

January 2014

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Williams School of Commerce, Economics, and Politics  
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**ACADEMIC AND PROFESSIONAL EXPERIENCE**

**EDUCATION**

Ph.D., Consumer Psychology, University of Florida, 1986  
M.A., Psychology, Wake Forest University, 1980  
B.S., Psychology, Guilford College, 1973

**POSITIONS**

Teaching/Research

Washington and Lee University, 2004-present  
Virginia Polytechnic Institute and State University, 2002-2004  
University of Virginia, 2000-2002  
Lehigh University, 1993-2000  
University of Illinois, 1985-1993  
Wake Forest University, 1980

Industry

Contract programmer, Western Electric Company, Inc., 1978-1980  
Systems Engineer, IBM Corporation, 1974-1978

**COURSES TAUGHT**

Undergraduate

Consumer Behavior  
Marketing Research  
Integrated Marketing Communications  
Marketing Practicum  
Marketing Management  
Applied Statistics

Ph.D.

Consumer Behavior  
Experimental Design

**HONORS**

Business Administration Nominee for University Teaching Award, University of Illinois, 1990  
American Marketing Association Doctoral Consortium Faculty, 1990  
Teachers Ranked as Excellent by Their Students, University of Illinois, 1988, 1989, 1991  
Finalist, Robert Ferber Award for Consumer Research, 1987  
American Marketing Association Doctoral Consortium Fellow, 1983

## PUBLICATIONS

### JOURNAL ARTICLES

Simmons, Carolyn J. and Karen L. Becker-Olsen (2006), "Achieving Marketing Objectives via Social Sponsorships," *Journal of Marketing*, 70 (October), 154-169.

Pullig, Chris P., Carolyn J. Simmons, and Richard G. Netemeyer (2006), "Brand Dilution: When Do New Brands Hurt Existing Brands?" *Journal of Marketing*, 70 (April), 52-66.

Simmons, Carolyn J., Barbara A. Bickart, and Lauranne Buchanan (2000), "Leveraging Equity Across the Brand Portfolio," *Marketing Letters*, 11 (August), 210-220.

Johar, Gita Venkataramani and Carolyn J. Simmons (2000), "The Use of Concurrent Disclosures to Correct Invalid Inferences," *Journal of Consumer Research*, 26 (March), 307-322.

Buchanan, Lauranne, Carolyn J. Simmons, and Barbara A. Bickart (1999), "Brand Equity Dilution: Retailer Display and Context Brand Effects," *Journal of Marketing Research*, 36 (Aug.), 345-355.

Simmons, Carolyn J., Barbara A. Bickart, and John G. Lynch, Jr. (1993), "Capturing and Creating Public Opinion in Survey Research," *Journal of Consumer Research*, 20 (September), 316-329.

Simmons, Carolyn J. and John G. Lynch, Jr. (1991), "Inference Effects Without Inference Making? Effects of Missing Information on Discounting and Use of Presented Information," *Journal of Consumer Research*, 17 (March), 477-491.

Beck, Robert C., Charles Gibson, Wendy Elliott, Carolyn Simmons, Nadine Matteson, and Lisa McDaniel (1988), "False Physiological Feedback and Emotion: Experimenter Demand and Salience Effects," *Motivation and Emotion*, 12 (Sept.), 217-226.

### CASES

Buchanan, Lauranne and Carolyn J. Simmons (2009), *Trouble Brews at Starbucks*, Ivey Publishing, Ivey Management Services, Richard Ivey School of Business, The University of Western Ontario.

- French version, 2010
- Simplified Chinese version, 2012
- In Ferrell, O.C. and Michael Hartline, *Marketing Strategy: Text and Cases, 6<sup>th</sup> Edition*, Cengage Learning, 2014 (available January 2013)

Buchanan, Lauranne and Carolyn J. Simmons (2007), *Motorola and the RAZR*, Thunderbird, the Garvin School of International Management.

Buchanan, Lauranne and Carolyn J. Simmons (2005), *Selfless, Candid, and Quick: Is That All There Is to Crisis Management?* Thunderbird, the Garvin School of International Management.

Buchanan, Lauranne and Carolyn J. Simmons (2004), *Competitive Advantage Through Channel Management*, Thunderbird, the Garvin School of International Management.

## PROCEEDINGS

Becker-Olsen, Karen L. and Carolyn J. Simmons (2005), "Not All Sponsors Are Created Equal," *Advances in Consumer Research*, vol. 32, eds. Geeta Menon and Akshay R. Rao, Association for Consumer Research, 90 (abstract).

Pullig, Chris P., Carolyn J. Simmons, and Richard G. Netemeyer (2004), "If We Know the Difference, What's the Harm? The Effects of Brand Equity Misappropriation and Dilution," *Advances in Consumer Research*, vol. 31, eds. Barbara E. Kahn and Mary Frances Luce, Association for Consumer Research, 654-655 (abstract).

Bickart, Barbara A., Carolyn J. Simmons, and Chirag Vyas (2003), "The Effects of Featured Brand Quality on Price Valuations of the Product Portfolio," *Advances in Consumer Research*, vol. 30, eds. Punam Anand Keller and Dennis W. Rook, Association for Consumer Research, 264-269.

Becker-Olsen, Karen L. and Carolyn J. Simmons (2002), "When Do Social Sponsorships Enhance or Dilute Equity? Fit, Message Source, and the Persistence of Effects," *Advances in Consumer Research*, vol. 29, eds. Susan Broniarczyk and Kent Nakamoto, Association for Consumer Research, 287-289 (abstract).

Becker-Olsen, Karen L. and Carolyn J. Simmons (2001), "Fortifying or Diluting Equity via Association: the Case of Sponsorship," *European Advances in Consumer Research*, vol. 5, eds. Andrea Groeppel-Klien and Frank-Rudolf Esch, Association for Consumer Research, 286-287 (abstract).

Simmons, Carolyn J., Joan M. Phillips, and Barbara A. Bickart (2001), "Recalling Events: Examples as Cues in Behavioral Questions," *Advances in Consumer Research*, vol. 28, eds. Mary C. Gilly and Joan Meyers-Levy, 438 (abstract).

Simmons, Carolyn J., and Gita Venkataramani Johar (1994), "Knowing More Than We're Told: Inferences from Advertising Claims," *Advances in Consumer Research*, vol. 21, eds. Chris T. Allen and Deborah Roedder John, Association for Consumer Research, 96 (session summary).

Simmons, Carolyn J. and Nancy H. Leonard (1990), "Inferences about Missing Attributes: Contingencies Affecting the Use of Alternative Information Sources," *Advances in Consumer Research*, Vol. 17, eds. Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, Association for Consumer Research, 266-274.

## CONFERENCE ACTIVITIES

### CONFERENCE PAPERS NOT IN PROCEEDINGS

"What Is It Worth? Consumers' Price Judgments of Really New Products," Behavioral Pricing Conference, Rosen College of Hospitality Management, University of Central Florida, Orlando, 2009 (with Chris Pullig and Sujay Dutta).

"The Use of Concurrent Disclosures to Correct Invalid Inferences," Association for Consumer Research, Columbus, 1999 (with Gita Johar).

"Deliberate Correction of Spontaneous Inferences: The Perseverance of Invalid Beliefs," Association for Consumer Research, Minneapolis, 1995 (with Gita Johar).

"Managing Brand Image Transfer: How Display Structure Affects Attention to Cues," Association for Consumer Research, Nashville, 1993 (with Barbara Bickart and Lauranne Buchanan).

"Capturing and Creating Public Opinion in Survey Research," American Association for Public Opinion Research, St. Petersburg, 1992 (with Barbara Bickart and John Lynch).

"Reflection and Reification of Public Opinion in Survey Research," Association for Consumer Research, Chicago, 1991 (with Barbara Bickart and John Lynch).

"The Impact of Missing Information on Product Evaluations: Inferences and Other Responses," Association for Consumer Research, Honolulu, 1988.

"Perceptions of Self and Ideal Manager in Male and Female Non-Business Majors, Business Majors, MBA Students, and Managers," Southeastern Psychological Association, Atlanta, 1981.

#### CONFERENCE SESSIONS ORGANIZED AND CHAIRED

"Knowing More Than We're Told: Inferences from Advertising Claims," Association for Consumer Research, Nashville, 1993 (with Gita Johar).

"Substantive Theory in Social and Consumer Judgments: Implications for Validity of Measurement," Association for Consumer Research Conference, New Orleans, 1989 (with Lauranne Buchanan).

#### CONFERENCE SESSIONS CHAIRED

Association for Consumer Research Conference, Vancouver, 1992.  
Marketing Science Conference, University of Illinois at Urbana-Champaign, 1990.

#### CURRENT RESEARCH

Perceptual Dilution of Trademarks, with Chris Pullig and Alex Simonson.

#### SERVICE TO PROFESSION

##### EDITORIAL REVIEW BOARD

*Journal of Consumer Research*, 2001-2005

##### AD HOC REVIEWER

*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Journal of Marketing*  
*International Journal of Marketing Research*  
*Journal of Consumer Psychology*  
*Marketing Letters*

American Marketing Association:  
Dissertation Competition  
Summer and Winter Educator's Conferences  
Association for Consumer Research:  
North American and Asia-Pacific Conferences  
Society for Consumer Psychology Conference

#### ASSOCIATION FOR CONSUMER RESEARCH

Advisory Council, 1997-1999  
Program Committee, 1995

## **PROFESSIONAL DEVELOPMENT**

Direct Marketing Professors' Institute, Direct Marketing Association and Direct Marketing Educational Foundation, Washington, D.C., 1995.

## **DOCTORAL DISSERTATION COMMITTEES**

Karen Becker-Olsen, 1998, Co-Chair  
Yung-Chien Lou, 1993  
Ai-Hwa Chang, 1992  
Wanru Su, 1992  
Geeta Menon, 1991  
Moonkyu Lee, 1991  
Jong-Won Park, 1990  
Barbara A. Bickart, 1990  
Elizabeth MacAdams, 1988

## **SERVICE TO UNIVERSITY**

### **WASHINGTON AND LEE UNIVERSITY**

Statistical Literacy Assurance of Learning: Coordinate assessment and planning, 2011-2013

### **UNIVERSITY OF VIRGINIA**

McIntire Integrated Core Taskforce, 2001  
McIntire Pre-Commerce Women's Forum Panel, 2001  
McIntire Student Subject Pool project, 2001  
McIntire Computer-Assisted Research Lab project, 2001

### **LEHIGH UNIVERSITY**

University Library Users Committee, 1997-2000  
University Institutional Review Board; member 1996-99; co-chair, 1998-99  
Marketing Program Secretary, 1996-99  
College Tauck Scholars Committee, 1994-99  
College Task Forces: People 1998, Teaching Assessment 1997, Assessment and Communications 1996  
College Undergraduate Curriculum Committee, 1995-96

### **UNIVERSITY OF ILLINOIS**

American Marketing Association Faculty Advisor, 1986-87, 1989-90  
Student Marketing Seminar Series Faculty Advisor, 1989-90  
Marketing Seminar Series Coordinator, 1985-88  
Albert Haring Symposium Faculty, Indiana University, 1986