

JILL M. SUNDIE, PH.D.

Associate Professor of Business Administration
The Ernest Williams II School of Commerce, Economics, and Politics
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Education

Ph.D., Psychology, Emphasis: Social Psychology, Arizona State University
M.A., Psychology, Emphasis: Social Psychology, Arizona State University
M.A., Economics, University of Southern California
B.A., Economics, University of Arizona

Professional Employment History

Associate Professor of Business Administration, Washington and Lee University, 2020-present

Assistant Professor of Marketing, Radford University, 2019-2020

Visiting Assistant Professor of Marketing, Virginia Tech, 2014-2019

Assistant Professor*, UTSA, Department of Marketing, 2010-2014

(*Approved for promotion with tenure, December 2013)

Assistant Professor, University of Houston, Department of Marketing, 2003-2010

Director of Communications, Thomas, Warren + Associates, 2001-2002

My responsibilities included press relations and public communications between the firm and the press, and formal communications between the firm and current (or prospective) clients. I also contributed as an economic analyst on research projects. My research responsibilities included the collection, organization and analysis of demographic and statistical data, report writing, editing, survey design and survey administration.

Communication Associate, The Vanguard Group, 1999-2001

I attained my Series 6 and 63 securities licenses, educated current and prospective clients about investment alternatives, and presented continuing education seminars for licensed representatives on topics such as International Investing, Bond Mutual Funds and Investor Psychology.

Awards and Honors

Certificate of Teaching Excellence, Pamplin College of Business and Virginia Tech, 2017

Melcher Faculty Excellence Award, for Excellence in Teaching, 2006 (Awarded to the faculty member earning among the highest teaching ratings in the College of Business over the previous 3 years, University of Houston).

Research Impact

Google Scholar total citation count=3064, h-index=16, i10 index=17 (as of 1/6/22)

Web of Science total citation count=1116, h-index=10 (as of 1/6/22)

<https://scholar.google.com/citations?user=Z-ziNTUAAAAJ&hl=en>

https://www.researchgate.net/profile/Jill_Sundie

<https://wlu.academia.edu/JillSundie>

Journal Articles

Kapitan, Sommer, Sarah Mittal, Jill M. Sundie and Daniel J. Beal (2021), "What a Great Deal...I Need That! Updating Need Drives Frugal Consumers' Responses to Deep Discounts," *Journal of Business Research*, 134(September), 467-479.

Otterbring, Tobias, Sundie, Jill, Li, Yexin Jessica, and Hill, Sarah (2020), "Evolutionary Psychological Consumer Research: Bold, Bright, but Better with Behavior," *Journal of Business Research*, 120(November), 473-484.

Sundie, Jill M., Mario Pandelaere, Inge Lens, and Luk Warlop (2020), "Setting the Bar: The Influence of Women's Conspicuous Display on Men's Affiliative Behavior," *Journal of Business Research*, 120(November), 569-585.

Sundie, Jill M., Daniel J. Beal, Steven L. Neuberg, and Douglas T. Kenrick (2019), "Moving Beyond Unwise Replication Practices: The Case of Romantic Motivation," *Journal of Experimental Psychology: General*, 148, e1-e11.

Mittal, Sarah, and Jill M. Sundie (2017), "Not Worth the Risk? Applying Life History Theory to Understand Rejection of the Experiential Recommendation," *Journal of Marketing Management*, 33:11-12, 1003-1034.

Chin, Wynne, Iris Junglas, Andrew Schwartz and Jill Sundie (2014), "Don't Mind the Gap: A Conceptual and Psychometric Analysis of the Individual Evaluation of Discrepancies in the Context of IS User Service Satisfaction," *ACM SIGMIS Database*, 45(1), 9-28.

Guadagno, Rosanna E., Nicole L. Muscanell, Jill M. Sundie, Terrilee A. Hardison and Robert B. Cialdini (2013), "The Opinion-Changing Power of Computer-Based Multimedia Presentations," *Psychology of Popular Media Culture*, 2(2), 110-116.

Shrum, L. J., Nancy Wong, Nancy, Farrah Arif, Sunaina K. Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott and Jill Sundie (2013), "Reconceptualizing Materialism as Identity Goal Pursuits: Functions, Processes, and Consequences," *Journal of Business Research*, 66, 1179-1185.

Sundie, Jill M., Robert B. Cialdini, Vladas Griskevicius and Douglas Kenrick (2012), "The World's (Truly) Oldest Profession: Social Influence in Evolutionary Perspective," *Social Influence* [Special Issue: Social Influence and Consumer Behavior], 7 (3) 134-153.

Sundie, Jill M., Douglas T. Kenrick, Vladas Griskevicius, Joshua M. Tybur, Kathleen D. Vohs and Daniel J. Beal (2011), "Peacocks, Porsches, and Thorstein Veblen: Conspicuous

Consumption as a Sexual Signaling System,” *Journal of Personality and Social Psychology*, 100(4), 664-680.

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*, 19, 1-4.

Kenrick, Douglas T., Vladas Griskevicius, Jill M. Sundie, Norman P. Li, Yexin Li and Steven L. Neuberg (2009), “Deep Rationality: The Evolutionary Economics of Decision Making,” *Social Cognition*, 27, 764-785.

Sundie, Jill M., James Ward, Daniel J. Beal, Wynne W. Chin and Stephanie Oneto (2009), “Schadenfreude as a Consumption-Related Emotion: Feeling Happiness about the Downfall of Another’s Product,” *Journal of Consumer Psychology*, 19, 356-373.

Griskevicius, Vladas, Noah J. Goldstein, Chad R. Mortensen, Jill M. Sundie, Robert B. Cialdini and Douglas T. Kenrick (2009), “Fear and Loving in Las Vegas: Evolution, Emotion, and Persuasion,” *Journal of Marketing Research*, 46 (3), 384-395.

Cohen, Adam B., Ariel Malka, Eric D. Hill, Felix Thoenmes, Peter C. Hill and Jill M. Sundie (2009), “Race as a Moderator of the Relationship between Religiosity and Political Alignment,” *Personality and Social Psychology Bulletin*, 35 (3), 271-282.

Sundie, Jill M., Betsy Gelb and Darren Bush (2008), “Economic Reality Versus Consumer Perceptions of Monopoly,” *Journal of Public Policy and Marketing*, 27 (2), 178-181.

Cialdini, Robert B., Vladas Griskevicius, Jill M. Sundie and Douglas T. Kenrick (2007), “Persuasion Paralysis: When Unrelated Motives Immobilize Influence,” *Social Influence*, 2 (1), 1-17.

Griskevicius, Vladas, Joshua M. Tybur, Jill M. Sundie, Robert B. Cialdini, Geoffrey F. Miller and Douglas T. Kenrick (2007), “Blatant Benevolence and Conspicuous Consumption: When Romantic Motives Elicit Costly Displays,” *Journal of Personality and Social Psychology*, 93 (1), 85-102.

Sundie, Jill M. and Douglas T. Kenrick (2006), “Modular Economics: Different Bonds = Different Investments,” *Psychological Inquiry*, 17, 56-59.

Kenrick, Douglas T. and Jill M. Sundie (2005), “How Do Cultural Variations Emerge from Universal Mechanisms?” *Behavioral and Brain Sciences*, 28, 827-828.

Kenrick, Douglas T., Jill M. Sundie, Lionel D. Nicastle and Gregory O. Stone (2001), “Can One Ever Be Too Wealthy or Too Chaste? Searching for Nonlinearities in Mate Judgment,” *Journal of Personality and Social Psychology*, 80, 462-471.

Book Chapters

Sundie, Jill M., Howard Weiss, Daniel Beal (2021), “Evolutionary Psychology and Business: Examining Life at Work Through the Lens of Status” in *The SAGE Handbook of Evolutionary Psychology*, ed. Todd K. Shackelford, Sage.

Sundie, Jill M. (2014), “Schadenfreude and Consumer Behavior,” in *Schadenfreude: Understanding Pleasure at the Misfortune of Others*, eds. Wilco W. van Dijk and Jaap W. Ouwerkerk, Cambridge University Press.

Kapitan, Sommer, Rajesh Bhargave, Kristin Trask, Jill M. Sundie and David H. Silvera (2013), “Product End-of-Life Decisions,” in *Communicating Sustainability for the Green Economy*, eds. Lynn R. Khale and Eda Gurel-Atay. Armonk, NY: M.E. Sharpe.

Kenrick, Douglas T., Jill M. Sundie and Robert Kurzban (2008), “Cooperation and Conflict between Kith, Kin, and Strangers: Game Theory by Domains,” in *Foundations of Evolutionary Psychology: Ideas, Issues, Applications and Findings*, 3rd Edition, eds. Charles Crawford and Dennis Krebs, Erlbaum Associates.

Kenrick, Douglas T. and Jill M. Sundie (2007), “Dynamical Evolutionary Psychology and Mathematical Modeling: Quantifying the Implications of Qualitative Biases,” In *The Evolution of Mind: Fundamental Questions and Controversies*, eds. Stephen W. Gangestad and Jeffrey A. Simpson, New York, NY: Guilford Press.

Sundie, Jill M., Robert B. Cialdini, Vladas Griskevicius and Douglas T. Kenrick (2006), “Evolutionary Social Influence,” in *Evolution and Social Psychology*, eds. Mark Schaller, Jeffrey A. Simpson and Douglas T. Kenrick, New York, NY: Psychology Press.

Kenrick, Douglas T. and Jill M. Sundie (2006), “Dynamical Evolutionary Psychology: How Social Norms Emerge from Evolved Decision Rules,” in *Bridging Social Psychology: Benefits of Transdisciplinary Approaches*, ed. P. A. M. Van Lange, Mahwah, NJ: Lawrence Erlbaum Associates.

Kenrick, Douglas T., Melanie R. Trost and Jill M. Sundie (2004), “Sex-Roles as Adaptations: An Evolutionary Perspective on Gender Differences and Similarities,” in *The Psychology of Gender*, eds. Alice R. Eagly, Anne E. Beall and Robert J. Sternberg, New York, NY: Guilford Publications.

Book Reviews

Sundie, Jill M. and Lambrianos Nikiforidis (2013). [Review of the book, *The Archaeology of Mind: Neuroevolutionary Origins of Human Emotion*] *psycCRITIQUES*, 58.

Sundie, Jill M. (2010). [Review of the book, *Why Women Have Sex*] *Evolution and Human Behavior*, 31 (May), 229-230.

Sundie, Jill M. and R. Justin Goss (2009), “Signaling Style, Substance, and Smarts: An Evolutionary-Informed Perspective on Consumer Motivation” [Review of the book, *Spent: Sex, Evolution, and Consumer Behavior*] *Evolutionary Psychology*, 7 (3), 371-373.

Kenrick, Douglas T. and Jill M. Sundie (2003), [Review of the book *The Mating Mind: How Sexual Choice Shaped the Evolution of Human Nature*] *Contemporary Psychology*, 48 (4), 493-495.

Sundie, Jill M. (2007), "Where is Homo Consumericus?" [Review of the book, *The Evolutionary Bases of Consumption*] *psycCRITIQUES*, 52.

Ackerman, Joshua, Dan W. Barrett, Peter R. Killeen, Jon K. Maner, Robert Rennaker, Matthew Sitomer and Jill Sundie (2003), [Review of the book *Grounded ethics: The Empirical Bases of Normative Judgments*] *Behavior and Philosophy*, 31, 195-201.

Recent Conference Paper Presentations

Sundie, Jill M., Daniel J. Beal, James Ward, and Andrew Perkins (2019, November), Consumer Connections with a Brand and that Brand Community Dampen Hostile Responses to Prestige Brand Envy, paper presented at the Society for Marketing Advances conference, New Orleans, LA.

Sundie, Jill M., Daniel Beal, Sommer Kapitan, and Sarah Mittal (2019, November), It's a Great Deal...I Need It! Attributions of Need Drive Frugal Consumers' Responses to Discounted Offerings, paper presented at the Society for Marketing Advances conference, New Orleans, LA.

Sundie, Jill M., and Daniel J. Beal (2017, April), Economic Threat and Status Concerns in Social Comparison Processes, paper presented at the annual conference of the Society for Industrial and Organizational Psychology, Orlando, FL.

Beal, Daniel J. and Jill M. Sundie (2017, April), Profiles of the Dark Triad and Dyadic Conflict and Trust, paper presented at the annual conference of the Society for Industrial and Organizational Psychology, Orlando, FL.

Kapitan, Sommer, Sarah Roche, and Jill M. Sundie (2016, November), Too Good to Pass Up? Frugal Shoppers Splurge on Deep Discounts, paper presented at the Society for Marketing Advances conference, Atlanta, Georgia.

Roche, Sarah, and Jill M. Sundie (2015, June), Experiential or Material? A Life History Theory Perspective on Purchase Type Preferences, paper presented at the international conference of the Society for Consumer Psychology, Vienna, Austria.

Teaching: Student Ratings

Washington & Lee University

Mean ratings below are based on a **1 to 5 scale, with 5 = highest rating.**

Semester	Course	Average Enrollment	Average Overall Rating
Fall 2020 (2 sections) Winter 2021 (2 sections)	Marketing Management	16.75	4.30
Winter 2021	Business and the Behavioral Sciences	16	4.56

Radford University

Student evaluations were not administered in Spring 2020 due to COVID-19. Course taught in Spring 2020: MKTG 201: Personal Branding, and HNRS 201: Honors Personal Branding
Mean ratings below are based on a **1 to 5 scale, with 5 = highest rating.**

Semester	Course	Average Enrollment	Average Overall Rating
Fall 2019 (2 sections)	Professional Selling	8.5	4.44

Virginia Tech

Mean ratings below are based on a **1 to 6 scale, with 6 = highest rating.**

Semester	Course	Average Enrollment	Average Overall Rating
Fall 2014 to Spring 2019 (2 sections each semester)	Buyer-Seller Relationships	33.6	5.62

University of Texas at San Antonio

Mean ratings below are based on a **1 to 5 scale, with 5 = highest rating.**

Semester	Course	Average Enrollment	Average Overall Rating
Spring 2011 to Fall 2013 (average of 2 sections/semester)	Consumer Behavior	73.6	4.50
Fall 2013 *doctoral seminar	Experimental Design*	5	4.40

University of Houston

Mean ratings below are based on a **1 to 5 scale, with 5 = highest rating.**

Semester	Course	Average Enrollment	Average Overall Rating
Fall 2003 to Fall 2009 (3 sections each fall)	Applied Buyer Behavior	166	4.71

Granting Activities

Consultant for National Science Foundation grant #0843764, “Fundamental Motives and Decision-Making,” 2009-2012.

Service

Washington & Lee Committees and Collectives 2020-2021:
Public Functions (University Committee)

Student Dissertation/Thesis Committees

Committee Member, Dissertation, Sarah Roche, Department of Marketing, UTSA
Committee Member, Dissertation, Sommer Kapitan, Department of Marketing, UTSA
Committee Member, Dissertation, Jaehoon Lee, Department of Marketing, UTSA
Committee Member, Dissertation, R. Justin Goss, Department of Marketing, UTSA
Committee Member, Dissertation, Inge Lens, KU Leuven, Belgium
Committee Member, Dissertation, Altovise Rogers, Department of Psychology, UH
Committee Member, Dissertation, Jack Tsan, Department of Educational Psychology, UH
Committee Member, Dissertation, Stephanie Oneto, Department of Marketing, UH
Committee Member, Dissertation, Emily Hunter, Department of Psychology, UH
Committee Member, Master’s Thesis, Judy Tidwell, Department of Psychology, UH
Reader, Senior Thesis, Robert Vandervoort, Department of Psychology, UH

Invited General Audience Presentations

North Carolina Museum of Art, October 2013, General Audience Research Presentation for Exhibit “Porsche by Design: Seducing Speed”
University of Alabama, September 2007, General Audience Research Presentation for The Alabama Lectures on Life’s Evolution (ALLELE) series

Editorial Contributions

Special Issue Editor for: Journal of Business Research, Personality and Individual Differences.

Reviewer for: Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Marketing Research, OBHDP, Journal of Business Research, Psychological Science, Sheth Dissertation Competition, Advances in Consumer Research, Asia-Pacific ACR conference, EMAC Conference, Psychology and Marketing, Marketing Letters, Journal of Behavioral Decision Making, Evolution and Human Behavior, Evolutionary Psychology, Evolutionary Behavioral Sciences, Evolutionary Psychological Sciences, Basic and Applied Social Psychology, Journal of Applied Social Psychology, Journal of Economic Psychology, Personal Relationships, Personality and Social Psychology Bulletin, Personality and Individual Differences, Journal of Experimental Social Psychology, Swiss Journal of Psychology, Sex Roles, Journal of Personality Assessment, Sustainability, and The National Science Foundation--reviewer for NSF grant proposals.

Work in Progress

1. Sundie, J. M., L.J. Shrum, and D. Beal. Linking Childhood Deprivation and Instability to the Well-Being Outcomes of Materialists: A Meta-Analysis. Data coding and analysis ongoing.

This project was submitted for Lenfest funding (summer 2021). My work on the Lenfest grant involved selecting articles from broad literature searches for coding, analyzing existing data for potentially interesting patterns, coding relevant articles that will serve as the foundation for the meta-analysis, and updating the database of articles on a rolling basis to capture any new publications that meet our selection criteria.

Project Overview: Materialism can be defined as a preoccupation with the acquisition of material possessions, in an attempt to enhance one's happiness, or to signal one's success. Materialistic values are correlated with a range of negative well-being outcomes, such as loneliness, compulsive and impulsive consumption, poor financial health, as well as lower self-reported life satisfaction. While myriad negative associations with materialism have been revealed in roughly four decades worth of (largely correlational) research across diverse cultures, much less is known about how materialistic values emerge, and what factors may predispose a person to develop such values. In short, we have a good idea what the consequences of being materialistic are likely to be, but very little about how or why such a value system manifests in some individuals, but not in others. The purpose of this project is to conduct a meta-analysis to examine potential causal factors in a comprehensive fashion, by incorporating hundreds of effects from this large and growing literature. We will test whether a particular set of developmental variables (specifically, experiences of deprivation or instability in early childhood) predict the development of materialistic values in a manner that carries through to influence adult well-being. This project will provide a comprehensive test of a conceptual framework that has yet to be examined in an effort to understand the origin of materialistic values.

2. Sundie, J. M., D. Beal, and J. Burroughs. Development and Examination of a Materialism Typology in a Marital Context. Two studies completed, in preparation for submission to the Journal of Consumer Research.

Project Overview: Two large studies (survey-based) of a variety of marital dynamics measures and the material values of both members of the married couple were conducted. Latent profile analysis was conducted to identify unique types of materialists. We then examined whether those different types of materialists exhibited different patterns of marital dynamics and well-being. The studies provide evidence that some aspects of materialistic values are associated with more detrimental marital outcomes (e.g., a focus on acquiring possessions as a path to happiness) while others (e.g., a focus on possessions as symbols of success) appear to have fewer negative associations with well-being outcomes in the marriage.

3. Sundie, J. M., D. Beal, A. Perkins, & J. Ward. Blunting the hostile edge of envy: How group identification changes the nature of envious social comparisons. In preparation for submission to Affective Science.

Project Overview: This set of completed experiments extends on some previous work I have published on the emotional consequences of upward social comparisons involving status products/brands, and the effects of subsequent product failure on brand attitudes (e.g., Sundie et al., 2009, *Journal of Consumer Psychology*). Envy during an upward social comparison like this can prompt a set of hostile emotions directed toward the product owner and brand. However, to the extent that observers share an identity with the status product owner (e.g., they aspire to own the same brand), this ordinarily strong link between envy and hostility is weakened. We assess self-brand connection using both implicit and explicit measures to establish the extent to which participants feel a sense of community with status brand owners.