

Rebecca Walker Reczek

(Former Publishing Name: Rebecca Walker Naylor)

Fisher College of Business
Department of Marketing & Logistics
The Ohio State University
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EDUCATION

Ph.D., Marketing, McCombs School of Business, The University of Texas at Austin, May 2006.

B.S., Business Administration (concentrations in marketing and international business), *summa cum laude*, Trinity University, San Antonio, TX, May 2000.

B.A., German and Russian (minor in comparative literature), *summa cum laude*, Trinity University, San Antonio, TX, May 2000.

ACADEMIC POSITIONS

Associate Professor of Marketing, Fisher College of Business, The Ohio State University, September 2013 – Present.

- Dean's Faculty Fellow, 2014-2017.

Assistant Professor of Marketing, Fisher College of Business, The Ohio State University, June 2009-August 2013.

Assistant Professor of Marketing, Moore School of Business, University of South Carolina, June 2006-May 2009.

REFEREED JOURNAL ARTICLES

Sciandra, Michael R., Cait Lambertson, and Rebecca Walker Reczek (2017), "The Wisdom of Some: Do We Always Need High Consensus to Shape Consumer Behavior?," forthcoming at the *Journal of Public Policy & Marketing*.

Daniel M. Zane, Julie R. Irwin, and Rebecca Walker Reczek (2016), "Do Less Ethical Consumers Denigrate More Ethical Consumers? The Effect of Willful Ignorance on Judgments of Others," *Journal of Consumer Psychology*, 26 (July), 337-349.

- Summers, Christopher A., Robert W. Smith, and Rebecca Walker Reczek (2016), "An Audience of One: Behaviorally Targeted Ads as Implied Social Labels," *Journal of Consumer Research*, 43 (June), 156-178.
- Reczek, Rebecca Walker, Kelly L. Haws, and Christopher A. Summers (2014), "Lucky Loyalty: The Effect of Consumer Effort on Predictions of Randomly-Determined Marketing Outcomes," *Journal of Consumer Research*, 41 (December), 1065-77.
- Dyachenko, Tatiana, Rebecca Walker Reczek, and Greg Allenby (2014), "Models of Sequential Evaluation in Best-Worst Choice Tasks," *Marketing Science*, 33 (November-December), 828-48.
- Haws, Kelly L., Karen Page Winterich, and Rebecca Walker Naylor (2014), "Seeing the World through GREEN-tinted Glasses: Green Consumption Values and Responses to Environmentally Friendly Products," *Journal of Consumer Psychology*, 24 (July), 336-54.
- Norton, David A., Cait Poynor Lamberton, and Rebecca Walker Naylor (2013), "The Devil You (Don't) Know: Interpersonal Ambiguity and Inference Making in Competitive Contexts," *Journal of Consumer Research*, 40 (August), 239-54.
- Lamberton, Cait Poynor, Rebecca W. Naylor, and Kelly L. Haws (2013), "Same Destination, Different Paths: The Effect of Observing Others' Divergent Reasoning on Choice Confidence," *Journal of Consumer Psychology*, 23 (1), 74-89.
- Naylor, Rebecca Walker, Cait Poynor Lamberton, and Patricia M. West (2012), "Beyond the 'Like' Button: Exploring the Effects of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings," *Journal of Marketing*, 76 (November), 105-20.
- Article included in the July 2014 AMA Journal Reader's "Online Social Media and Networks: Impact on Marketing Practice" Collection.
- Haws, Kelly L., Rebecca Walker Naylor, Robin A. Coulter, and William O. Bearden (2012), "Keeping It All without Being Buried Alive: Understanding Product Retention Tendency," *Journal of Consumer Psychology*, 22 (April), 224-36.
- Knemeyer, A. Michael and Rebecca Walker Naylor (2011), "Using Behavioral Experiments to Expand our Horizons and Deepen our Understanding of Logistics and Supply Chain Decision Making," *Journal of Business Logistics*, 32 (4), 296-302.
- Irmak, Caglar, Rebecca Walker Naylor, and William O. Bearden (2011), "The Out-of-Region Bias: Distance Inferences based on Geographic Category Membership," *Marketing Letters*, 22 (June), 181-96.
- Naylor, Rebecca Walker, Cait Poynor Lamberton, and David A. Norton (2011), "Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Persuasion," *Journal of Marketing Research*, 48 (June), 617-31.
- Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan (2010), "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," *Journal of Marketing*, 74 (September), 18-31.

Naylor, Rebecca Walker, Courtney M. Droms, and Kelly L. Haws (2009), "Eating with a Purpose: Consumer Response to Functional Food Health Claims," *Journal of Public Policy & Marketing*, 28 (Fall), 221-33.

- Article included in the September 2014 AMA Journal Reader's "Food for Thought" Collection.

Bharadwaj, Neeraj, Rebecca Walker Naylor, and Frenkel ter Hofstede (2009), "Consumer Response to and Choice of Integrated and Customized Offerings," *International Journal of Research in Marketing*, 26 (September), 216-27.

Irwin, Julie R. and Rebecca Walker Naylor (2009), "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding Versus Including Product Alternatives," *Journal of Marketing Research*, 46 (April), 234-46.

Naylor, Rebecca Walker (2007), "Nonverbal Cues-based First Impressions: Impression Formation Through Exposure to Static Images," *Marketing Letters*, 18 (September), 165-79.

Raghunathan, Rajagopal, Rebecca Walker Naylor, and Wayne D. Hoyer (2006), "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products," *Journal of Marketing*, 70 (October), 170-84.

Naylor, Rebecca Walker, Rajagopal Raghunathan, and Suresh Ramanathan (2006), "Promotions Spontaneously Induce a Positive Evaluative Response," *Journal of Consumer Psychology*, 16 (July), 295-305.

MANUSCRIPTS IN THE REVIEW PROCESS

Reczek, Rebecca Walker, Julie R. Irwin, Daniel M. Zane, and Kristine R. Ehrich, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," revising for third-round review at the *Journal of Consumer Research*.

Haws, Kelly, L., Rebecca Walker Reczek, and Kevin Sample, "Healthy Diets Make Empty Wallets: The Healthy = Expensive Intuition," under second-round review at the *Journal of Consumer Research*.

Goodman, Joseph K. and Rebecca Walker Reczek, "Constructing Consideration Sets: Consumers Change to an Include Strategy when Faced with Information Overload," revising for second-round review at the *Journal of Consumer Research*.

Donnelly, Grant E., Cait Poynor Lamberton, Rebecca Walker Reczek, and Michael I. Norton, "Social Recycling Transforms Unwanted Goods into Happiness," revising for second-round review at the *Journal of the Association for Consumer Research*.

Grewal, Lauren, Jillian Hmurovic, Cait Poynor Lamberton, and Rebecca Walker Reczek, "When Beauty Isn't Skin Deep: Cosmetic Contagion and Consumers' Aversion to Ugly Produce," under first-round review at the *Journal of Marketing*.

Winterich, Karen Page, Rebecca Walker Reczek, and Julie R. Irwin, "How Photos Serve as Memory Preservation Aids to Increase Donation of Used Goods to Non-Profit Organizations," under first-round review at the *Journal of Marketing*.

WORKING PAPERS AND OTHER RESEARCH IN PROGRESS

Summers, Christopher A. and Rebecca Walker Reczek, "The Effect of Persuading on the Persuader's Susceptibility to Persuasive Appeals."

Zane, Daniel M., Robert W. Smith, and Rebecca Walker Reczek, "Drawing Conclusions from Distraction: Attitudinal Consequences of Distraction through Metacognitive Inferences."

"One Size Fits Others: Egocentric Inferences in Ambiguous Product Labeling" with David A. Norton and Caglar Irmak.

"The Effects of Social Sharing on Consumers' Self-Perceptions of Expertise," with Daniel M. Zane.

"Does Conviction Lead to Persuasion?" with Christopher A. Summers and Cait Lamberton.

"The Leisure = Wasteful Intuition" with Gabriela Tonietto and Selin Malkoc.

BOOK CHAPTERS AND PUBLICATIONS STEMMING FROM CONFERENCES

Block, Lauren G., Punam A. Keller, Beth Vallen, Sara Williamson, Mia M. Birau, Amir Grinstein, Kelly L., Haws, Monica LaBarge, Cait Lamberton, Elizabeth S. Moore, Emily M. Moscato, Rebecca Walker Reczek, and Andrea Heintz Tangari (2016), "The Squander Sequence: Understanding Food Waste at Each Stage of the Consumer Decision Making Process," forthcoming at the *Journal of Public Policy and Marketing*.

Reczek, Rebecca Walker and Cait Lamberton (2016), "Novel Phenomena, Evolving Frameworks: Exploring Social Influence in the Online World," invited chapter to appear in the forthcoming *International Handbook of Consumer Psychology* (Taylor and Francis), edited by Cathrine Jansson-Boyd and Magdalena Zawisza.

Reczek, Rebecca Walker and Julie R. Irwin (2015), "Ethical Consumption," in *The Cambridge Handbook of Consumer Psychology*, ed. Michael Norton, Derek Rucker, and Cait Lamberton, New York, NY: Cambridge University Press, 507-529.

Phipps, Marcus, Lucie K. Ozanne, Michael G. Luchs, Saroja Subrahmanyam, Sommer Kapitan, Jesse R. Caitlin, Roland Gau, Rebecca Walker Naylor, Randall L. Rose, Bonnie Simpson, and Todd Weaver (2013), "Understanding the Inherent Complexity of Sustainable Consumption: A Social Cognitive Framework," *Journal of Business Research*, 66, 1227-34.

Luchs, Michael, Rebecca Walker Naylor, Randall L Rose, Jesse R Catlin, Roland Gau, Sommer Kapitan, Jenny Mish, Lucie Ozanne, Marcus Phipps, Bonnie Simpson, Saroja Subrahmanyam, and Todd Weaver (2011), "Toward a Sustainable Marketplace: Expanding Options and Benefits for Consumers," *Journal of Research for Consumers*, 19, 1-12.

OTHER PUBLICATIONS

Reczek, Rebecca Walker, Christopher Summers, and Robert W. Smith (2016), "Targeted Ads Don't Just Make You More Likely to Buy — They Can Change How You Think About Yourself," *Harvard Business Review*, Digital Article, April 4.

Reczek, Rebecca Walker (2016), "Ethical Shoppers Don't Inspire Us – They Bug Us" [Interview Format], *Harvard Business Review*, April, 32-33.

Summers, Christopher A., Robert W. Smith, and Rebecca Walker Reczek (2016), "Online Ads Know Who You Are, but Can They Change You Too?" Digital Article for *The Conversation*, March 2. Also appeared on *Business Insider*.

Zane, Danny, Julie Irwin, and Rebecca Walker Reczek (2016), "Why Companies are Blind to Child Labor," *Harvard Business Review*, Digital Article, January 28.

Bharadwaj, Neeraj, Rebecca Walker Naylor, and Frenkel ter Hofstede (2012), "Off-The-Shelf or Tailored to Your Needs: Is Customization Always Superior?," *GfK-Marketing Intelligence Review*, 4 (2), 29-31.

HONORS AND AWARDS

Research (External):

- Early Career Award, Society for Consumer Psychology, 2014**
- Listed by DocSig as one of the 50 most productive authors in the past five years in the premier marketing journals, 2014
- Marketing Science Institute (MSI) Young Scholar, 2013*
- Listed by DocSig as one of the 30 most productive authors in the past five years in the premier AMA journals, 2012 and 2013
- Outstanding Reviewer Award, *Journal of Public Policy & Marketing*, 2013
- Best Paper Award, Transformative Consumer Research Conference, Hanover, NH, 2007
- Association for Consumer Research Transformative Research Grant, 2006
- AMA-Sheth Foundation Doctoral Consortium Fellow, College Station, TX, 2004

* Designates leading upcoming scholars in marketing research

** Early career award for distinguished scientific contribution in consumer psychology

Research, Teaching, and Service (Internal):

- Seniors' Recognition of Outstanding Faculty, Sphinx and Mortar Board, The Ohio State University Chapter, 2015
- Fisher Research Fellow, Summer 2014, 2015, 2016

- Pace Setters Faculty Research Award, Fisher College of Business, 2013
- Nominated for Distinguished Undergraduate Research Mentor Award, The Ohio State University, 2012
- Excellence in Undergraduate Teaching Award, Fisher College of Business, 2011
- Initiative for Managing Services (IMS) Arthur Fellow, Fisher College of Business, 2010
- Selected for Faculty Development in International Business (FDIB) Program, University of South Carolina, 2008
- Center for International Business Education and Research (CIBER) Grant, University of South Carolina (2007 and 2008)

EDITORIAL REVIEW BOARDS AND OTHER REVIEWING ACTIVITY

Editorial review boards:

Journal of Consumer Research (2012 – Present)
Journal of Marketing Research (2016 – Present)
Journal of Consumer Psychology (2014 – Present)
Journal of Retailing (2015 – Present)
Journal of Public Policy & Marketing (2012 – Present)

Co-Editor (with Easwar Iyer) of *Journal of Marketing & Public Policy* Special Issue on Sustainability (Scheduled to appear in 2017)

Ad-hoc reviewer for:

Journal of Marketing
Organizational Behavior & Human Decision Processes
Journal of the Academy of Marketing Science
International Journal of Research in Marketing
Journal of the Association for Consumer Research
Marketing Letters
Psychology and Marketing
Journal of Interactive Marketing
Journal of Advertising
Journal of Service Management
Food Quality and Preference
Journal of Business Logistics

Conference and other reviewing activities:

- Association for Consumer Research Conference Submissions
- Society for Consumer Psychology Conference Submissions
- American Marketing Association Conference Submissions
- Academy of Marketing Science Conference Submissions
- The La Londe Conference in Marketing Communications and Consumer Behavior Conference Submissions
- Society for Consumer Psychology Dissertation Proposal Competition
- American Marketing Association John A. Howard Dissertation Competition
- Association for Consumer Research/Sheth Foundation Dissertation Grants Competition

- Marketing Science Institute's Clayton Doctoral Dissertation Proposal Competition
- William O. Bearden Doctoral Student Research Award
- Research Grants Council (RGC) of Hong Kong Grant Proposals

ADDITIONAL SERVICE TO THE FIELD

Chair of the Society for Consumer Psychology (SCP) Advisory Panel (2015-2017).

Inaugural Member of the Society for Consumer Psychology (SCP) Advisory Panel (2012-2015).

Conference Chair for the 2013 Society for Consumer Psychology (SCP) summer conference at the Annual Convention of the American Psychological Association (APA), July 31-August 4, Honolulu, HI.

Track Chair for the following conferences:

- Social Media Track at the 2014 Annual Meeting of the Decision Science Institute, November 20-25, Tampa, FL.
- Sustainable Products Track (Co-chair) at the Third Transformative Consumer Research Conference held at Baylor University, June 24-26, 2011, Waco, TX.

Invited faculty participant at the following doctoral consortiums:

- Association for Consumer Research Doctoral Consortium, Berlin, Germany 2016
- AMA Sheth Foundation Doctoral Consortium, South Bend, Indiana, 2016.
- AMA Sheth Foundation Doctoral Consortium, London, England, 2015.
- Society for Consumer Psychology Doctoral Consortium, Phoenix, AZ, 2015.
- Marketing and Public Policy Doctoral Consortium, Amherst, MA, 2014.
- Society for Consumer Psychology Doctoral Consortium, Miami, FL, 2014.
- Association for Consumer Research Doctoral Consortium, Chicago, IL, 2013.
- Mittelstaedt Doctoral Consortium, Lincoln, NE, 2012.

Served as a judge for the following awards:

- 2015 Park Prize for outstanding contribution to the *Journal of Consumer Psychology*.
- Inaugural 2014 Mathew Joseph Emerging Scholar Award, sponsored by the American Marketing Association and DocSig.
- Inaugural 2008 Alfred N. and Lynn Manos Page Prize for Sustainability Issues in Business Curricula, University of South Carolina.

Competitive Paper Review Board for the following conferences:

- 2015 meetings of the Association for Consumer Research, October 1-4, New Orleans, LA.
- 2014 meetings of the Association for Consumer Research, October 23-26, Baltimore, MD.
- 2013 meetings of the Association for Consumer Research, October 3-6, Chicago, IL.

Program Committee Member for the following conferences:

- 2017 Marketing and Public Policy Conference, June 1-3, Washington, D.C.
- 2017 meetings of the Society for Consumer Psychology, February 16-18, San Francisco, CA
- 2016 meetings of the Society for Consumer Psychology, February 25-27, St. Pete's Beach, FL.

- 2016 Marketing and Public Policy Conference, June 23-25, San Luis Obispo, CA.
- 2015 meetings of the Society for Consumer Psychology, February 26-28, Phoenix, AZ.
- 2014 meetings of the Society for Consumer Psychology, March 6-8, Miami, FL.
- 2013 meetings of the Society for Consumer Psychology, Feb. 28-March 2, San Antonio, TX.
- 2012 meetings of the Society for Consumer Psychology, February 16-18, Las Vegas, NV.
- 2011 meetings of the Society for Consumer Psychology, February 24-26, Atlanta, GA.
- 2010 meetings of the Association for Consumer Research, October 7-10, Jacksonville, FL.

COURSES TAUGHT AND STUDENT ADVISING

Foundations of Marketing (undergraduate online minor course), Fisher College of Business, The Ohio State University, Autumn 2016 – Present.

Principles of Marketing (undergraduate), Fisher College of Business, The Ohio State University, Autumn 2013 - Present.

Ph.D. Seminar in Consumer Behavior, Fisher College of Business, The Ohio State University, Autumn 2013 - Present.

Consumer Behavior (MBA), Fisher College of Business, The Ohio State University, Autumn 2009 – Spring 2013 and Spring 2016.

Digital Marketing (MBA), Fisher College of Business, The Ohio State University, Autumn 2012 – Autumn 2014.

Consumer Psychology (MBA), Fisher College of Business, The Ohio State University, Spring 2013.

Consumer Behavior (undergraduate), Fisher College of Business, The Ohio State University, Autumn 2009 – Spring 2013.

Consumer Behavior (IMBA), Moore School of Business, University of South Carolina, Spring 2009.

Consumer Behavior (undergraduate), Moore School of Business, University of South Carolina, Fall 2006 – Fall 2009.

Principles of Marketing (undergraduate), McCombs School of Business, The University of TX at Austin, Spring 2006.

Dissertation and Thesis Advising (role and completion date):

- Daniel M. Zane, The Ohio State University (dissertation co-advisor, scheduled May 2018).
- Christopher A. Summers, The Ohio State University (dissertation advisor, August 2016).
- Mikaela Polyviou, The Ohio State University (Ph.D. in logistics dissertation committee member, August 2016).
- Michael Sciandra, University of Pittsburgh (external dissertation committee member, December 2014).

- Sommer Kapitan, The University of TX at Austin (external dissertation committee member, December 2014).
- Tatiana Dyachenko, The Ohio State University (dissertation committee member, August 2014).
- Karthikeya Easwar, The Ohio State University (dissertation committee member, August 2013).
- David Norton, University of South Carolina (external dissertation committee member, May 2013).
- Scott Wright, University of Cincinnati (external dissertation committee member, May 2012).
- Zach Friedman, The Ohio State University (undergraduate honors thesis director, June 2012).
 - *Received 2nd place at the 2012 Denman Undergraduate Research Forum.*
- John Rainey, The Ohio State University (master's thesis in geography external committee member, June 2012).
- Patrick Bond, The Ohio State University (undergraduate honors thesis director, June 2011).
- Yuliya Komarova, University of South Carolina (dissertation committee member, June 2010).
- Roland Leak, University of South Carolina (dissertation committee member, June 2009).
- Joshua Sutherland, University of South Carolina (undergraduate honors thesis director, August 2008).

UNIVERSITY SERVICE

Marketing Department Executive Committee, August 2016 – Present.

Faculty Co-Director of the Fisher College of Business Behavioral Lab, The Ohio State University, September 2015 – Present.

Marketing Department Undergraduate Program Committee Chair, Fisher College of Business, The Ohio State University, Autumn 2015 – Present.

Fisher College of Business Undergraduate Core Committee and Coordinator for the Marketing Core Course, The Ohio State University, Autumn 2013 – Present.

Marketing Department Ph.D. Program Committee Member, Fisher College of Business, The Ohio State University, Autumn 2012 – Present.

Marketing Department Subject Pool Coordinator, Fisher College of Business, The Ohio State University, Autumn 2009 – Present.

Fisher College of Business Behavioral Lab Working Group, The Ohio State University, Spring 2011 – September 2015.

Fisher College of Business Undergraduate Awards Committee, Winter 2012 – Winter 2014.

Fisher College of Business Branding Advisory Group, Autumn 2011 – Autumn 2012.

Fisher Association of Marketing Professionals (MBA student organization) Faculty Advisor, The Ohio State University, Autumn 2010 – June 2011.

Marketing Department MBA Program Committee Member, Fisher College of Business, The Ohio State University, Autumn 2009 – Spring 2012.

Marketing Department Subject Pool Coordinator, Moore School of Business, University of South Carolina, Fall 2006 – Fall 2008.

INVITED RESEARCH PRESENTATIONS (POST ROOKIE JOB-MARKET)

Kent State University, scheduled March 2017

University of Houston, scheduled February 2017

Miami University, April 2016

Department of Psychology Colloquium Series, The Ohio State University, February 2016

Fisher Winter College in Naples, FL, January 2016

NEOMA Business School, Reims, France, July 2015

Vanderbilt University Research Camp, May 2015

The University of Texas at Austin, April 2015

University of Alberta, April 2015

Department of Human Sciences, The Ohio State University, October 2014

State University of New York Stony Brook Research Camp, May 2014

University of Arkansas, May 2014

Boston University Research Camp, April 2013

Temple University, October 2012

Department of Consumer Sciences, The Ohio State University, January 2011

Group for Attitudes and Persuasion, Psychology Dept., The Ohio State University, November 2010

University of Pittsburgh, February 2010

University of Cincinnati, February 2010

The Ohio State University Services Research Camp, April 2007

CONFERENCE PRESENTATIONS (* denotes presenter)

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “Drawing Conclusions from Distraction: Positive Attitudinal Consequences of Distraction through Metacognitive Inferences,” Paper to be presented in special session at the 2016 meetings of the Association for Consumer Research, October 27-30, Berlin, Germany.

Zane, Daniel M* and Rebecca Walker Reczek, “The Effects of Social Sharing on Consumers’ Self-Perceptions of Expertise,” Poster to be presented at the 2016 meetings of the Association for Consumer Research, October 27-30, Berlin, Germany.

Grewal, Lauren*, Jillian Hmurovic, Cait Poynor Lamberton, and Rebecca Walker Reczek, “When Beauty Isn’t Skin Deep: Cosmetic Contagion and Consumers’ Aversion to Ugly Foods,” Paper presented at the 2016 Society for Consumer Psychology summer conference at the Annual Convention of the American Psychological Association, August 4-7, Denver, CO.

- Haws, Kelly, L., Rebecca Walker Reczek, and Kevin Sample*, "Healthy Diets Make Empty Wallets: The Healthy = Expensive Intuition," Paper presented in special session at the 2016 meetings of the Society for Consumer Psychology, February 25-27, St. Pete's Beach, FL.
- Donnelly, Grant E.*, Cait Poynor Lamberton, Rebecca Walker Reczek, and Michael I. Norton, "From Garbage to Gift: 'Social' Recycling Promotes Happiness," Paper presented in special session at the 2016 meetings of the Society for Consumer Psychology, February 25-27, St. Pete's Beach, FL.
- Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, "The Benefits of Distraction: Distracting Ads Cue Consumers to Infer Product Liking through Metacognitive Inferences," Poster presented at the 2016 meetings of the Society for Consumer Psychology, February 25-27, St. Pete's Beach, FL.
- Grewal, Lauren*, Jillian Hmurovic, Cait Poynor Lamberton, and Rebecca Walker Reczek, "When Beauty Isn't Skin Deep: Cosmetic Contagion and Consumers' Aversion to Ugly Foods," Poster presented at the 2016 meetings of the Society for Consumer Psychology, February 25-27, St. Pete's Beach, FL.
- Julie R. Irwin, Daniel Zane*, and Rebecca Walker Reczek, "Disparaging Ethical Others: When and How Willfully Ignorant Consumers Negatively Judge Others who Seek Out Ethical Product Information," Paper presented at the 2015 meetings of the Association for Consumer Research, October 1-4, New Orleans, LA.
- Donnelly, Grant E.*, Cait Poynor Lamberton, Rebecca Walker Reczek, and Michael I. Norton, "From Garbage to Gift: 'Social' Recycling Promotes Happiness," Paper presented at the 2015 meetings of the Association for Consumer Research, October 1-4, New Orleans, LA.
- Summers, Chris, Robert W. Smith, and Rebecca Walker Reczek*, "An Audience of One: Behaviorally Targeted Ads as Inferred Social Labels," Paper presented in special session at the 2015 Marketing and Public Policy Conference, June 4-6, Washington, D.C.
- Goodman, Joseph K.* and Rebecca Walker Reczek, "When Consumers Prefer to Include: Consideration Set Construction Strategies from Large Product Assortments," Paper presented in special session at the 2015 meetings of the Society for Consumer Psychology, February 26-28, Phoenix, AZ.
- Summers, Chris*, Robert W. Smith, and Rebecca Walker Reczek, "Learning about the Self through Advertising: The Effect of Behaviorally Targeted Advertising on Consumer Self-Perceptions and Behavior," Paper presented at the 2015 meetings of the Society for Consumer Psychology, February 26-28, Phoenix, AZ.
- Donnelly, Grant E.*, Cait Poynor Lamberton, Rebecca Walker Reczek, and Michael I. Norton, "Social Recycling: Bringing Happiness to Waste Disposal," Paper presented in special session at the 2015 meetings of the Society for Consumer Psychology, February 26-28, Phoenix, AZ.

- Karen Page Winterich, Rebecca Walker Reczek*, and Julie R. Irwin, "If I Can Remember It, You Can Have It: Keeping your Identity through Strategic Memory Reinforcement when Donating Special Possessions," Paper presented in special session at the 2015 meetings of the Society for Consumer Psychology, February 26-28, Phoenix, AZ.
- Donnelly, Grant E.*, Cait Poynor Lamberton, Rebecca Walker Reczek, and Michael I. Norton, "Social Recycling: Bringing Happiness to Waste Disposal," Poster presented at the 2014 meetings of the Society for Judgment and Decision Making, November 21-24, Long Beach, CA.
- Haws, Kelly L., Rebecca Walker Reczek, and Kevin Sample*, "The Healthy = Expensive Intuition: Why Perceptions that Healthy Eating Costs More are So Costly," Poster presented at the 2014 meetings of the Association for Consumer Research, October 23-26, Baltimore, MD.
- Goodman, Joseph K.* and Rebecca Walker Reczek, "When Consumers Prefer to Include: Consideration Set Construction Strategies from Large Product Assortments," Presented at the 2014 meetings of the Association for Consumer Research, October 23-26, Baltimore, MD.
- Summers, Chris*, Robert W. Smith, and Rebecca Walker Reczek, "Learning about the Self through Advertising: The Effect of Behaviorally Targeted Advertising on Consumer Self-Perceptions and Behavior," Presented at the 2014 meetings of the Association for Consumer Research, October 23-26, Baltimore, MD.
- Sciandra, Michael R., Cait Lamberton, and Rebecca Walker Naylor*, "Missing the Bandwagon: When Non-Normative Information Wields Influence," Presented at the 2014 Marketing and Public Policy Conference, June 5-7, Boston, Massachusetts.
- Sciandra, Michael R.*, Cait Lamberton, and Rebecca Walker Naylor, "Missing the Bandwagon: When Non-Normative Information Wields Influence," Presented at the 2014 meetings of the Society for Consumer Psychology, March 6-8, Miami, FL.
- Naylor, Rebecca Walker, Kelly L. Haws, and Chris Summers*, "Getting Lucky: When Loyalty Status Makes You Feel Lucky," Presented in special session at the 2013 meetings of the Association for Consumer Research, October 3-6, Chicago, IL.
- Winterich, Karen Page*, Rebecca Walker Naylor, and Julie R. Irwin, "Identity Preservation: If I Can Remember It, You Can Have It," Presented in special session at the 2013 meetings of the Association for Consumer Research, October 3-6, Chicago, IL.
- Summers, Chris* and Rebecca Walker Naylor, "The Persuasion Mindset: The Effect of Persuasion on the Persuader," Poster presented at the 2013 meetings of the Association for Consumer Research, October 3-6, Chicago, IL.
- Dyachenko, Tatiana*, Rebecca Walker Naylor, and Greg Allenby, "Models of Sequential Evaluation in Best-Worst Choice Tasks," Presented at the 2013 Advanced Research Technique (ART) Forum, June 9 – 12, Chicago, IL.
- *Received Best Presentation award.*

- Naylor, Rebecca Walker*, Julie R. Irwin, and Kristine R. Ehrich, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," Presented at the 2013 Marketing and Public Policy Conference, May 30-June 1, Washington, D.C.
- Naylor, Rebecca Walker, Kelly L. Haws, and Christopher Summers*, "Earning Luckiness: The Effect of Loyalty Program Membership on Perceptions of Luck," Presented at the 2013 meetings of the Society for Consumer Psychology, February 28-March 2, San Antonio, TX.
- Naylor, Rebecca Walker, Kelly L. Haws, and Christopher Summers*, "Getting Lucky: When Loyalty Status Makes You Feel Lucky," Poster presented at the 2012 meetings of the Association for Consumer Research, October 4-6, Vancouver, Canada.
- Naylor, Rebecca Walker* and Remi Trudel, "Is Less More When Communicating Sustainability? Consumer Response to Ambiguous Versus Detailed Sustainability Product Labels," Presented (in special session) at the 2012 meetings of the Association for Consumer Research, October 4-6, Vancouver, BC.
- Norton, David A.*, Cait Poynor Lamberton, and Rebecca Walker Naylor, "The Devil You (Don't) Know: Bidder Ambiguity and Consumer Aggressiveness in Auction Contexts," Presented at the 2012 Society for Consumer Psychology summer conference at the Annual Convention of the American Psychological Association, August 2-5, Orlando, FL.
- Norton, David A., Cait Poynor Lamberton, and Rebecca Walker Naylor*, "The Devil You (Don't) Know: Bidder Ambiguity and Consumer Aggressiveness in Auction Contexts," Presented at the 2012 Society for Consumer Psychology International Conference, June 29-July 1, Florence, Italy.
- Naylor, Rebecca Walker*, Cait Poynor Lamberton, and Patricia M. West, "Beyond the 'Like' Button: Exploring the Effects of Mere Virtual Presence on Brand Evaluation," Presented (in special session) at the 2012 meetings of the Society for Consumer Psychology, February 16-18, Las Vegas, NV.
- Norton, David A., Cait Poynor Lamberton, and Rebecca Walker Naylor*, "The Devil You (Don't) Know: Bidder Ambiguity and Consumer Aggressiveness in Auction Contexts," Presented at the 2012 meetings of the Society for Consumer Psychology, February 16-18, Las Vegas, NV.
- Naylor, Rebecca Walker, Julie R. Irwin, and Kristine Ehrich*, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," Presented (in special session) at the 2011 meetings of the Association for Consumer Research, October 13-16, St. Louis, MO.
- Rajagopal Raghunathan, Rebecca Walker Naylor*, Kalpesh Kaushik Desai, Kelly L. Haws, Ying Zhang, Sunaina Chugani, and Karthik Sridhar, "Evil Intuitions: Why the 'Unhealthy = Tasty' Intuition Leads to Unhealthy Food Choices Even Among Consumers Who Believe the Opposite," Presented at the 2011 Marketing and Public Policy Conference, June 2-4, Washington, D.C.

- Naylor, Rebecca Walker*, Cait Poynor Lamberton, and Patricia M. West, "After the 'Like' Button: Exploring the Effects of Mere Virtual Presence on Brand Liking and Choice," Presented (in special session) at the 2011 meetings of the Society for Consumer Psychology, February 24-26, Atlanta, GA.
- Luchs, Michael*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Presented at the 2010 Carlson on Sustainability Conference at the Carlson School of Management, University of MN, October 20-22, Minneapolis, MN.
- Cait Poynor Lamberton, Rebecca Walker Naylor*, and Kelly L. Haws, "Same Destination, Different Paths: The Effect of Observing Others' Divergent Reasoning on Choice Confidence," Presented at the 2010 meetings of the Association for Consumer Research, October 7-10, Jacksonville, FL.
- Haws, Kelly L., Karen Page Winterich*, and Rebecca Walker Naylor, "It's all about THE GREENS: Conflicting Motives and Making Green Work," Presented at the 2010 meetings of the Association for Consumer Research, October 7-10, Jacksonville, FL.
- Haws, Kelly L.*, Rebecca Walker Naylor, Robin Coulter, and William O. Bearden, "To Have and to Hold? Marketing Implications of Consumers' Product Retention Tendencies," Presented (in special session) at the 2010 meetings of the Association for Consumer Research, October 7-10, Jacksonville, FL.
- Naylor, Rebecca Walker, Cait Poynor Lamberton*, and David A. Norton, "Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Consumer Compliance," Presented (in special session) at the 2010 meetings of the Association for Consumer Research, October 7-10, Jacksonville, FL.
- Caglar Irmak, Rebecca Walker Naylor*, and William O. Bearden, "The Out-of-Region Bias: Distance Estimations Based on Geographic Category Membership," Presented at the 2010 meetings of the Society for Consumer Psychology, February 25-27, St. Pete Beach, FL.
- Cait Poynor, Rebecca Walker Naylor*, and Kelly L. Haws, "Same Destination, Different Paths: The Effect of Observing Others' Divergent Reasoning on Choice Confidence," Presented at the 2010 meetings of the Society for Consumer Psychology, February 25-27, St. Pete Beach, FL.
- Rosen, Stefanie*, Rebecca Walker Naylor, and Cait Poynor, "High Hopes and Let Downs: The Influence of Self-Esteem on Expectations and Product Failure," Presented at the 2010 meetings of the Society for Consumer Psychology, February 25-27, St. Pete Beach, FL.
- Raghunathan, Rajagopal, Rebecca Walker Naylor*, Kalpesh Kaushik Desai, Kelly L. Haws and Karthik Sridhar, "Evil Intuitions: Why Belief in the 'Unhealthy = Tasty' Intuition Leads to Unhealthy Food Choices," Presented (in special session) at the 2009 meetings of the Association for Consumer Research, October 22-25, Pittsburgh, PA.
- Rosen, Stefanie*, Rebecca Walker Naylor, and Cait Poynor, "When Is a Bad Product Not So Bad? The Effect of Self-Esteem on Product Evaluations," Poster presented at the 2009 meetings of the Association for Consumer Research, October 22-25, Pittsburgh, PA.

- Rebecca Walker Naylor, David A. Norton*, and Cait Poynor, "Seeing Ourselves in Others: Consumer Compliance with Recommendations Made by Ambiguous Agents," Presented at the 2009 meetings of the Society for Consumer Psychology, February 12-14, San Diego, CA.
- Yuliya Komarova* and Rebecca Walker Naylor, "The Role of Linguistic Gender Marking in Brand Recognition and Behavioral Intentions in the Formal Language System of Russian," Presented (in special session) at the 2009 meetings of the Society for Consumer Psychology, February 12-14, San Diego, CA.
- Irwin, Julie R. and Rebecca Walker Naylor*, "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding Versus Including Product Alternatives." Presented (in special session) at the 2008 meetings of the Association for Consumer Research, October 23-25, San Francisco, CA.
- Norton, David A.* and Rebecca Walker Naylor, "Seeing Ourselves in Others: Consumer Compliance with Recommendations Made by Ambiguous Agents," Poster presented at the 2008 meetings of the Association for Consumer Research, October 23-25, San Francisco, CA.
- Luchs, Michael*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "The Ethical Penalty: Consumers Believe that Product Ethicality is Negatively Related to Product Effectiveness." Presented at the 2008 International Conference on Business and Sustainability, October 15-17, Portland, OR.
- Luchs, Michael, Rebecca Walker Naylor*, Julie R. Irwin, and Rajagopal Raghunathan, "Do Consumers Intuitively Believe That Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies Between Ethical Values and Purchasing Behavior." Presented (in special session) at the 2008 meetings of the Society for Consumer Psychology, February 21-23, New Orleans, LA.
- Bharadwaj, Neeraj*, Rebecca Walker Naylor, and Frenkel ter Hofstede, "Consumer Purchase Strategies in Complex Purchase Situations." Presented (in special session) at the 2008 American Marketing Association Winter Educator's Conference, February 15-18, Austin, TX.
- Haws, Kelly L., Rebecca Walker Naylor*, William O. Bearden, and Robin Coulter, "To Have and To Hold? Implications of Disposition Tendencies for Consumer Research." Presented at the 2007 meetings of the Association for Consumer Research, October 25-28, Memphis, TN.
- Luchs, Michael*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "Do Consumers Intuitively Believe That Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies Between Ethical Values and Purchasing Behavior." Presented at the 2007 Transformative Consumer Research Conference held at the Tuck School of Business at Dartmouth, July 6-8, Hanover, NH.
- *Received one of three Best Paper awards.*
- Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan*, "Consumer Hypocrisy in Ethical Decision Contexts: Exposing the Discrepancy Between Explicitly Stated and Privately-Held Beliefs About the Ethicality-Functionality Relationship." Presented at the 2007 INFORMS Marketing Science Conference, June 28-30, Singapore.

Courtney Droms*, Rebecca Walker Naylor, and Kelly L. Haws, "Eating With a Purpose: Consumer Response to Functional Food Claims." Presented at the 2007 meetings of the Society for Consumer Psychology, February 22-24, Las Vegas, NV.

Raghunathan, Rajagopal and Rebecca Walker Naylor*, "The 'More Fun = Less Good Intuition' and its Influence on Consumption Decisions." Presented at the 2007 meetings of the Society for Consumer Psychology, February 22-24, Las Vegas, NV.

Luchs, Michael*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?" Poster presented at the 2006 meetings of the Society for Judgment and Decision Making, November 18-20, Houston, TX.

- *Named second runner up for Best Student Poster.*

Luchs, Michael*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?" Poster presented at the 2006 meetings of the Association for Consumer Research, September 28-October 1, Orlando, FL.

Raghunathan, Rajagopal, Rebecca Walker Naylor*, and Wayne D. Hoyer, "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products." Presented (in special session) at the 2006 meetings of the Association for Consumer Research, September 28-October 1, Orlando, FL.

Raghunathan, Rajagopal*, Rebecca E. Walker, and Wayne D. Hoyer, "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products." Presented (in special session) at the 2006 meetings of the Society for Consumer Psychology, February 8-13, Carnival Cruise from Port of Miami.

Raghunathan, Rajagopal*, Rebecca E. Walker, and Wayne D. Hoyer, "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products." Presented at the 2005 meetings of the Association for Consumer Research, September 29-October 2, San Antonio, TX.

Walker, Rebecca E.* and Julie R. Irwin, "You Can't Throw That Away: The Influence of Emotional Attachment on Product Disposal Choices." Presented at the 2005 meetings of the Society for Consumer Psychology, February 24-26, Saint Pete Beach, FL.

Raghunathan, Rajagopal* and Rebecca E. Walker, "The Influence of Nonverbal Cues in Judgments of Dating Partners." Presented (in special session) at the 2004 meetings of the Association for Consumer Research, October 7-10, Portland, OR.

Walker, Rebecca E.* and Julie R. Irwin, "Why What It Is and Who It Goes to Matters: The Emotional and Experiential Antecedents of Product Disposal Choices." Presented (in special session) at the 2004 meetings of the Association for Consumer Research, October 7-10, Portland, OR.

Walker, Rebecca E.* and Julie R. Irwin, “Why What It Is and Who It Goes to Matters: The Emotional and Experiential Antecedents of Loss Aversion.” Poster presented at the 2004 Behavioral Decision Research in Management Conference, April 15-18, Durham, NC.

Walker, Rebecca E.* and Rajagopal Raghunathan, “Nonverbal Cues-based First Impressions: What Can Static Images of Salespersons Tell Us About Their Success at Selling?” Presented at the 2003 meetings of the Association for Consumer Research, October 9-12, Toronto, Canada.

Walker, Rebecca E., Rajagopal Raghunathan, and Suresh Ramanathan*, “Unnecessary Purchases: Creating Artificial Buying Pressure Through the Use of Coupons.” Presented at the 2003 European meetings of the Association for Consumer Research, June 4-7, Dublin, Ireland.

Walker, Rebecca E.* and Rajagopal Raghunathan, “First Impressions: What Can Thin-Slice Judgments Tell Us about The Potential Success of Salespeople?” Presented (in special session) at the 2003 meetings of the Society for Consumer Psychology, February 20-22, New Orleans, LA.

Walker, Rebecca E.* and Rajagopal Raghunathan, “Unnecessary Purchases: Creating Artificial Buying Pressure Through the Use of Coupons.” Poster presented at the 2002 meetings of the Association for Consumer Research, October 17-20, Atlanta, GA.

INDUSTRY EXPERIENCE

Financial Analyst: Enron Corp. (2000-2001).

MEMBERSHIPS

Association for Consumer Research
Society for Consumer Psychology
American Marketing Association
Phi Beta Kappa
Beta Gamma Sigma

SELECTED MEDIA COVERAGE

Harvard Business Review
NPR
Slate
The Guardian
The Atlantic
Fast Company
Business Insider
Inc.com
The Conversation
AdRants
Details

Men's Journal

Marketing News

AMA Journal Reader

Biz Ed Magazine

Yahoo! News

Business News Daily

The Columbus Dispatch

Columbus Business First

Psychology Today blog

Jean Chatzky's blog (Financial Editor for the Today Show)

The Network for Business Sustainability

Knowledge @ Wharton Radio

The Ohio News Network's Television Show "Ohio Means Business"

WOSU's Radio Show "All Sides with Ann Fisher"

The South Carolina Educational Radio Network