undergraduate Honors, MBA (Full Time and Part Time)
- Doctoral Seminar: Cognition and Information Processing
- Independent Study on Marketing Music Artists: Graduate

Instructor, University of Minnesota, Carlson School of Management

2009 - 2012

- Promotion and Advertising: Undergraduate
- Consumer Behavior: Undergraduate
- Introduction to Marketing: Undergraduate

SERVICE

Department

Marketing Speaker Series Co-Organizer – 2019 - Present

Marketing Department Faculty Recruiting – 2018 – Present

Marketing Department PhD Student Recruiting – 2012 – Present (U. of Oregon/U. of Kansas)

Dissertation Committees

Wendy Paik – 2020

Frank Cabano – 2018 (chair)

Honors Thesis Committees

Ryan Horiuchi (primary advisor)

Madeline Faaborg (primary advisor)

Haley Bertelsen

Marketing Lab Manager 2014-2017

Marketing Speaker Series Organizer – 2013-2014

College

Undergraduate Program Committee Member – 2019 - Present
Ambassador for Center for Teaching Excellence – Fall 2012 – 2014

Field

Reviewer – Annual Meeting for Society for Consumer Psychology – 2011 - Present
Reviewer – Journal of Consumer Research – 2012 - Present
Trainee Reviewer-Journal of Consumer Research-2011-2012
Reviewer – Association for Consumer Research Conference – 2011 to Present
Co-chair and initiator-Multi-disciplinary Academic Research Summit for PhD Students - 2009
Reviewer – American Marketing Association Conferences —2008 - Present

Community

iGlow (Girls Leading Our World's Initiatives) Non-Profit Board Member – 2016 - Present
Camp Wood YMCA Board Member and Executive Board Secretary – 2015 - 2018

BOOK CHAPTERS AND OTHER ENTRIES

Nelson, Noelle M. and Kathleen D. Vohs (2007), "Integrating Self-Esteem and Level of Complexity: Implications for Interpersonal Interaction Research," In *Researching the Self: Interdisciplinary Perspectives*, eds. Ellen Grunewald, Willem E. Frankenhuis, Newcastle (UK), Cambridge Scholars Publishing, 206 - 208.

Vohs, Kathleen D. and Noelle M. Nelson (2007), "Self-Esteem and Likability: The Importance of Threat in Interpersonal Inclusion," In *Researching the Self: Interdisciplinary Perspectives*, ed. Ellen Grunewald, Willem E. Frankenhuis, Newcastle (UK), Cambridge Scholars Publishing, 153 - 171.

Nelson, Noelle M. (2007), "Authoritarian Personality," entry in Baumeister, Roy F. and Kathleen D. Vohs (ed.), *Encyclopedia of Social Psychology*, Thousand Oaks, CA: Sage.

PRESENTATIONS

Cabano, Frank, Noelle M. Nelson and Rachel McDonald, "Keep it on the Down Low: Social Identity-Based Barriers to Pro-Environmental Willingness," *to be presented at Association for Consumer Research Annual Meeting, October 2019, Atlanta, GA.*

Nelson, Noelle M. and Amin Attari, "Simultaneous vs. Sequential Presentation of Online Reviews," *presented at the Northwest Marketing Symposium, May 2019, Portland, OR.*

Nelson, Noelle M. and Amin Attari, "Simultaneous vs. Sequential Presentation of Online Reviews," *presented at Society for Consumer Psychology, February 2016, St. Pete's Beach, FL.*

Nelson, Noelle M. "Honors Consumer Behavior Class Project: Cabela's," *invited talk at the KU School of Business Marketing Board Meeting, April 2015.*

Nelson, Noelle M., "Experiments in Business Research," *invited talk at the KU School of Business Seminar Series, April 2014.*

Nelson, Noelle M. and Joseph Redden, "What You Don't Remember Can't Bore You," *presented at Society for Consumer Psychology, March 2014, Miami, FL.*

Nelson, Noelle M. and Ryan Rahinel, "Perceptual Balance in Brand Logos Affects Consumer Use and Valuation of Goods" *presented at Society for Consumer Psychology, March 2014, Miami, FL.*

Nelson, Noelle M., "Top Marketing Ideas for 2014," *invited talk to local Lawrence, KS businesses, January 2014, Lawrence, KS.*

Nelson, Noelle M. and Joan Meyers-Levy, "Multiple Modalities and Memory: How do Consumers Represent and Integrate Information from Alternative Sensory Inputs?," *presented in a special session of Dissertation Proposal Award Winners at the Society for Consumer Psychology, February 2011, Atlanta, GA.*

Ebert, Jane Jenkins and Noelle M. Nelson, "Negative Health Experiences and Preference for Communications: Different effects on goal orientation for self versus others' experiences," *presented as part of a special session at the Society for Consumer Psychology, February 2010, St. Pete's Beach, FL.*

Nelson, Noelle M., Selin A. Malkoc, and Baba Shiv, "Functional Regret: The Positive Effects of Regret on Learning from Negative Experiences," *presented as part of a special session, Association/or Consumer Research, October 2009, Pittsburgh, PA.*

Nelson, Noelle M., Selin A. Malkoc, and Baba Shiv, "Functional Regret: The Positive Effects of Regret on Learning from Negative Experiences," *presented as part of a special session, Society for Consumer Psychology, February 2009, San Diego, CA.*

Nelson, Noelle M. and Kathleen D. Vohs, "Making Choices Depletes the Self's Resources and Impairs Subsequent Self-Regulation," *presented at Society for Personality and Social Psychology, February 2008, Albuquerque, NM*

Nelson, Noelle M. and Selin A. Malkoc, "Grammar in Text Ads: Effects of Grammar Depending on Valence of Information," *presented at Society for Judgment and Decision Making, November 2007, Long Beach, CA.*

Nelson, Noelle M. and Kathleen D. Vohs, "Making Choices Depletes the Self's Resources and Impairs Subsequent Self-Regulation," *presented at Association for Consumer Research, October 2007, Memphis, TN*