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EDUCATION

Ph.D.	1992	University of Illinois at Urbana-Champaign Major: Communications Minor: Social Psychology
M.S.	1989	University of Illinois at Urbana-Champaign Major: Advertising
B.B.A.	1986	University of Houston Major: Finance

PROFESSIONAL EXPERIENCE

9/08 – present	Chair, Department of Marketing, University of Texas at San Antonio
9/05 - present	Professor, Department of Marketing, University of Texas at San Antonio
5/10 – 6/10	Visiting Professor of Marketing, University of Sydney
5/08 – 8/08	Visiting Professor of Marketing, Tulane University
9/02 - 8/05	Associate Professor, Department of Marketing, University of Texas at San Antonio
5/04 - 6/04	Visiting Associate Professor of Marketing, Hong Kong University of Science and Technology
7/98 - 9/02	Associate Professor, Department of Marketing, Rutgers University (tenured 1998); member of Graduate Faculty, School of

Communication, Information and Library Science

1/01 - 6/01	Visiting Associate Professor of Marketing, Stern School of Business, New York University
6/00 - 1/01	Visiting Associate Professor of Marketing, Groupe HEC, Jouy-en-Josas, France
7/99 - 7/00	Vice Chair, Department of Marketing, Rutgers University
7/92 - 6/98	Assistant Professor, Department of Marketing, Rutgers University

HONORS/AWARDS

President, Society for Consumer Psychology, 2009-12.

President's Distinguished Achievement Award, Excellence in University Service, 2007.

Patrick J. Clynes Excellence in Service Award, UTSA College of Business, 2007.

Col. Jean Piccione and Lt. Col. Philip Piccione Endowed Faculty Award for Research Excellence, UTSA College of Business, 2006.

Best Article Award (finalist), *Journal of Consumer Research*, (for Shrum, Wyer, & O'Guinn, 1998).

Best Article Award, *Journal of Consumer Research*, (for O'Guinn & Shrum, 1997).

Robert Ferber Award (honorable mention) for best article based on a dissertation published in *Journal of Consumer Research* (for Shrum, Wyer, & O'Guinn, 1998).

PUBLICATIONS

Refereed Journal Articles:

Lee, Jaehoon & L. J. Shrum (2012), "Conspicuous Consumption versus Charitable Behavior in Response to Social Exclusion: A Differential Needs Explanation," *Journal of Consumer Research*, forthcoming.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, & Min Liu (2012), "Sound Symbolism Effects across Languages: Implications for Global Brand Names," *International Journal of Research in Marketing*, forthcoming.

Wong, Nancy, L. J. Shrum, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M.

Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, and Jill Sundie (2011), "Rethinking Materialism: A Process View and Some Transformative Consumer Research Implications," *Journal of Research for Consumers*, Issue 19, http://www.jrconsumers.com/academic_articles/issue_19,_2011?f=45670.

Wong, Nancy, L. J. Shrum, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, and Jill Sundie (2012), "Reconceptualizing Materialism: Functions, Processes, and Consequences," *Journal of Business Research*, forthcoming.

Shrum, L. J., Jaehoon Lee, James E. Burroughs, and Aric Rindfleisch (2011), "An On-line Process Model of Second-Order Cultivation Effects: How Television Cultivates Material Values and Its Consequences for Life Satisfaction," *Human Communication Research*, 37 (January), 34-57.

Lalwani, Ashok K., L. J. Shrum, & Chi-Yue Chiu (2009), "Motivated Response Styles: The Role of Cultural Values, Regulatory Focus, and Self-Consciousness in Socially Desirable Responding," *Journal of Personality and Social Psychology*, 96 (April), 870-882.

Zhang, Yinlong & L. J. Shrum (2009), "The Influence of Self-Construal on Impulsive Consumption," *Journal of Consumer Research*, 35 (February), 838-850.

Liu, Yuping & L. J. Shrum (2009), "A Dual-Process Model of Interactivity Effects," *Journal of Advertising*, 38 (2), 53-68.

Lowrey, Tina M. & L. J. Shrum (2007), "Phonetic Symbolism and Brand Name Preference," *Journal of Consumer Research*, 34 (October), 406-414.

Shrum, L. J. (2007), "The Implications of Survey Method for Measuring Cultivation Effects," *Human Communication Research*, 33 (1), 64-80.

Briley, Donnel A., L. J. Shrum, & Robert S. Wyer (2007), "Subjective Impressions of Minority Model Frequencies in the Media: A Comparison of Majority and Minority Viewers' Judgments and Underlying Processes," *Journal of Consumer Psychology*, 17 (1), 36-48.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch (2005), "Television's Cultivation of Material Values," *Journal of Consumer Research*, 32 (December), 473-479.

Shrum, L. J. (2004), "The Cognitive Processes Underlying Cultivation Effects Are a Function of Whether the Judgments Are On-line or Memory-based," *Communication*, 29, 327-344.

Lowrey, Tina M., L. J. Shrum, & Tony Dubitsky (2003), "The Relation Between Brand Name Linguistic Characteristics and Brand Name Memory," *Journal of Advertising*, 32 (Fall), 7-17 (lead article).

Busselle, Rick W. & L. J. Shrum (2003), "Media Exposure and the Accessibility of Social

Information,” *Media Psychology*, 5 (3), 255-282.

Liu, Yuping & L. J. Shrum (2003), “What Is Interactivity and Is It Always Such a Good Thing?: Implications of Definition, Person and Situation for the Influence of Interactivity on Advertising Effectiveness,” *Journal of Advertising*, 31 (4), 53-64.

Shrum, L. J. & Valerie Darmanin Bischak (2001), “Mainstreaming, Resonance, and Impersonal Impact: Testing Moderators of the Cultivation Effect for Estimates of Crime Risk,” *Human Communication Research*, 27, 187-215 (lead article).

Shrum, L. J. (2001), “Processing Strategy Moderates the Cultivation Effect,” *Human Communication Research*, 27, 94-120.

McCarty, John A. & L. J. Shrum (2001), “The Influence of Individualism, Collectivism, and Locus of Control on Environmental Beliefs and Behavior,” *Journal of Public Policy and Marketing*, 20 (Spring), 93-104.

McCarty, John A. and L. J. Shrum (2000), “Alternative Rating Procedures for the Measurement of Personal Values,” *Public Opinion Quarterly*, 64 (3), 271-298.

Shrum, L. J. (1999), “The Relationship of Television Viewing with Attitude Strength and Extremity: Implications for the Cultivation Effect,” *Media Psychology*, 1, 3-25 (lead article).

Shrum, L. J. (1999), “Television and Persuasion: Effects of the Programs Between the Ads,” *Psychology & Marketing*, 16 (2), 119-140.

Shrum, L. J., Robert S. Wyer, & Thomas C. O'Guinn (1998), “The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes,” *Journal of Consumer Research*, 24 (4), 447-458. (Finalist, Best Article Award, Journal of Consumer Research); Honorable Mention, Ferber Award, Journal of Consumer Research)

Shrum, L. J. (1998), “The Effect of Television Portrayals of Crime and Violence on Viewers' Perceptions of Reality: A Psychological Process Perspective,” *Legal Studies Forum*, Vol. 22, 257-268.

Lowrey, Tina M., Ralph Gallay, & L. J. Shrum (1998), “The Influence of Nutrition Information and Advertising Claims on Product Perceptions,” *The Journal of the Association of Marketing Educators*, 2 (Fall), 23-37.

Shrum, L. J. (1997), “The Role of Source Confusion in Cultivation Effects May Depend on Processing Strategy: A Comment on Mares (1996),” *Human Communication Research*, 24 (2), 349-358.

Otnes, Cele, Tina M. Lowrey, & L. J. Shrum (1997), “Toward an Understanding of Consumer Ambivalence,” *Journal of Consumer Research*, 24 (1), 80-93.

O'Guinn, Thomas C. & L. J. Shrum (1997), "The Role of Television in the Construction of Consumer Social Reality," *Journal of Consumer Research*, 23 (4), 278-294 (Best Article Award, Journal of Consumer Research; selected for Essential Readings in Marketing, eds. Leigh McAlister, Ruth N. Bolton, and Ross Rizley, Cambridge MA: Marketing Science Institute, 2006; reprinted in Consumer Behaviour, ed. Margaret Hogg, Mahwah, NJ: Lawrence Erlbaum, 2005).

McCarty, John A. & L. J. Shrum (1997), "Measuring the Importance of Positive Constructs: A Test of Alternative Rating Procedures," *Marketing Letters*, 8 (2), 239-250.

Shrum, L. J. (1996), "Psychological Processes Underlying Cultivation Effects: Further Tests of Construct Accessibility," *Human Communication Research*, 22 (4), 482-509.

Shrum, L. J. (1995), "Assessing the Social Influence of Television: A Social Cognition Perspective," *Communication Research*, 22 (4), 402-429 (lead article).

Shrum, L. J., John A. McCarty & Tina M. Lowrey (1995), "Buyer Characteristics of the Green Consumer and Their Implications for Advertising Strategy," *Journal of Advertising*, 24 (2), 71-82.

Shrum, L. J., Tina M. Lowrey, & John A. McCarty (1995), "Applying Social and Traditional Marketing Principles to the Reduction of Household Waste: Turning Research into Action," *American Behavioral Scientist*, 38 (4), 646-657.

Shrum, L. J., Tina M. Lowrey & John A. McCarty (1994), "Recycling as a Marketing Problem: A Framework for Strategy Development," *Psychology & Marketing*, 11 (4), 393-416.

McCarty, John A. & L. J. Shrum (1994), "The Recycling of Solid Wastes: Personal Values, Value Orientations, and Attitudes About Recycling as Antecedents of Recycling Behavior," *Journal of Business Research*, 30, 53-62.

McCarty, John A. & L. J. Shrum (1993), "The Role of Personal Values and Demographics in Predicting Television Viewership: Implications for Theory and Application," *Journal of Advertising*, 22 (4), 77-101.

Shrum, L. J. & Thomas C. O'Guinn (1993), "Processes and Effects in the Construction of Social Reality: Construct Accessibility as an Explanatory Variable," *Communication Research*, 20 (3), 436-471.

Shrum, L. J. & John A. McCarty (1992), "Individual Differences in Differentiation in the Rating of Personal Values: The Role of Private Self-Consciousness," *Personality and Social Psychology Bulletin*, 18 (2), 223-230.

Invited Articles:

Oliver, Mary Beth, L. J. Shrum, & Peter Vorderer (2006), "Moving On," *Media*

Psychology, 8 (2), 61-63.

Books:

Shrum, L. J., ed. (2012), *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, 2nd edition, NY: Taylor & Francis.

Shrum, L. J., ed. (2004), *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, Mahwah, NJ: Lawrence Erlbaum.

Dubois, Bernard, Tina M. Lowrey, L. J. Shrum, & Marc Vanhuele, eds. (1999), *European Advances in Consumer Research*, Vol. IV, Provo, UT: Association for Consumer Research.

Book Chapters:

Lee, Jaehoon and L. J. Shrum (2013), "Self-Threats and Consumption," in *Identity and Consumption*, eds. Russell Belk and Ayalla R. Ruvio, New York: Routledge, forthcoming.

Zhang, Yinlong and L. J. Shrum (2013), "Culture and Self-Regulation: The Influence of Self-Construal on Impulsive Consumption," in *Identity and Consumption*, eds. Russell Belk and Ayalla R. Ruvio, New York: Routledge, forthcoming.

Shrum, L. J. and Jaehoon Lee (2012), "Multiple Processes Underlying Cultivation Effects: How Cultivation Works Depends on the Types of Beliefs Being Cultivated," in *The Cultivation Differential: State of the Art Research in Cultivation Theory*, eds. Michael Morgan, James Shanahan, & Nancy Signorielli, New York: Peter Lang Publishers, forthcoming.

Shrum, L. J. and Jaehoon Lee (2012), "Television's Persuasive Narratives: How Television Influences Values, Attitudes, and Beliefs," in *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, 2nd edition, ed. L. J. Shrum, New York: Taylor and Francis, 147-167.

Shrum, L. J., Min Liu, Mark Nespoli, and Tina M. Lowrey (2012), "Persuasion and Marketing," in *The Persuasion Handbook*, eds. James Dillard & Lijiang Shen, Thousand Oaks, CA: Sage, forthcoming.

McCarty, John A., L. J. Shrum, & Tina M. Lowrey (2010), "Environmental Consumer Behavior," in Richard Bagozzi and Ayalla A. Ruvio, Volume Editors, Jadish Sheth & Naresh K. Malhotra, Editors in Chief, *Wiley International Encyclopedia of Marketing, Volume 3 – Consumer Behavior*, 147-149.

McCarty, John A., L. J. Shrum, and Tina M. Lowrey (2010), "Psychographics" *Green Consumerism: An A-to-Z Guide*. Sage Publications, 5 Jan. 2011, http://www.sageereference.com/greenconsumerism/Article_n124.html.

Shrum, L. J., Tina M. Lowrey, & Yuping Liu (2009), "Current Issues in Advertising Research," in *Handbook of Media Effects*, eds. Mary Beth Oliver & Robin Nabi, Thousand Oaks, CA: Sage, 299-312.

Shrum, L. J. (2009), "Television Viewing and Social Reality: Effects and Underlying Processes," in *Social Psychology of Consumer Behavior*, ed. Michaela Wänke, New York: Psychology Press, 251-272.

Shrum, L. J., (2009), "Media Consumption and Perceptions of Social Reality: Effects and Underlying Processes," in *Media Effects: Advances in Theory and Research*, 3rd edition, eds. Jennings Bryant & Mary Beth Oliver, New York: Psychology Press, 50-73.

Shrum, L. J. (2008), "Perception," in *The International Encyclopedia of Communication*, ed. Wolfgang Donsbach, Oxford, UK: Wiley-Blackwell Publishing, 3559-3564.

Shrum, L. J. (2008), "Media Effects on Attitudes, Values, and Beliefs" in *The International Encyclopedia of Communication*, ed. Wolfgang Donsbach, Oxford, UK: Wiley-Blackwell Publishing, 245-247.

Shrum, L. J. (2008), "Selective Perception and Selective Retention," in *The International Encyclopedia of Communication*, ed. Wolfgang Donsbach, Oxford, UK: Wiley-Blackwell Publishing, 4551-4554.

Shrum, L. J. (2007), "Cultivation and Social Cognition," in *Communication and Social Cognition: Theories and Methods*, eds. David R. Roskos-Ewoldsen & Jennifer L. Monahan, Mahwah, NJ: Lawrence Erlbaum, 245-272.

Shrum, L. J. & Tina M. Lowrey (2007), "Sounds Convey Meaning: The Implications of Phonetic Symbolism for Brand Name Construction" in *Psycholinguistic Phenomena in Marketing Communications*, ed. Tina M. Lowrey, Mahwah, NJ: Lawrence Erlbaum, 39-58.

Shrum, L. J. (2006), "Advertising and Materialism," in *Encyclopedia of Children, Adolescents, and the Media*, ed. Jeffrey J. Arnett, Thousand Oaks, CA: Sage.

Shrum, L. J. (2006), "Perception," in *Psychology of Entertainment*, eds. Jennings Bryant and Peter Vorderer, Mahwah, NJ: Lawrence Erlbaum, 55-70.

Lowrey, Tina M., L. J. Shrum, & John A. McCarty (2005), "The Future of Television Advertising," in *Marketing Communication: Emerging Trends and Developments*, ed. Allan J. Kimmel, New York: Oxford University Press, 113-132.

O'Guinn, Thomas C. & L. J. Shrum (2005), "The Role of Television in the Construction of Consumer Social Reality," in *Consumer Behaviour*, ed. Margaret Hogg, Mahwah, NJ: Lawrence Erlbaum.

Liu, Yuping and L. J. Shrum (2005), "Rethinking Interactivity: What It Means and Why It

May Not Always Be Beneficial,” in *Advertising Promotion, and the New Media*, eds. Marla Royne Stafford and Ronald J. Faber, Armonk, NY: M E. Sharpe, 103-124.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch (2004), "A Process Model of Consumer Cultivation: The Role of Television is a Function of the Type of Judgment," in *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, ed. L. J. Shrum, Mahwah, NJ: Lawrence Erlbaum, 177-191.

Shrum, L. J. (2004), “What’s So Special About Entertainment Media and Why Do We Need a Psychology for It?: An Introduction to The Psychology of Entertainment Media, in *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, ed. L. J. Shrum, Mahwah, NJ: Lawrence Erlbaum, 1-9.

Shrum, L. J., (2002), “Media Consumption and Perceptions of Social Reality: Effects and Underlying Processes,” in *Media Effects: Advances in Theory and Research*, eds. Jennings Bryant & Dolf Zillmann, Mahwah, NJ: Lawrence Erlbaum, 69-95.

Shrum, L. J. & Thomas C. O’Guinn (1998), “The Role of Television in the Construction of Consumer Reality,” in *New Developments and Approaches in Consumer Behaviour Research*, eds. Ingo Balderjahn, Claudia Mennicken, & Eric Vernet, London: Macmillan, 53-68.

Lowrey, Tina M., Cele Otnes, & L. J. Shrum (1998), “Consumer Ambivalence: Lessons Learned from Participant Observation in Shopping with Consumers,” in *New Developments and Approaches in Consumer Behavior Research*, eds. Ingo Balderjahn, Claudia Mennicken, & Eric Vernet, London: Macmillan, 307-320.

Shrum, L. J. & John A. McCarty (1997), “Issues Involving the Relationship Between Personal Values and Consumer Behavior: Theory, Methodology, and Application,” in *Values, Lifestyles, and Psychographics*, eds. L. R. Kahle & L. Chigouris, Hillsdale, NJ: Lawrence Erlbaum, 139-160. (refereed)

Shrum, L. J., Tina M. Lowrey & John A. McCarty (1996), “Using Marketing and Advertising Principles to Encourage Pro-environmental Behaviors,” in *Marketing and Consumer Behavior Research in the Public Interest*, ed. R. P. Hill, Beverly Hills: Sage, 197-216. (refereed)

Published Proceedings (refereed):

Liu, Min & L. J. Shrum (2012), “Is the Preference for Improving Sequence Universal? Exploring the Effect of Option Valence,” in *Advances in Consumer Psychology*, eds. A. Chakravarti & A. Mukhopadhyay, Las Vegas: Society for Consumer Psychology.

Shrum, L. J., Tina M. Lowrey, Mark Nespoli, & Victor J. Cook (2012), “The Impact of Phonetic Symbolism on Stock Performance,” in *Advances in Consumer Psychology*, eds. A. Chakravarti & A. Mukhopadhyay, Las Vegas: Society for Consumer Psychology.

Lee, Jaehoon & L. J. Shrum (2012), “How Do Materialists React to Self-Threats? Not

Always Like You Think,” in *Advances in Consumer Psychology*, eds. A. Chakravarti & A. Mukhopadhyay, Las Vegas: Society for Consumer Psychology.

Wan, Fang, Pingping Qiu, & L. J. Shrum (2012), “It’s All About Subtlety: Subtle Efforts to Remedy Service Failure,” in *Advances in Consumer Research*, Vol. 39, eds. Rohini Ahuwalia, Tanya L. Chartrand, & Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, forthcoming.

Lalwani, Ashok & L. J. Shrum (2011), “Men Exaggerate and Women Impression Manage: Gender Differences in Types of Socially Desirable Responding and the Cognitive and Motivational Factors That Underlie Them,” in *Advances in Consumer Psychology*, eds. N. Mandel & D. Silvera, Atlanta: Society for Consumer Psychology, 274-275.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, & Min Liu (2011), “Processes and Generalizations in Phonetic Symbolism Effects,” in *Advances in Consumer Psychology*, eds. N. Mandel & D. Silvera, Atlanta: Society for Consumer Psychology, 170-171.

Lee, Jaehoon & L. J. Shrum (2011), “If I Ignore You, You Spend; If I Reject You, You Help: Different Types of Social Exclusion Threaten Different Needs and Produce Different Outcomes,” in *Advances in Consumer Research*, Vol. 38, eds. D. W. Dahl, Gita V. Johar, and Stijn M. J. van Osselaer, Duluth, MN: Association for Consumer Research, forthcoming.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, & Min Liu (2011), “Testing Phonetic Symbolism Effects on Brand Name Preference for Bilinguals Across Multiple Languages,” in *Advances in Consumer Research*, Vol. 38, eds. D. W. Dahl, Gita V. Johar, and Stijn M. J. van Osselaer, Duluth, MN: Association for Consumer Research, forthcoming.

Wan, Fang, Pingping Qiu, and L. J. Shrum (2011), “A Complex Account of Service Recovery: Subtle Efforts to Remedy Subtle Service Failure,” in *Advances in Consumer Research*, Vol. 38, eds. D. W. Dahl, Gita V. Johar, and Stijn M. J. van Osselaer, Duluth, MN: Association for Consumer Research, forthcoming.

Hernandez, Miguel, Ashley Arsena, Jaehoon Lee, & L. J. Shrum (2011), “Materialism and Affective Forecasting Error: Implications for Subjective Well-Being,” in *Advances in Consumer Research*, Vol. 38, eds. D. W. Dahl, Gita V. Johar, and Stijn M. J. van Osselaer, Duluth, MN: Association for Consumer Research, forthcoming.

Lee, Jaehoon & L. J. Shrum (2010), “The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior,” in *Advances in Consumer Psychology*, eds. A. Duhachek & M. Meloy, St. Pete Beach, FL: Society for Consumer Psychology, 46.

Lens, Inge, Mario Pandelaere, L. J. Shrum, & Jaehoon Lee (2010), “Exploring the Motivations Underlying Material Values: The Roles of Regulatory Focus, Self-Esteem, and Extrinsic Goal Pursuit,” in *Advances in Consumer Psychology*, eds. A. Duhachek & M. Meloy, St. Pete Beach, FL: Society for Consumer Psychology, 74.

Wan, Fang, Pingping Qui, & L. J. Shrum (2010), "Ruffling the Right Feathers When I am Around Others: The Role of Social Goals in Consumers' Service Experience," in *Advances in Consumer Psychology*, eds. A. Duhachek & M. Meloy, St. Pete Beach, FL: Society for Consumer Psychology, 200.

Lalwani, Ashok, L. J. Shrum, & Chi-Yue Chiu (2010), "Culture, Regulatory Goals, and Response Styles," in *Advances in Consumer Research*, Vol. 37, eds. M. C. Campbell, J. Inman, & R. Pieters, Duluth, MN: Association for Consumer Research, 690-691.

Arsena, Ashley, Jaehoon Lee, L. J. Shrum, Yinlong Zhang, & Joy Row (2010), "Differences in Self-Regulatory Strength as a Function of Self-Construal," in *Advances in Consumer Research*, Vol. 37, eds. M. C. Campbell, J. Inman, & R. Pieters, Duluth, MN: Association for Consumer Research, 750-751.

Lens, Inge, Mario Pandelaere, L. J. Shrum, & Jaehoon Lee (2010), "The Role of Regulatory Focus in the Endorsement of Material Values," in *Advances in Consumer Research*, Vol. 37, eds. M. C. Campbell, J. Inman, & R. Pieters, Duluth, MN: Association for Consumer Research, 457-458.

Lee, Jaehoon, L. J. Shrum, & Jongwon Park (2009), "Best-Laid Plans...: Understanding the Processes Underlying the Planning Fallacy," in *Advances in Consumer Research*, Vol. 36, eds. A. L. McGill & S. Shavitt, Duluth, MN: Association for Consumer Research, 1034-1036.

Shrum, L. J. & Jaehoon Lee (2008), "Mortality Salience and Extrinsic Goal Orientation: The Moderating Effects of Self-Esteem and Materialistic Values," in *Latin American Advances in Consumer Research*, Vol. 2, eds. C. R. Acevedo, J. M. C. Hernandez, & T. M. Lowrey, Duluth, MN: Association for Consumer Research, 228.

Shrum, L. J. & Tina M. Lowrey (2008), "Effects of Articulatory Suppression on Phonetic Symbolism Effects on Brand Name Preference," in *Latin American Advances in Consumer Research*, Vol. 2, Claudia R. Acevedo, José Mauro C. Hernandez, & Tina M. Lowrey, eds., Duluth, MN: Association for Consumer Research, 9.

Shrum, L. J. (2008), "Fostering Collaborative Investigator-IRB Relationships in Psychological Science: Report From the APA Task Force on IRBs," in *Proceedings of the Society for Consumer Psychology 2008 Winter Conference*, eds. M. Cronley & D. Nayakankuppam, New Orleans, LA: Society for Consumer Psychology, 383.

Zhang, Yinlong & L. J. Shrum, (2008), "The Effect of Self-Construal on Impulsive Consumption," in *Advances in Consumer Research*, Vol. 35, eds. A. Y. Lee & D. Soman, Duluth, MN: Association for Consumer Research, 644-645.

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Zhang, Yinlong & L. J. Shrum (2007), "The Impact of Culture Orientation on Consumers' Beer Consumption," " in *Advances in Consumer Research*, Vol. 34, eds. G. J. Fitzsimons & V. G. Morwitz, Duluth, MN: Association for Consumer Research, 370-372.

Lowrey, Tina M. & L. J. Shrum (2006), "Phonetic Symbolism and Brand Name Preference," in *Latin America Advances in Consumer Research*, Vol. 1, eds. David Luna & Silvia Gonzales, Valdosta, GA: Association for Consumer Research, 23. (Best Paper Award).

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch (2005), "Processes Underlying the Effects of Television Viewing on Materialism," in *Proceedings of the Society for Consumer Psychology 2005 Winter Conference*, eds. A. M. Brumbaugh & G. R. Henderson, St. Petersburg, FL: Society for Consumer Psychology, 105.

Lowrey, Tina M., L. J. Shrum, & John A. McCarty (2005), "Phonetic Symbolism in Brand Names," in *Proceedings of the Society for Consumer Psychology 2005 Winter Conference*, eds. A. M. Brumbaugh & G. R. Henderson, St. Pete Beach, FL: Society for Consumer Psychology, 74.

Shrum, L. J. (2004), "Magnitude of Effects of Television Viewing on Social Perceptions Vary as a Function of Data Collection Method: Implications for Psychological Processes" in *Advances in Consumer Research*, Vol. 31, eds. B. Kahn & M. F. Luce, Valdosta, GA: Association for Consumer Research, 511-513.

Burroughs, James E., L. J. Shrum, & Aric Rindfleisch (2002), "Does Television Viewing Promote Materialism? Cultivating American Perceptions of the Good Life," in *Advances in Consumer Research*, Vol. 29, eds. S. Broniarczyk & K. Nakamoto, Provo, UT: Association for Consumer Research, 442-443.

McCarty, John A. & L. J. Shrum (1999), "Cultural Value Orientations, Attitudes, and Behavior," in *European Advances in Consumer Research*, Vol. 4, eds. B. Dubois, T. Lowrey, L. J. Shrum, & M. Vanhuele, Provo, UT: Association for Consumer Research, 285.

Shrum, L. J. & Valerie Darmanin (1999), "The Socializing Effect of Mass Media: The Interactive Influence of Direct and Indirect (Mass-Mediated) Experience on Risk Perceptions," in *Advances in Consumer Research*, Vol. 26, eds. E. Arnould & L. Scott, Provo, UT: Association for Consumer Research.

Shrum, L. J. & Valerie Darmanin (1998), "Understanding the Effects of Television Consumption on Judgments of Crime Risk: The Impact of Direct Experience and Type of Judgment," in *Society for Consumer Psychology 1998 Winter Conference Proceedings*, eds. K. Machleit & M. Campbell, Washington, DC: American Psychological Association, Society for Consumer Psychology, 183-189.

Shrum, L. J. (1998), "Development of a Cognitive Process Model to Explain the Effects of Heavy Television Viewing on Social Judgment," in *Advances in Consumer Research*, Vol. 25, eds. J. Alba & W. Hutchinson, Provo, Utah: Association for Consumer Research., 289-294.

Lowrey, Tina M., L. J. Shrum & Tony M. Dubitsky (1997), "Psycholinguistic Characteristics of Brand Names: Their Impact on Advertising Recall," *Society for Consumer Psychology 1997 Winter Conference Proceedings*, eds. C. Pechmann & S. Ratneshwar, Washington, DC: American Psychological Association, Society for Consumer Psychology, 144-145.

Shrum, L. J., Robert S. Wyer, Jr., & Thomas C. O'Guinn (1996), "The Effects of Priming Television Related Concepts on the Television Viewing — Social Judgment Relation: Implications for Causal Relations and Mental Processes," in *Proceedings of the Society for Consumer Psychology*, eds. P. Herr & J. Kim, Washington, DC: American Psychological Association, Society for Consumer Psychology, 44-51.

Lowrey, Tina M., Ralph Galloway & L. J. Shrum (1996), "Effects of Nutrition Labels and Advertising Claims on Product Perceptions," in *1996 Marketing and Public Policy Conference*, Vol. 6, eds. R. P. Hill & C. R. Taylor, Chicago: American Marketing Association, 28-29.

McCarty, John A. & L. J. Shrum (1995), "Effects of Cultural Values, Personal Values, and Traits on Recycling Behavior: The Mediating Role of Attitudes and Beliefs," in *1995 Marketing and Public Policy Conference*, Vol. 5, eds. Pam Scholder Ellen & Patrick J. Kaufman, Chicago: American Marketing Association, 22.

McCarty, John A. & L. J. Shrum (1993), "A Structural Equation Analysis of the Relationships of Personal Values, Attitudes and Beliefs About Recycling, and the Recycling of Solid Waste Products," in *Advances in Consumer Research*, Vol. 20, eds. L. McAlister & M. Rothschild, Provo, Utah: Association for Consumer Research, 641-646.

Shrum, L. J. & Thomas C. O'Guinn (1992), "The Influence of Advertising on Incidence Estimates of Advertiser-Addressed Problems: Advertising and Social Reality Effects," in *Proceedings of the 1992 Conference of the American Academy of Advertising*, ed. L. N. Reid, Athens, GA: American Academy of Advertising, 179-180.

McCarty, John A. & L. J. Shrum (1992), "A Dimensional Approach to the Coding of Values Expressed in Advertising," in *Proceedings of the 1992 Conference of the American Academy of Advertising*, ed. L. N. Reid, Athens, GA: American Academy of Advertising, 183-188.

Shrum, L. J., Thomas C. O'Guinn, Richard J. Semenik & Ronald J. Faber (1991), "Processes and Effects in the Construction of Normative Consumer Beliefs: The Role of Television," in *Advances in Consumer Research*, Vol. 18, eds. R. H. Holman & M. R. Solomon, Provo, Utah: Association for Consumer Research, 755-763.

Shrum, L. J. & John A. McCarty (1990), "Value-Behavior Consistency in Consumer Choice: Individual Differences as a Moderating Variable," in *Applied Economic Psychology in the 1990s*, eds. S. Lea, P. Webley & B. Young, Exeter, England: International Association for Research in Economic Psychology, 610-618.

O'Guinn, Thomas C. & L. J. Shrum (1990), "The Psychology of Normative Economic Beliefs: Mass-Mediated Processes and Effects in Consumer Socialization," in *Applied Economic Psychology in the 1990s*, eds. S. Lea, P. Webley & B. Young, Exeter, England: International Association for Research in Economic Psychology, 716-730.

John A. McCarty & L. J. Shrum (1990), "Correlates of Restaurant Tipping Behavior," in *Applied Economic Psychology in the 1990s*, eds. S. Lea, P. Webley & B. Young, Exeter, England: International Association for Research in Economic Psychology, 965.

Shrum, L. J., John A. McCarty & Tina M. Lowrey (1990), "The Usefulness of the Values Construct in Marketing and Advertising: A Re-Examination," in *Proceedings of the 1990 Conference of the American Academy of Advertising*, ed. P. Stout, Austin, TX: American Academy of Advertising, 49-54.

Shrum, L. J., John A. McCarty & Tamara L. Loeffler (1990), "Individual Differences in Value Stability: Are We Really Tapping True Values?" in *Advances in Consumer Research*, Vol. 17, eds. M. Goldberg, R. Pollay & G. Gorn, Provo, Utah: Association for Consumer Research, 609-615.

McCarty, John A., L. J. Shrum, Tracey E. Conrad-Katz & Zacho Kanne (1990), "Tipping as a Consumer Behavior: A Qualitative Investigation," in *Advances in Consumer Research*, Vol. 17, eds. M. Goldberg, R. Pollay & G. Gorn, Provo, Utah: Association for Consumer Research, 723-728.

WORK IN PROGRESS

Manuscripts under Review:

Lens, Inge, Mario Pandelaere, L. J. Shrum, & Jaehoon Lee, "Keeping Up vs. Getting Ahead: How Different Dimensions of Materialism Reflect Different Underlying Motivations and Produce Different Consumption Preferences," under review (revision requested) at *Journal of Consumer Psychology*.

Lalwani, Ashok & L. J. Shrum, "Men Exaggerate and Women Impression Manage: Gender Differences in Types of Socially Desirable Responding and the Cognitive and Motivational Factors That Underlie Them," under review at *Journal of Personality and Social Psychology*.

Manuscripts in Preparation (data collected):

Wan, Fang, Pingping Qui, & L. J. Shrum, "A Complex Account of Service Recovery: Subtle Efforts to Remedy Subtle Service Failure," three studies completed.

Research in Progress:

Shrum, L. J. & Ashley Arsena, "Self-Construal and Self-Regulatory Resources," pilot testing, initial data collection.

Lee, Jaehoon & L. J. Shrum, "How Do Materialists React to Self-Threat?: Not Always Like You'd Think," three studies completed.

Shrum, L. J., Tina M. Lowrey, Kristen Trask, and Victor J. Cook, "Phonetic Symbolism Effects of Stock Ticker Symbols on Stock Performance," data collection in progress.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch, "Materialism, Happiness, and Affective Forecasting Error," data collection in progress.

Shrum, L. J., Kristen Trask, Jill Sundie, & Daniel Beal, "Meta-analytic Review of Materialism Research," data collection in progress.

PRESENTATIONS

Refereed Conference Papers:

Lee, Jaehoon & L. J. Shrum, "Effects of Social Exclusion Depend on Which Needs Are Threatened," paper presented at the Social Psychology Winter Conference, Park City, UT, January 2012.

Shrum, L. J., Tina M. Lowrey, Mark Nespoli, & Victor J. Cook, "The Impact of Phonetic Symbolism on Stock Performance," paper presented at the winter conference of the Society for Consumer Psychology, Las Vegas, NV, February 2012.

Lee, Jaehoon & L. J. Shrum, "How Do Materialists React to Self-Threats? Not Always Like You Think," paper presented at the winter conference of the Society for Consumer Psychology, Las Vegas, NV, February 2012.

Liu, Min & L. J. Shrum, "Is the Preference for Improving Sequence Universal? Exploring the Effect of Option Valence," paper presented at the winter conference of the Society for Consumer Psychology, Las Vegas, NV, February 2012.

Wan, Fang, Pingping Qiu, & L. J. Shrum, "It's All About Subtlety: Subtle Efforts to Remedy Service Failure," paper presented at the annual conference of the Association for Consumer Research, St. Louis, MO, October 2011.

Lalwani, Ashok & L. J. Shrum, "Men Exaggerate and Women Impression Manage: Gender Differences in Types of Socially Desirable Responding and the Cognitive and Motivational Factors That Underlie Them," paper presented at the winter conference of the Society for Consumer Psychology, Atlanta, GA, February 2011.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, & Min Liu, "Processes and Generalizations in Phonetic Symbolism Effects," paper presented at the winter conference of the

Society for Consumer Psychology, Atlanta, GA, February 2011.

Lee, Jaehoon & L. J. Shrum, "Different Types of Social Exclusion Threaten Different Needs and Produce Different Outcomes," paper presented at the AMA Winter Educators Conference, Austin, TX, February 2011.

Lee, Jaehoon & L. J. Shrum, "If I Ignore You, You Spend; If I Reject You, You Help: Different Types of Social Exclusion Threaten Different Needs and Produce Different Outcomes," paper presented at the annual conference of the Association for Consumer Research, Jacksonville, FL, October 2010.

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, & Min Liu, "Testing Phonetic Symbolism Effects on Brand Name Preference for Bilinguals Across Multiple Languages," paper presented at the annual conference of the Association for Consumer Research, Jacksonville, FL, October 2010.

Wan, Fang, Pingping Qiu, & L. J. Shrum, "A Complex Account of Service Recovery: Subtle Efforts to Remedy Subtle Service Failure," paper presented at the annual conference of the Association for Consumer Research, Jacksonville, FL, October 2010.

Hernandez, Miguel, Ashley Arsena, Jaehoon Lee, & L. J. Shrum, "Materialism and Affective Forecasting Error: Implications for Subjective Well-Being," paper presented at the annual conference of the Association for Consumer Research, Jacksonville, FL, October 2010.

Lee, Jaehoon & L. J. Shrum, "The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," paper presented at the winter conference of the Society for Consumer Psychology, St. Pete Beach, FL, February 2010.

Lens, Inge, Mario Pandelaere, L. J. Shrum, & Jaehoon Lee, "Exploring the Motivations Underlying Material Values: The Roles of Regulatory Focus, Self-Esteem, and Extrinsic Goal Pursuit," paper presented at the winter conference of the Society for Consumer Psychology, St. Pete Beach, FL, February 2010.

Wan, Fang, Pingping Qui, & L. J. Shrum, "Ruffling the Right Feathers When I am Around Others: The Role of Social Goals in Consumers' Service Experience," paper presented at the winter conference of the Society for Consumer Psychology, St. Pete Beach, FL, February 2010.

Arsena, Ashley, Jaehoon Lee, L. J. Shrum, & Joy Row, "Differences in Self-Regulatory Strength as a Function of Self-Construal," paper presented at the annual conference of the Association for Consumer Research, Pittsburgh, October 2009.

Lens, Inge, Mario Pandelaere, L. J. Shrum, & Jaehoon Lee, "The Role of Regulatory Focus in the Endorsement of Material Values," paper presented at the annual conference of the Association for Consumer Research, Pittsburgh, October 2009.

Lalwani, Ashok, L. J. Shrum, & Chi-Yue Chiu, "Culture, Regulatory Goals, and Response Styles," paper presented at the annual conference of the Association for Consumer Research, Pittsburgh, October 2009.

Lee, Jaehoon, L. J. Shrum, & Jongwon Park, "Best-Laid Plans...: Understanding the Processes Underlying the Planning Fallacy," paper presented at the annual conference of the Association for Consumer Research, San Diego, October 2008.

Shrum, L. J. & Jaehoon Lee, "Mortality Salience and Extrinsic Goal Orientation: The Moderating Effects of Self-Esteem and Materialistic Values," paper presented at the Latin American conference of the Association for Consumer Research, Sao Paulo, Brazil, August 2008.

Shrum, L. J. & Tina M. Lowrey, "Effects of Articulatory Suppression on Phonetic Symbolism Effects on Brand Name Preference," paper presented at the Latin American conference of the Association for Consumer Research, Sao Paulo, Brazil, August 2008.

Shrum, L. J., "Fostering Collaborative Investigator-IRB Relationships in Psychological Science: Report from the APA Task Force on IRBs," paper presented at the winter conference of the Society for Consumer Psychology, New Orleans, LA, February 2008.

Zhang, Yinlong & L. J. Shrum, "The Effect of Self-Construal on Impulsive Consumption," paper presented at the North American conference of the Association for Consumer Research, Memphis, October 2007.

Zhang, Yinlong & L. J. Shrum, "The Effect of Self-Construal on Impulsive Consumption," paper presented at the European conference of the Association for Consumer Research, Milan, Italy, July 2007.

Zhang, Yinlong & L. J. Shrum, "The Impact of Culture Orientation on Consumers' Beer Consumption," paper presented at the annual conference of the Association for Consumer Research, Orlando, FL, September 2006.

Lowrey, Tina M. & L. J. Shrum, "Positive and Negative Phonetic Symbolism in Brand Names," paper presented at the annual conference of the American Psychological Association, New Orleans, August 2006.

Shrum, L. J., "Construct Accessibility and Cultivation: Accessibility of Exemplars and Accessibility of Evaluations," paper presented at the annual conference of the International Communication Association, Dresden, Germany, June 2006.

Shrum, L. J., "What Persuasion Models Can Tell Us About Narrative Processing: Implications for Understanding Cultivation Effects," paper presented at the annual conference of the International Communication Association, Dresden, Germany, June 2006.

Lowrey, Tina M. & L. J. Shrum, "Phonetic Symbolism and Brand Name Preference," paper presented at the Latin American conference of the Association for Consumer Research,

Monterrey, Mexico, January 2006 (Best Paper Award).

Briley, Donnel, L. J. Shrum, & Robert S. Wyer, "Subjective Impressions of Minority Model Frequencies in Advertisements," paper presented at the annual conference of the Association for Consumer Research, San Antonio, TX, September 2005.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch, "Processes Underlying the Effects of Television Viewing on Materialism," paper presented at the winter conference of the Society for Consumer Psychology, St. Pete Beach, FL, February 2005.

Lowrey, Tina M., L. J. Shrum, & John A. McCarty, "Phonetic Symbolism in Brand Names," paper presented at the winter conference of the Society for Consumer Psychology, St. Petersburg, Florida, February 2005.

Shrum, L. J., "The Effects of Television Viewing on Judgments: Memory-Based Versus On-Line Processes," paper presented at the annual conference of the American Psychological Association, Honolulu, July 2004.

Lowrey, Tina M., L. J. Shrum, & John A. McCarty, "Positive and Negative Phonetic Symbolism in Brand Names," paper presented at the annual conference of the American Psychological Association, Honolulu, July 2004.

Shrum, L. J., "The Processes Underlying Cultivation Effects Depend on Whether the Judgments are On-line or Memory-based," paper presented at the annual conference of the International Communication Association, New Orleans, May 2004.

Shrum, L. J., "Magnitude of Effects of Television Viewing on Social Perceptions Vary as a Function of Data Collection Method: Implications for Psychological Processes" paper presented at the annual conference of the Association for Consumer Research, Toronto, October 2003.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch, "Does Television Promote Materialism? Cultivating Desire for the Good Life," paper presented at the annual conference of the International Communication Association, San Diego May 2003 (runner-up, Best Paper Award, Mass Communication Division).

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch, "Television and Cultivation of Materialism: Implications for Psychological Processes," paper presented at the annual Advertising and Consumer Psychology Conference, New York May 2002.

Burroughs, Jim, L. J. Shrum, & Aric Rindfleisch, "Does Television Viewing Promote Materialism? Cultivating American Perceptions of the Good Life," paper presented at the annual conference of the Association for Consumer Research, Austin TX, October, 2001.

Busselle, Richard & L. J. Shrum, "Media Exposure and the Accessibility of Social Information," paper presented at the annual conference of the International Communication Association, Washington, DC, May 2001.

Shrum, L. J., "Cognitive Processes and Cultivation: Facilitating and Inhibiting Conditions," paper presented at the annual conference of the International Communication Association, Washington, DC, May 2001.

Shrum, L. J., "Magnitude of the Effect of Television Consumption on Social Perceptions May Vary as a Function of Data-Collection Method: Further Investigations of Heuristic Processing and Cultivation Effects," paper presented at the winter conference of the Society for Consumer Psychology, American Psychological Association, Division 23, San Antonio, TX, February 2000.

Shrum, L. J., "Detecting the Effects of Violent Television Messages May Be a Function of Data Collection Method," paper presented at the annual conference of the American Psychological Association, Boston, August 1999.

McCarty, John A. & L. J. Shrum, "Cultural Value Orientations, Attitudes, and Behavior," paper presented at the bi-annual European conference of the Association for Consumer Research, Jouy-en-Josas, France, June 1999.

Shrum, L. J., "The Effect of Data-collection Method on the Cultivation Effect: Implications for the Heuristic Processing Model of Cultivation Effects," paper presented at the annual conference of the International Communication Association, San Francisco, May 1999.

Shrum, L. J., Valerie Darmanin, & Richard Busselle, "Mainstreaming, Resonance, and Impersonal Impact: Testing Moderators of the Cultivation Effect for Estimates of Crime Risk," paper presented at the annual conference of the International Communication Association, San Francisco, May 1999.

Shrum, L. J., Robert S. Wyer, & Thomas C. O'Guinn, "The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes," Robert Ferber Award, honorable mention, paper presented at the annual conference of the Association for Consumer Research, Montreal, October 1998.

Shrum, L. J. & Valerie Darmanin, "The Socializing Effect of Mass Media: The Interactive Influence of Direct and Indirect (Mass-Mediated) Experience on Risk Perceptions," paper presented at the annual conference of the Association for Consumer Research, Montreal, October 1998.

Shrum, L. J. & Valerie Darmanin, "Understanding the Effects of Television Consumption on Judgments of Crime Risk: The Impact of Direct Experience and Type of Judgment," paper presented at the winter conference of the Society for Consumer Psychology, American Psychological Association, Division 23, Austin, TX, February 1998.

Shrum, L. J., "Development of a Cognitive Process Model to Explain the Effects of Heavy Television Viewing on Social Judgment," paper presented at the annual conference of the Association for Consumer Research, Denver, October 1997.

Shrum, L. J. & Thomas C. O'Guinn, "Television and the Construction of Consumer Reality: Processes and Effects," paper presented at the annual conference of the International Communication Association, Montreal, May 1997.

Shrum, L. J., "Processing Strategy Moderates the Effect of Television Viewing on Consumer Social Reality," paper presented at the winter conference of the Society for Consumer Psychology, American Psychological Association, Division 23, St. Pete Beach, FL, February 1997.

Lowrey, Tina M., L. J. Shrum & Tony M. Dubitsky, "Psycholinguistic Characteristics of Brand Names: Their Impact on Advertising Recall," paper presented at the conference of the Society for Consumer Psychology, American Psychological Association, Division 23, St. Pete Beach, FL, February 1997.

Shrum, L. J., "Heuristic Processing and Cultivation Judgments: A Direct Test of Theory," paper presented at the annual conference of the International Communication Association, Chicago, IL, May 1996.

Shrum, L. J., "Cultivation Effects for Second-Order Measures: Issues of Attitude Valence and Attitude Strength," paper presented at the annual conference of the International Communication Association, Chicago, IL, May 1996.

Lowrey, Tina M., Ralph Galloway & L. J. Shrum, "Effects of Nutrition Labels and Advertising Claims on Product Perceptions," paper presented at the annual conference for Marketing and Public Policy, Washington, DC, May 1996.

Shrum, L. J., Robert S. Wyer, & Thomas C. O'Guinn, "The Use of Priming Procedures to Determine Whether Television Program Viewing Influences Social Beliefs," paper presented at the annual conference of the Society for Consumer Psychology, Hilton Head, SC, February 1996.

Shrum, L. J., "A Social Cognition Perspective on the Effects of Television Consumption," paper presented at the annual conference of the American Psychological Association, New York City, August 1995.

McCarty, John A. & L. J. Shrum, "Effects of Cultural Values, Personal Values, and Traits on Recycling Behavior: The Mediating Role of Attitudes and Beliefs," paper presented at the annual conference of Marketing and Public Policy, Atlanta, GA, May 1995.

Shrum, L. J. & John A. McCarty, "Issues Involving the Relationship Between Personal Values and Consumer Behavior: Theory, Methodology, and Application," paper presented at the Advertising and Consumer Psychology Conference, New York City, NY, May 1993.

Shrum, L. J., "A Direct Test of the Weighing and Balancing Model of Social Reality Processes," paper presented at the annual conference of the International Communication Association, Washington, D.C., May 1993.

O'Guinn, Thomas C., L. J. Shrum & Albert Muniz, "Understanding the Social Reality of Consumption: A Three Level/Three Method Approach," paper presented at the American Marketing Association Winter Educator's Conference, Newport Beach, CA, February 1993.

McCarty, John A. & L. J. Shrum, "A Structural Equation Analysis of the Relationships of Personal Values, Attitudes and Beliefs About Recycling, and the Recycling of Solid Waste Products," paper presented at the annual conference of the Association for Consumer Research, Vancouver, BC, October 1992.

Shrum, L. J. & Thomas C. O'Guinn, "The Influence of Advertising on Incidence Estimates of Advertiser-Addressed Problems: Advertising and Social Reality Effects," paper presented at the annual conference of the American Academy of Advertising, San Antonio, TX, March 1992.

McCarty, John A. & L. J. Shrum, "A Dimensional Approach to the Coding of Values Expressed in Advertising," paper presented at the annual conference of the American Academy of Advertising, San Antonio, TX, March 1992.

O'Guinn, Thomas C. & L. J. Shrum, "Mass-Mediated Social Reality: The Social Cognition and Ecology of Economic Norms," paper presented at the annual conference of the International Association for Research in Economic Psychology, Stockholm, Sweden, July 1991.

O'Guinn, Thomas C., L. J. Shrum & Richard J. Semenik, "Gender and the Mass-Mediated Material World," paper presented at the Gender and Consumer Behavior conference, Salt Lake City, Utah, June 1991.

O'Guinn, Thomas C. & L. J. Shrum, "The Mass-Mediated Construction of Family Consumption Life," paper presented at the Conference on Family/Household Behavior Consumption and Production Perspectives, Irvine, California, March 1991.

Shrum, L. J., Thomas C. O'Guinn & Richard J. Semenik, "Social Reality, Advertising and Television Usage," workshop conducted at the conference of the Decision Sciences Institute, San Diego, California, November 1990.

Shrum, L. J., Thomas C. O'Guinn, Richard J. Semenik & Ronald J. Faber, "Processes and Effects in the Construction of Normative Consumer Beliefs: The Role of Television," paper presented at the annual conference of the Association for Consumer Research, New York, NY, October 1990.

Shrum, L. J. & John A. McCarty, "Value-Behavior Consistency in Consumer Choice: Individual Differences as a Moderating Variable," paper presented at the annual conference of the International Association for Research in Economic Psychology, Exeter, England, July 1990.

McCarty, John A. & L. J. Shrum, "Correlates of Restaurant Tipping Behavior," paper presented at the annual conference of the International Association for Economic Psychology, Exeter, England, July 1990.

Shrum, L. J., Thomas C. O'Guinn & Ronald J. Faber, "Television and the Social Reality of Consumption," paper presented at the annual conference of the International Communication Association, Dublin, Ireland, June 1990.

Shrum, L. J., John A. McCarty & Tina M. Lowrey, "The Usefulness of the Values Construct in Marketing and Advertising: A Re-Examination," paper presented at the annual conference of the American Academy of Advertising, Orlando, Florida, April 1990.

Shrum, L. J., John A. McCarty & Tamara L. Loeffler, "Individual Differences in Value Stability: Are We Really Tapping True Values?" paper presented at the annual conference of the Association for Consumer Research, New Orleans, Louisiana, October 1989.

McCarty, John A., L. J. Shrum, & Tamara L. Loeffler, "Individual Differences in Responses to the Rokeach Value Survey: Initial Explorations," paper presented at the American Marketing Association Workshop, Chicago, Illinois, May 1988.

Invited Presentations:

Shrum, L. J., Tina M. Lowrey, David Luna, Dawn Lerman, & Min Liu, "Testing Phonetic Symbolism Effects on Brand Name Preferences Among Bilinguals Across Multiple Languages," invited colloquium, HEC Paris, November 2011.

Lee, Jaehoon & L. J. Shrum, "Consumer Reactions to Social Exclusion Depend on Which Needs Are Threatened: Effects on Conspicuous Consumption and Charitable Behavior," invited colloquium, HEC Paris, November 2011.

Shrum, L. J., "Presidential Address," Society for Consumer Psychology, February 2011, Atlanta, GA.

Lee, Jaehoon & L. J. Shrum, "Self-Focused Versus Affiliative Responses to Social Exclusion May Depend on the Type of Exclusion," invited colloquium, Social Psychologists in Texas (SPIT) annual conference, San Antonio, TX, April 2011.

Lee, Jaehoon & L. J. Shrum, "Social Exclusion Effects on Consumer Behavior: The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," invited colloquium, Dept. of Psychology, University of Texas at San Antonio, November 2011.

Lee, Jaehoon & L. J. Shrum, "Social Exclusion Effects on Consumer Behavior: The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," invited colloquium, University of Sydney, Australia, June 2010.

Lee, Jaehoon & L. J. Shrum, "Social Exclusion Effects on Consumer Behavior: The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," invited colloquium, University of Newcastle, Australia, June 2010.

Lee, Jaehoon & L. J. Shrum, "The Differential Impact of Being Ignored and Being Rejected on Conspicuous Consumption and Helping Behavior," invited colloquium, University of Wisconsin—Milwaukee, November 2009.

Shrum, L. J., "Television's Cultivation of Material Values: Terror Management, Mortality Salience, and Materialism," invited colloquium, University of North Carolina, April 2006.

Lowrey, Tina M. & L. J. Shrum, "The Implications of Phonetic Symbolism for Brand Names," invited colloquium, Department of Psychology, University of Texas at San Antonio, March 2006.

Lowrey, Tina M. & L. J. Shrum, "Phonetic Symbolism in Brand Names," invited lecture, doctoral seminar, University of Illinois at Urbana-Champaign, April 2005.

Shrum, L. J., James E. Burroughs, & Aric Rindfleisch, "Understanding the Media's Cultivation of Materialism," paper presented at the First Midwest Materialism Conference, University of Illinois at Urbana-Champaign, April 2005.

Shrum, L. J., "Television's Cultivation of Material Values," invited colloquium, University of Houston, April 2005.

Shrum, L. J. & Tina M. Lowrey, "Universal (?) Phonetic Symbolism of Brand Names," invited colloquium, Texas Marketing Faculty Colloquium, Baylor University, Waco, TX, March 2005.

White, Tiffany B., Tina M. Lowrey, & L. J. Shrum, "Striking a Personal/Professional Balance," workshop presented at the American Marketing Association Winter Educator's Conference, San Antonio, TX, February 2005.

Lowrey, Tina M., L. J. Shrum, & John A. McCarty, "Phonetic Symbolism of Brand Names," invited colloquium, University of Houston, October 2004.

Shrum, L. J., "The Processes Underlying Television Program Effects Depend on Whether the Judgments Are On-line or Memory-based," invited colloquium, Hong Kong University of Science and Technology, Hong Kong, China, May 2004.

Shrum, L. J., "Understanding the Persuasive Power of Fiction: Effects and Underlying Processes," invited lecture, doctoral seminar, Hong Kong University of Science and Technology, Hong Kong, China, May 2004.

Shrum, L. J., "The Role of Television in the Construction of Consumer Depends on Whether the Judgments are On-line or Memory-based," invited colloquium, Department of Psychology, University of Texas at San Antonio, December 2003.

Shrum, L. J., "The Role of Popular Entertainment Television in Consumer Socialization:

A Multi-Method Inquiry,” invited colloquium, Norwegian School of Economics and Business Administration, Bergen, Norway, November 2000.

Shrum, L. J. & Tina M. Lowrey, “Theoretical and Methodological Issues in Qualitative Research,” invited lecture, doctoral seminar, New York University, December 1999.

Shrum, L. J., “The Effect of Television Consumption on Social Perceptions: A Cognitive Processing Model,” invited colloquium, Rutgers University, School of Communication, Information, and Library Science, May 1999.

Shrum, L. J., “The Effect of Television Consumption on Social Perceptions: A Cognitive Processing Model,” invited doctoral colloquium, University of Oregon, April 1999.

Shrum, L. J., “Qualitative Research: Theory and Methodology,” invited lecture, doctoral seminar, New York University, May 1998.

Shrum, L. J., “A Sociocognitive Model of Media Effects,” invited colloquium, Annenberg School for Communication, University of Pennsylvania, November 1997.

Shrum, L. J. & Tina M. Lowrey, “Qualitative Research: Theory and Methodology,” invited lecture, doctoral seminar, New York University, December 1996.

Shrum, L. J., “Applying Social Cognition Theory to Mass Media Effects: A Mental Process Model for Cultivation Effects,” paper presented to the Social Cognition Group, Department of Psychology, University of Illinois, Champaign, IL, November 1996.

Shrum, L. J. & Thomas C. O’Guinn, “The Role of Television Programming in the Construction of Consumer Reality: Social Beliefs About the Material World,” paper presented at the French-German Workshop, New Developments and Approaches in Consumer Behavior Research, Potsdam, Germany, September 1996.

Lowrey, Tina M., Cele Otnes, & L. J. Shrum, “Toward an Understanding of Consumer Ambivalence,” paper presented at the French-German Workshop, New Developments and Approaches in Consumer Behavior Research, Potsdam, Germany, September 1996.

Shrum, L. J., “Influence of Television Programs on Consumers’ Attitudes, Beliefs, and Social Perceptions,” presented to faculty colloquium, Rutgers University—Camden, February 1995.

Shrum, L. J., John A. McCarty and Tina M. Lowrey, “Characteristics of the Green Consumer: Implications for Advertising Strategy,” presented at the Environmental Consumerism Conference, Georgetown University, Washington, DC, July 1994.

McCarty, John A. & L. J. Shrum, “Cultural Value Orientations, Attitudes and Beliefs About Recycling, and Recycling Behaviors: Implications for Advertising,” paper presented at the Environmental Consumerism Conference, Georgetown University, Washington, DC, July 1994.

Shrum, L. J., "Psychological Determinants of Consumer Recycling Behavior," paper presented at the New Jersey All-State Marketing Conference, Wayne, NJ, April 1993.

Workshops:

Seminar on integrated marketing communications, The CIT Group, Livingston, NJ, June 1997.

Other Presentations:

Shrum, L. J., "Where Art and Commerce Collide: A Funnel Approach to Embedding Messages in Non-traditional Media," discussion leader, annual conference of the Association for Consumer Research, Atlanta, GA, October 2002.

Shrum, L. J., "Marketing Through Communication: How Messages Move Consumer Products," discussant, annual conference of the International Communication Association, Washington, DC, May 2001.

Shrum, L. J., "That's What I Believe and I'm Sticking to It: Social Values, Ethics, and Attachment," discussant, winter conference of the Society for Consumer Psychology, St. Petersburg, FL, February 1999.

Shrum, L. J., "News Processing," discussant, annual conference of the International Communication Association, Montreal, May 1997.

Shrum, L. J., "Societal Issues in Marketing," discussant, winter conference of the Society for Consumer Psychology, St. Petersburg, FL, February 1997.

Shrum, L. J., "Media and Cognition," symposium chair and discussant, annual conference of the International Communication Association, Chicago, May 1996.

Shrum, L. J., "Sociological Analysis," discussant, annual conference of the Association for Consumer Research, Minneapolis, October 1995.

Shrum, L. J., "To Be or Not to Be...Fear in the Public Service Arena," discussant, annual conference of the American Academy of Advertising, Norfolk, VA, March 1995.

Shrum, L. J., "Cross-Cultural Perspectives on Consumer Research," discussant, annual conference of the Association for Consumer Research, Nashville, October 1993.

Shrum, L. J., "Compulsion, Neuroticism, and Anxiety," discussant, annual conference of the Association for Consumer Research, Nashville, October 1993.

Shrum, L. J., "Current Issues in Advertising," discussant, annual conference of the Association for Consumer Research, Honolulu, Hawaii, October 1988.

GRANTS

- 2011: UTSA College of Business International Grant, “International Marketing Research: How Country and Culture Differ on Sequence Preference (\$7,000), with Min Liu
- 2011: UTSA College of Business International Grant, “International Marketing Research: How Country and Culture Influence Conspicuous Consumption and Charitable Contributions” (\$8,530), with Jaehoon Lee
- 2011: UTSA College of Business International Grant, “International Marketing Research: How Countries and Cultures Differ on Impulsive Consumption and Impulse Control: Implications for International Marketing and Advertising Strategies” (\$6050), with Ashley Arsena
- 2011: COB Faculty Summer Research Grant (\$5000)
- 2010: COB Faculty Summer Research Grant (\$5000)
- 2009: COB Faculty Summer Research Grant (\$5000)
- 2008: COB Faculty Summer Research Grant (\$5000)
- 2007: COB Faculty Summer Research Grant (\$5000)
- 2006/2007: UTSA Faculty Research Award (\$5,000)
- 2001/2002: Rutgers University Research Council Grant, “Priming of Materialism via Television Program Content,” (\$1500)
- 2000/2001: Rutgers University Research Council Grant, “Television Viewing’s Effect on Materialism,” (\$1050)
- 1999/2000: Rutgers University Research Council Grant, “Perceived Reality of Television and its Effects on Beliefs” (\$1500)
- 1998/1999: Rutgers University Research Council Grant, “Effects of TV Content on Social Judgment,” (\$1800)
- 1997/1998: Faculty of Management, Rutgers University, “A Cognitive Model of Media Effects,” (\$4000)
- 1997/1998: Rutgers University Research Council Grant, “Effects of TV Content on Social Judgment,” (\$1500)

- 1996/1997: Harry Frank Guggenheim Foundation Grant, "Applying Social Cognition Theory Toward Understanding the Influence of Television Violence on Social Perceptions, Attitudes, and Behavior," (\$23,500)
- 1996/1997: Rutgers University Research Council Grant, "Influence of Television Programs on Beliefs and Behavior," (\$600)
- 1995/1996: Harry Frank Guggenheim Foundation Grant, "Applying Social Cognition Theory Toward Understanding the Influence of Television Violence on Social Perceptions, Attitudes, and Behavior," (\$25,000)
- 1995/1996: Rutgers University School of Business Research Grant, "Cognitive Processes Underlying Television Effects," (\$2000)
- 1995/1996: American Marketing Association Faculty Research Grant, "The Relation Between Linguistic Properties of Brand Names and Advertising Effectiveness," (\$1000)
- 1995/1996: Rutgers University Research Council Grant, "Relation of Television Violence and Social Perceptions," (\$1300)
- 1995/1996: Lilly Endowment Teaching Fellowship (\$5000)
- 1994/1995: Rutgers University Research Council Grant, "Values and Prosocial Behavior," (\$500)
- 1993/1994: Rutgers University Research Council Grant, "The Role of Program Context in the Processing of Embedded Ads," (\$1000)
- 1991/1992: University of Illinois at Urbana-Champaign, Committee on Institutional Cooperation Summer Research Opportunities Program (\$1000)
- 1990/1991: University of Illinois at Urbana-Champaign, Committee on Institutional Cooperation Summer Research Opportunities Program (\$2000)

MEDIA MENTIONS

Live interview on Fox News's use of product placement, Newstalk 106 FM, Dublin, Ireland (July 2008)

EDITORIAL RESPONSIBILITIES

Edited Journals

Media Psychology, 2005-06

Editorial Boards

Journal of Consumer Psychology (2003 – present)

Journal of Communication (2003 – present)

Human Communication Research (2003 – present)

Communication Monographs (2003 – present)

Journal of Broadcasting & Electronic Media (2004 – 2008)

Media Psychology (2001-2007)

Ad Hoc Editorial Reviewer

Journal of Consumer Research

Journal of Marketing Research

Journal of Applied Psychology

Personality and Social Psychology Bulletin

Motivation and Emotion

European Journal of Social Psychology

Journal of the Academy of Marketing Science

Media Psychology

Journal of Advertising

Psychology & Marketing

Journal of Public Policy & Marketing

Critical Studies in Mass Communication

Mass Communication and Society

Communication Reports

Science Communication

Critical Studies in Media Communication

Journal of Broadcasting & Electronic Media

Association for Consumer Research

American Marketing Association

Society for Consumer Psychology

American Academy of Advertising

International Communication Association

Association for Education in Journalism and Mass Communication

Advertising & Consumer Psychology

Lawrence Erlbaum Associates

Grant Reviewer

Social Sciences and Humanities Research Council of Canada

PROFESSIONAL ACTIVITIES AND AFFILIATIONS

Chaired Conferences

Conference Co-Chair, 2011 Transformative Consumer Research Conference (Materialism Track)
Conference Chair, 2002 Advertising and Consumer Psychology Conference
Conference Co-Chair, 1999 European Association of Consumer Research Conference

Committees: Professional Organizations

APA Council Representative, Division 23 (Society for Consumer Psychology), 2006 - 2009
Publications Committee, Society for Consumer Psychology, 2007-2008
Arrangements Committee, Association for Consumer Research, 2004-2006
Publications Committee, American Academy of Advertising, 1997-1999
Research Committee, American Academy of Advertising, 1993-1997
Membership Committee, Society for Consumer Psychology, 1996-2001

Professional Affiliations

Association for Consumer Research
American Academy of Advertising
International Communication Association
Society for Consumer Psychology
Society for Personality and Social Psychology

UNIVERSITY SERVICE

University of Texas at San Antonio

UTSA Presidential Awards Committee, 2011
UTSA Presidential Awards Committee, 2010
Department Chair, 2008-present
Ph.D. Program Coordinator, Department of Marketing, 2006-2008
University Faculty Senate, 2005-2007
HOP Revision Committee, 2007
Provost Search Committee, 2007
University Faculty Review Committee (chair), 2005-2006
Institutional Review Board, 2005-2006
Faculty Advisor, Phi Chi Theta (national co-ed professional business fraternity)
University Research Leave Committee, 2003
Ph.D./Research Committee, College of Business, 2002-present
MBA Committee, 2005-2006 (chair)
College Faculty Review Committee, 2003-2005, 2007
Department Faculty Review Committee, 2003-2005, 2007
College of Business Faculty Excellence Awards Committee, 2008
President's Distinguished Awards Committee (chair), 2008

Department Subject Pool Coordinator, 2003-2008

Rutgers University

Vice Chairperson, Department of Marketing, 1998-2000
Associate Member of the Faculty of the Graduate School-New Brunswick (Ph.D. Program in Communication, Information, and Library Studies)
Full Member of the Graduate School of Management, Rutgers-Newark
Faculty Advisor to the Marketing Society (1993-1997)
Faculty Advisor to the Advertising Club (1993-1995)
School of Business Library Committee (1992-1994)
School of Business Computer Resources Committee (1992-1994)
School of Business Research Committee (1995-1996)
School of Business Ad Hoc Personnel Committee (1995-1996)
Faculty of Management Ad Hoc Bylaws Committee (1997-1998)
Faculty of Management Ad Hoc Faculty Evaluation Procedures Committee (1997-1998)
Faculty of Management Ad Hoc Undergraduate Program Review Committee (1997-1998)
Faculty of Management AACSB Accreditation Committee (1997-1998)
Dean's Leadership Council (1998-1999)
Dean's Cabinet (1998- 2001)
Information Systems Task Force (1998-1999)

Doctoral Committees

Jaehoon Lee, University of Texas at San Antonio, Department of Marketing (chair)
Brian Daugherty, University of Texas at San Antonio, Department of Accounting
Vigdis Kaland, NHH Bergen, Norway, Department of Marketing
Yuping Lui, Rutgers University, Department of Marketing (chair)
Allison Smith, Rutgers University, Department of Psychology
Polly Polumbo, Rutgers University, Department of Psychology

Masters Thesis Committees

Samantha Blackburn, University of Texas at San Antonio, Department of Communication
David Weber, University of Texas at San Antonio, Department of Psychology

COURSES TAUGHT

Seminar in Experimental Design (Ph.D.)
Consumer Judgment and Decision-Making (Ph.D.)
Principles of Advertising (undergrad)
Integrated Marketing Communications (MBA)
Marketing Strategy and Decision Making (undergrad)
Marketing Research (undergrad, MBA)
Marketing Management (MBA)
Consumer Behavior (undergraduate, MBA, Ph.D.)

Advertising Management (undergrad)
Advertising Research (undergrad)

CONSULTING

Expert witness, 2007 - 2009: Wayne Colton, Inc.: false advertisement, trademark infringement, trade dress infringement.

Scientific consultant, 2005- 6: Spencer Hall: develop web-based assessment of personal values
2010-present for segmentation and targeting