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ACADEMIC POSITIONS

Tuck School of Business, Dartmouth College

Assistant Professor of Business Administration, July 2018-Present

EDUCATION

Katz Graduate School of Business, University of Pittsburgh

Ph.D., Marketing. April 2018

Brandeis University

B.A., Cum Laude, Psychology (Highest Honors) and Anthropology. June 2013

PUBLICATIONS: ACADEMIC JOURNALS (*equal authorship)

1. *Appel, Gil, ***Lauren Grewal**, *Rhonda Hadi, and *Andrew T. Stephen (2020), "The Future of Social Media in Marketing," *Journal of the Academy of Marketing Science*, 48 (1), 79 - 95.
2. **Grewal, Lauren** and Andrew T. Stephen (2019), "In Mobile We Trust: The Effects of Mobile Versus Non-Mobile Reviews on Consumer Purchase Intentions," *Journal of Marketing Research*, 56 (5), 791-808.
3. **Grewal, Lauren**, Andrew T. Stephen, and Nicole Verrochi Coleman (2019), "When Posting About Products in Social Media Backfires: The Negative Effects of Consumer Identity-Signaling on Product Interest," *Journal of Marketing Research*, 56 (2), 197 - 210.
4. ***Grewal, Lauren**, *Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2019), "The Self-Perception Connection: Why Consumers Devalue Unattractive Produce," *Journal of Marketing*, 83 (1), 89 - 107.
5. Gutchess, Angela H., Rebecca Sokal, Jennifer A. Coleman, Gina Gotthilf, **Lauren Grewal**, and Nicole Rosa (2015), "Age Differences in Self-referencing: Evidence for Common and Distinct Encoding Strategies." *Brain Research*, 1612, 118-127.

*Abstracts and Data Collection Information Available in the Appendix

PUBLICATIONS: RESEARCH REPORTS AND BOOK CHAPTERS (*equal authorship)

1. **Grewal, Lauren** and Andrew T. Stephen (2019), “Identity in the digital age,” Handbook of Research on Identity Theory in Marketing, A. Reed and M. Forehand. Pages 388 – 403.
2. ***Grewal, Lauren**, *Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2018), “Ugly Food, Negative Feelings: Why Consumers Won’t Pay More for Unattractive Produce.” MSI Research Report, 18-123-08.

RESEARCH UNDER REVIEW (*equal authorship)

1. **Grewal, Lauren** and Cait Lamberton, “You are What (and How, and with Whom) You Eat: Consumer Food Identity.” Invited revision for the *Journal of Consumer Research*.
2. **Grewal, Lauren**, Eugenia Wu, and Keisha Cutright, “Grateful for What God Gave Me: How God Salience Affects the Desire for Self-Improvement Products.” Invited revision for the *Journal of Consumer Research*.
3. *Dhruv Grewal, ***Lauren Grewal**, *Panagiotis Sarantopoulos, and *Ordenes, Francisco V., “Complaint Resolution in Digital Text-Based Channels: How Employee Assertiveness and Linguistic Style Matching Can Offset Negative Customer Sentiment.” Under review at the *Journal of Marketing Research*.
4. *Schroll, Roland, ***Lauren Grewal**, and Dhruv Grewal, “Bored Out of Your (Human) Mind: When and Why Boredom Decreases Prosocial Behavior.” Under review at the *Journal of Marketing Research*.

SELECTED WORKING PAPERS (*equal authorship)

1. **Grewal, Lauren**, Andrew T. Stephen, and Yakov Bart, “Managing Online Venting: The Impact of Temporal Distance on the Perception of Negative Online Reviews.”
2. **Grewal, Lauren**, Peggy Liu, and Ernest Baskin, “Goal Pursuit Recommendations and Self-Conscious Emotions: Why and When the Form of Recommendation Affects Closeness and Motivation.”

SELECTED RESEARCH IN PROGRESS (listed in order of completeness)

- “When Giving Thanks Means More” with Mary Steffel and Dhruv Grewal
- “Brand Suitability in Digital Environments” with Andrew T. Stephen and Prasad Vana
- “The Role of Social Media Influencers” with Jared Watson and Shoshana Segal
- “Mobile Technology and Child Financial Literacy” with Carl-Philip Ahlbom and Dhruv Grewal
- “Accessibility and Sustainability Trade-offs” with Helen Van der Sluis
- “Stigmatized Identities and Consumption Behavior” with Esther Uduehi

AWARDS AND HONORS

- AMA-MRSIG Don Lehmann Award Runner Up, 2020
- Invited Marketing Strategy Consortium Fellow, 2020
- John A. Howard AMA Doctoral Dissertation Award Honorable Mention, 2018
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2017
- Ben L. Fryrear Competitive Student Fellowship for 5th Year Funding, 2017-2018
- MSI Research Grant for \$4,000, 2017
- Robert Perloff Doctoral Student Award, 2017
- MSI Alden G. Clayton Dissertation Proposal Honorable Mention, 2016
- AMA CBSIG Rising Star Award, 2016-2017
- University of Pittsburgh Honors College: Student Honoree, 2015
- Women in Marketing Leadership Conference – invited participant, 2015
- Qualtrics Behavioral Research Grant, 2015
- Sheth Fund Recipient, 2015, 2016, 2017
- Roger S. Albrandt Sr. Fellowship Award, 2013 – 2017
- Small Dean's Research Grants, University of Pittsburgh, 2013, 2014, 2015, 2016, 2017
- Research Circle on Democracy and Cultural Pluralism Grant, Brandeis University, 2013

CONFERENCE PRESENTATIONS (*presenter)

“Social Media Influencers”

- *Society of Consumer Psychology Conference* in Huntington Beach, CA. (March 2020)

“Managing Online Venting”

- **Association for Consumer Research Conference* in Atlanta, GA. (October 2019)
- **CBSig Conference* in Bern, Switzerland. (July 2019)
- **Society of Consumer Psychology Conference* in Savannah, GA. (February 2019; *Session Chair*)

“Grateful for What God Gave Me”

- **Association for Consumer Research Conference* in Atlanta, GA. (October 2019; *Session Chair*)
- **Marketing Science Conference* in Rome, Italy. (June 2019)

“Goal Pursuit Recommendations and Self-Conscious Emotions”

- *Association for Consumer Research Conference* in Atlanta, GA. (October 2019)
- **Society of Consumer Psychology Conference* in Savannah, GA. (February 2019)

“Dialogue Dynamics in Online Service Resolution”

- *Association for Consumer Research Conference* in Atlanta, GA. (October 2019)
- *American Marketing Association Winter Educators’ Conference* in Austin, TX. (February 2019)
- *American Marketing Association Winter Educators’ Conference* in New Orleans, LA. (February 2018)

“The Self-Perception Connection”

- *Association for Consumer Research Conference in Dallas, TX. (October 2018)
- Society for Consumer Psychology Conference in Denver, CO (August 2017)
- *Marketing Academic Research Colloquium at Robert H. Smith School of Business in College Park, MD. (May 2016; Poster)
- *Society for Consumer Psychology Conference in St. Pete Beach, FL. (February 2016; Poster)

“In Mobile We Trust”

- *Society of Consumer Psychology Conference in Dallas, TX. (February 2018; *Special session co-organizer and chair*)
- *Association for Consumer Research Conference in San Diego, CA. (October 2017)
- SCP - JACS Collaborative Conference in Tokyo. (May 2017)
- *Society for Consumer Psychology Conference in St. Pete Beach, FL. (February 2016)
- Association for Consumer Research Conference in New Orleans, LA. (October 2015)

“How Shall I Thank Thee?”

- *Association for Consumer Research Conference in San Diego, CA. (October 2017)
- Society of Consumer Psychology Conference in San Francisco, CA. (February 2017)
- *Society of Judgment and Decision-Making Conference in Boston, MA. (November 2016; Poster)
- *Association for Consumer Research Conference in Berlin, Germany. (October 2016; Poster)

“Consumer Food Identity”

- *Society for Consumer Psychology Conference in Huntington Beach, CA. (March 2020)
- *Association for Consumer Research Conference in New Orleans, LA. (October 2015)
- *Marketing Academic Research Colloquium at Darden Business School, Charlottesville, VA. (May 2015; Poster)
- *Society for Consumer Psychology Conference in Phoenix, AZ. (February 2015; Poster)

“When Posting About Products in Social Media Backfires”

- *Marketing Academic Research Colloquium at the Katz Graduate School of Business in Pittsburgh, PA. (May 2017; Poster)
- *Boston Judgment and Decision-Making Conference at Boston College, Boston, MA. (November 2016; Poster)
- *Association for Consumer Research Conference in New Orleans, LA. (October 2015)
- *Society for Consumer Psychology Conference in Phoenix, AZ. (February 2015)
- *Association for Consumer Research Conference in Baltimore, MD (October 2014; Poster)

CONFERENCE PANELS

- Panelist (2019), “Interpersonal Decision Making and Consumption: Developing Ideas and Fostering Collaborations,” *Association for Consumer Research Conference* in Atlanta, GA.

- Presenter (2019), “Belonging in the Journals,” *The PhD Project Conference* in Chicago, IL.
- Co-chair with Andrew T. Stephen (2019), “The Future is Omni-Social: How Consumer Behavior Researchers can Address Emergent Trends in Digital, Mobile, and Social Media Marketing,” *American Marketing Association Winter Educators’ Conference* in Austin, TX.
- Panelist (2019), “New Findings in Social Media and Influencer Marketing,” *American Marketing Association Winter Educators’ Conference* in Austin, TX.

INVITED TALKS

- New York University, Stern School of Business, April 2020 (Cancelled due to COVID19)
- UT Austin, McCombs School of Business, April 2020 (Cancelled due to COVID19)
- UCLA, Anderson School of Management, BDM Seminar, March 2020
- MSI Annual State of Marketing Science Summit, February 2020
- Junior Faculty Workshop, Emory University, January 2020
- University of Cincinnati, Carl H. Lindner College of Business, September 2019
- Southern Methodist University, Cox School of Business, November 2017
- Georgetown University, McDonough School of Business, November 2017
- University of South Florida, Muma School of Business, October 2017
- University of Arkansas, Walton College, October 2017
- Notre Dame, Mendoza College of Business, October 2017
- Columbia University, Columbia Business School, October 2017
- University of Miami, School of Business Administration, October 2017
- University of Washington, Foster School of Business, October 2017
- Dartmouth College, Tuck School of Business, September 2017
- University of Minnesota, Carlson School of Management, September 2017
- University of Illinois at Chicago, UIC Business, September 2017

TEACHING

Tuck School of Business, Dartmouth College

- Digital and Social Media Strategy (Graduate), Winter 2020
- Diversity in Digital Excellence Program (Exec Ed), Fall 2019
- Principles of Marketing (Undergraduate), Fall 2018, 2019

University of Pittsburgh

- Introduction to Marketing (Undergraduate)
 - *Instructor*: Summer 2016, Spring 2017
 - *Teaching Assistant*: Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016

SERVICE

Ad-Hoc Reviewing: Journals

- Journal of Consumer Research
 - Reviewer August 2018 – Present
 - Trainee Reviewer August 2016 – July 2018
- Journal of Marketing Research September 2018 - Present
- Journal of Marketing September 2018 - Present
- Journal of the Academy of Marketing Science April 2020- Present
- Journal of Consumer Psychology May 2019 – Present
- International Journal of Research in Marketing January 2019 – Present
- Journal of Public Policy and Marketing September 2016 - Present

Ad-Hoc Reviewing: Conferences

- CBSig Conference on Managerially Relevant Consumer Insights 2019
- American Marketing Association 2018 – Present
- Association for Consumer Research 2016 - Present
- Society for Consumer Psychology 2015 - Present

Ad-Hoc Reviewing: Grants and Awards

- MSI Alden G. Clayton Dissertation Proposal Award, 2019
- Foundation for Food and Agriculture Research, 2018

Dissertation Committees

- Esther Uduehi, Wharton (external committee member, expected completion 2021)

Conference Writing

- “The Customer Experience and Lifetime Journey in Retailing: When and How Retailers Need to Embrace Technology Intelligently to Succeed.” Baker Retailing Center, Disruption in Retail: How Technology and Data are Transforming the World of Shopping, 13- 22. (2017)
- Marketing Science Institute; “Knowledge Generation Initiative on Digital and Social Media Meeting” (Scribe: 2016)

Leadership Positions

- PhD Representative for the SCP Executive Committee Fall 2016 – Spring 2018
- PhD Representative to the Katz Planning and Budget Committee 2016 - 2017
- Katz Doctoral Student Organization President 2015 - 2017

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

APPENDIX: PUBLISHED PAPER ABSTRACTS AND DATA COLLECTION INFORMATION

*Appel, Gil, ***Lauren Grewal**, *Rhonda Hadi, and *Andrew T. Stephen (2020), “The Future of Social Media in Marketing,” *Journal of the Academy of Marketing Science*, 48 (1), 79 - 95.

Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors focus on where they believe the future of social media lies when considering marketing-related topics and issues. Drawing on academic research, discussions with industry leaders, and popular discourse, the authors identify nine themes, organized by predicted imminence (i.e., the immediate, near, and far futures), that they believe will meaningfully shape the future of social media through three lenses: consumer, industry, and public policy. Within each theme, the authors describe the digital landscape, present and discuss their predictions, and identify relevant future research directions for academics and practitioners.

Grewal, Lauren and Andrew T. Stephen (2019), “In Mobile We Trust: The Effects of Mobile Versus Non-Mobile Reviews on Consumer Purchase Intentions,” *Journal of Marketing Research*, 56 (5), 791-808.

In the context of user-generated content (UGC), mobile devices have made it easier for consumers to review products and services in a timely manner. In practice, some UGC sites indicate if a review was posted from a mobile device. For example, TripAdvisor uses a “via mobile” label to denote reviews from mobile devices. However, the extent to which such information affects consumers is unknown. To address this gap, the authors use TripAdvisor data and five experiments to examine how mobile devices influence consumers’ perceptions of online reviews and their purchase intentions. They find that knowing a review was posted from a mobile device can lead consumers to have higher purchase intentions. Interestingly, this is due to a process in which consumers assume mobile reviews are more physically effortful to craft and subsequently equate this greater perceived effort with the credibility of the review.

* *The data for study 1a and 5 were collected by an independent organization under the supervision of, and analyzed jointly by the first and second author. Studies 1b, 2a, 2b, 3, 4, and in the web appendix, were collected on Amazon’s Mechanical Turk between fall 2016 and spring 2018 by the first author. The*

analyses in the experimental studies were performed by the first author under the supervision of the second author.

Grewal, Lauren, Andrew T. Stephen, and Nicole Verrochi Coleman (2019), “When Posting About Products in Social Media Backfires: The Negative Effects of Consumer Identity-Signaling on Product Interest,” *Journal of Marketing Research*, 56 (2), 197 - 210.

Consumers frequently express themselves by posting about products on social media. Because consumers can use physical products to signal their identities, posting about products on social media may be a way for consumers to virtually signal identity. The authors propose that there are conditions in which this action can paradoxically reduce a consumer’s subsequent purchase intentions. Five experiments demonstrate that posting products on social media that are framed as being identity-relevant can reduce a consumer’s subsequent purchase intentions for the same and similar products, as this action allows consumers to virtually signal their identity, fulfilling identity-signaling needs. Fortunately for retailers, the authors suggest theoretically and managerially relevant moderators that attenuate this negative effect on intent to purchase. These findings have important implications for how firms can conduct social media marketing to minimize negative purchase outcomes.

**The data for study 1, 3, and 4 were collected from undergraduate students at the University of Pittsburgh from fall 2016 to spring 2017. For studies 1, 3, and 4, data collection was conducted by research assistants working under the supervision of the behavioral lab manager and the first author. The data for studies 2, 5, and the web appendix were collected on Amazon’s Mechanical Turk between summer 2016 and summer of 2017 by the first author. The data from Pinterest in the web appendix was scraped by the first author during spring-summer 2017. The analyses in all studies were performed by the first author under the supervision of the second author. The third author was not involved in any data collection or analysis.*

***Grewal, Lauren,** *Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2019), “The Self-Perception Connection: Why Consumers Devalue Unattractive Produce,” *Journal of Marketing*, 83 (1), 89 – 107.

This research investigates the mechanism by which the aesthetic premium placed on produce contributes to consumers’ rejection of safe, edible, yet aesthetically unattractive, fruits and vegetables, which results in both financial loss to retailers and food waste. Further, the authors identify a novel way in which the devaluation of such produce can be reduced. Five experiments demonstrate that consumers devalue unattractive produce because of altered self-perceptions: merely imagining the consumption of unattractive produce negatively affects how consumers view themselves, lowering their willingness to pay for unattractive produce relative to equivalently safe but more attractive alternatives. This discrepancy in willingness to pay for unattractive versus attractive produce can be

reduced by altering the self-diagnostic signal of consumer choices and boosting consumers' self-esteem. An experiment in the field demonstrates the effectiveness of using easily implementable in-store messaging to boost consumers' self-esteem in ways that increase consumers' positive self-perceptions and, subsequently, their willingness to choose unattractive produce. This research, therefore, suggests low-cost yet effective strategies retailers can use to market unattractive produce, potentially raising retailer profits while reducing food waste.

**The data for study 1 was collected during spring 2016 and the data for study 4b was collected during summer of 2018 by the co-first authors from Amazon's Mechanical Turk. Study 2 was collected from undergraduate students at the Ohio State University during winter 2017 by research assistants working under the supervision of the fourth author. Study 3 data was collected from undergraduate students at the University of Pittsburgh in spring 2017 where collection was conducted by research assistants working under the supervision of the co-first authors. The data for study 4a was collected by an independent research consultant in a grocery store in Sweden. The analyses in all studies were performed by the co-first authors under the supervision of the third and fourth author.*