

ANDREW PERKINS

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- EDUCATION** Ph.D., University of Washington Business School – Marketing Summer 2003
Masters of Business Administration, Washington State University - Spring 1998
Bachelor of Science, Environmental Science, Washington State University - Spring 1996
- ACADEMIC EMPLOYMENT** Associate Professor of Marketing, Washington State University, Fall 2014 – Present
Assistant Professor of Marketing, Ivey Business School, Fall 2011 – 2014
Assistant Professor of Marketing, Rice University, Fall 2003 – 2011
- ACCEPTED AND PUBLISHED RESEARCH**
- Rotman, Jeff, Perkins, Andrew W. and Lee, Mark S.H. (2017). The Warmth of our Regrets: Motivated Physiological Responses to Emotional Temperature Change Resulting from Experiencing Regret. *Journal of Consumer Psychology*, 27(2), 160-170.
- Angle, Justin W., Dagogo-Jack, Sokiente W., Forehand, Mark R. and Perkins, Andrew W. (2017). Activating Stereotypes with Brand Imagery: The role of Viewer Political Identity, *Journal of Consumer Psychology*, 27(1), 84-90.
- Martin, Lorena, Joseph F. Signorile, Barbara E. Kahn, Andrew W. Perkins, Soyeon Ahn, and Arlette C. Perry. (2015). Improving Exercise Adherence and Physical Measures in English-Speaking Latina Women. *Journal of Racial and Ethnic Health Disparities*, 2(4), 517-526.
- Lee, Mark S.H., Rotman, Jeff, and Perkins, Andrew W. (2014). Embodied Cognition and Social Consumption: Self-regulating Temperature Through Social Products and Behaviors. *Journal of Consumer Psychology*, 24(2), 234-240.
- Pantos, Andrew J., and Perkins, Andrew W. (2013). Measuring Implicit and Explicit Attitudes Toward Foreign Accented Speech. *Journal of Language and Social Psychology*, 32(1), 3-20.
- King, E. B., Botsford, W., Hebl, M. R., Kazama, S., Dawson, J. F., & Perkins, A. (2012). Benevolent sexism at work: Gender differences in the distribution of challenging developmental experiences. *Journal of Management*, 37(4), 1835-1866.
- Perkins, Andrew W. and Forehand, Mark R. (2011). Implicit Self-Referencing: The Effect of Non-Volitional Self-Association on Brand and Product Attitude. *Journal of Consumer Research*, 39(1), 142-156.
- Forehand, Mark R., Perkins, Andrew W. and Reed II, Americus (2011). When are automatic social comparisons not automatic? The effect of cognitive systems on user imagery-based self-concept activation. *Journal of Consumer Psychology*, 21(1), 88-100.
- Grande, David, Frosch, Dominick L., Perkins, Andrew W. and Kahn, Barbara E. (2009). The Branded Physician's Office: Effects of Exposure to Small Pharmaceutical Promotional Items on Physician Treatment Preferences. *Archives of Internal Medicine*, 169(9), 887-893.
- Hebl, Michelle R., King, Eden B. and Perkins, Andrew (2009). Ethnic Differences in the Stigma of Obesity: Identification and engagement with a Thin Ideal. *Journal of Experimental Social Psychology*, 45(6), 1165-1172.

McDaniel, Max J., Beier, Margaret E., Perkins, Andrew W., Goggin, Stephen and Frankel, Brian. (2009). Are implicit measures of personality susceptible to faking? *Journal of Research in Personality*, 43 (4), 682-685.

Perkins, Andrew W., Forehand, Mark R. and Greenwald, Anthony G. (2006). Decomposing IAT-Measured Self-Associations: The Relative Influence of Semantic Meaning and Valence. *Social Cognition*, 24 (4), 387-408.

Forehand, Mark R. and Perkins, Andrew W. (2005). Implicit Assimilation and Explicit Contrast: A Set-Reset Model of Response to Celebrity Voice-overs. *Journal of Consumer Research*, 32 (3), 435-441.

OTHER
PUBLISHED
MANUSCRIPTS

Rutherford, Denney G., Andrew W. Perkins & Eric R. Spangenberg. (2000). Seeing May Well Be Believing: Trade Dress, Consumer Confusion and the Perception of Product Similarity. *Journal of Hospitality and Tourism Research*, 24(2), 163-179.

Obermiller, Carl, Eric R. Spangenberg & Andrew W. Perkins. (1999). Predicting the Effects of Country of Origin as an Information Cue. *Asian Journal of Marketing*, 7(1), 66-76.

PUBLISHED
CHAPTERS

Friese, Malte and Andrew Perkins (2014), "Implicit Measures in Consumer Psychology", Chapter to appear in "*Behavior Based Assessment: Going beyond Self Report in the Personality, Affective, Motivation, and Social Domains*", edited by Fons J. R. van de Vijver and Tuulia Ortner, Hogrefe, EAPA Series.

Perkins, Andrew W., and Mark R. Forehand (2009), "Implicit Social Cognition and Indirect Measures in Consumer Behavior", Gawronski, Bertram and Payne, Keith B. (eds.), *Handbook of Implicit Social Cognition*.

Perkins, Andrew W., Mark R. Forehand, Dominika Maison and Anthony Greenwald (2005), "The Influence of Implicit Social Cognition on Consumer Behavior: Measuring the Non-Conscious", Curt Haugtvedt (ed.), *Handbook of Consumer Psychology*.

CONFERENCE
PROCEEDINGS

Jun Pang, Sheng Bi, Huan Chen, and Andrew Perkins. (2017). Meaning in Life, Powerlessness, and Nostalgia: Using Nostalgia to Mitigate the Effect of Powerlessness on the Search for Meaning in Life. In *NA - Advances in Consumer Research Volume 45*.

Connors, Scott, Katie Spangenberg, Andrew Perkins, and Mark Forehand (2016). Health-based Body Image Stereotypes Perpetuate Unhealthy Consumption Decisions. *Society for Consumer Psychology*: San Francisco, October 2016.

Connors, Scott, Katie Spangenberg, Andrew Perkins, and Mark Forehand (2016). How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations. *Association for Consumer Research*, Berlin, Germany, October 2016.

Connors, Scott, Mansur Khamitov, Jeff D. Rotman, Matthew Thomson, and Andrew Perkins (2016). Consumer-Brand Relationships and Closeness to the Self: A Construal Level Perspective. *Association for Consumer Research*, Berlin, Germany, October 2016.

Rotman, J., Lee, S.H.M., & Perkins, A.W. (2014) The Warmth of Our Regrets. Talk presented at the Society for Consumer Psychology, Miami, FL, March 6-8, 2014.

Rotman, J., Lee, S.H.M., & Perkins, A.W. (2014) The Warmth of Our Regrets. Poster presented at the Society for Personality and Social Psychology, Austin, TX, February 13-15th, 2014.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2014 Accepted), "Physical Activity Participation Increase in the Latina Population Using Evaluative Conditioning with Hypertrophy Training", American Heart Association, Epidemiology and Prevention/ Nutrition, Physical Activity, and Metabolism (AHA EPI/NPAM) 2014 Scientific Session in San Francisco,

CA.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2014 Accepted), "Improving Exercise Adherence and Physical Measures in Latina Women", 2014 Annual Meeting, World Congress on Exercise is Medicine, and World Congress on the Role of Inflammation in Exercise, Health and Disease of the American College of Sports Medicine in Orlando, Florida.

Rotman, J., Lee, S.H.M., & Perkins, A.W. (2013). Embodied Cognition and Social Consumption: Self-Regulating Temperature through Social Products and Behaviors. Talk presented at the Annual Meeting for Association for Consumer Research, Chicago, IL, October 3-6th, 2013.

Rotman, J., Lee, S.H.M., & Perkins, A.W. (2013) The Warmth of Our Regrets. Poster presented at the Annual Meeting for Association for Consumer Research, Chicago, IL, October 3-6th, 2013.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2013), "Evaluative Conditioning combined with Resistance Training Improves Exercise Adherence in Hispanic Females", presented at the 2013 Society for Study of Human Development Conference in Fort Lauderdale, FL.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2013), "Evaluative Conditioning combined with Resistance Training Improves Exercise Adherence in Hispanic Females", presented a full lecture at the Association for Applied Sport Psychology Annual Convention, New Orleans, LA.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2013), "Evaluative Conditioning combined with Resistance Training Improves Exercise Adherence in Hispanic Females", presented at the 2013 American Psychological Association 121st Annual Convention, Honolulu, Hawaii.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2013), "Evaluative Conditioning May Improve Exercise Adherence in Hispanic Females", presented at the The Miami Clinical and Translational Science Institute Research Forum at the University of Miami Medical Campus.

Sundie, Jill, Dan Beal and Andrew Perkins (2012), "For Love of Brand and Community: Why Self-Brand Connection Changes the Nature of Social Comparisons Involving Prestige Brands" Association of Consumer Researchers, Vancouver, Canada.

Lorena Martin, Andrew Perkins and Barbara Kahn (2012), "Self Identity, Self-esteem, and Body Attitude in Thin and Overweight Hispanic Females", 2012 APA (D47) Conference, Orlando, FL.

Lorena Martin, Andrew Perkins and Barbary Kahn (2012), "Self Identity, Self-esteem, and Body Attitude in Thin and Overweight Hispanic Females", Southeast Regional Conference, Barry University, Miami Shores, FL.

Perkins, Andrew, Lorena Martin and Barbara Kahn (2012), "Evaluative Conditioning and Exercise Intervention in Overweight Hispanic Females: Initial Findings and Future Directions", Ivey Symposium on Consumer Behaviour, London, ON, Canada.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2012). "Thin Women Display Hedonic Treadmill Tendencies Regarding Their Weight Vs. Overweight Counterpart!" Obesity Society Annual Convention in San Antonio, TX.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2012). Self-identity, self-esteem, and body attitude in thin and overweight Hispanic females Evaluative conditioning and Exercise intervention: Initial findings and future directions. Presented at the AASP Regional Conference at Barry University, Florida.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2012). Self-identity, self-

esteem, and body attitude in thin and overweight Hispanic females. Association for Psychological Science, (APS) Convention in Chicago, IL.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2012). "Thin Women Display Hedonic Treadmill Tendencies Regarding Their Weight Vs. Overweight Counterpart!" American Council on Sports Medicine, (ACSM) Annual Convention in San Francisco, CA.

Martin, L., Kahn, BE., Perkins, AW., Signorile, JF., and Perry, AC. (2012). Self-identity, self-esteem, and body attitude in thin and overweight Hispanic females American Psychological Association, (APA) in Orlando, FL.

Perkins, Andrew and Mark Forehand (2011), "Birds of an (Unconscious) Feather: The Self-Associational Basis of Implicit Partisanship Biases", Society of Personality and Social Psychology, San Antonio, TX.

Forehand, Mark, Andrew Perkins, and Americus Reed II (2009), "The Effect of User Imagery in Advertising on Active Consumer Self-conception and Brand Response", Association of Consumer Researchers, Pittsburgh, PA.

McDaniel, Max, Andrew Perkins, and Margaret Beier (2009), "Establishing construct and criterion-related validity for implicit measures of personality", Society of Personality and Social Psychology, Tampa, FL.

Grande, David, Andrew Perkins, Dominik Frosch, and Barbara Kahn (2008), "Symposium: The effect of conflicting information and natural primes on health-related behaviors", Association of Consumer Researchers, San Francisco, CA.

Forehand, Mark R., Andrew W. Perkins, and Americus Reed II (2008), "The shaping of social identity: Assimilation/contrast responses to ad exposure", Association of Consumer Researchers, San Francisco, CA.

Forehand, Mark R., Andrew W. Perkins, and Americus Reed II (2007), "Assimilation/contrast responses to ad exposure", European Association of Consumer Researchers, Milan, Italy.

Perkins, Andrew W., David Sprott, Eric Spangenberg, David Knuff, and Ronn Smith (2007), "Understanding the self-prophecy phenomenon", European Association of Consumer Researchers, Milan, Italy.

Perkins, Andrew W., Mark R. Forehand, Anthony G. Greenwald and Brad Pinter (2006), "Ladies and Gentlemen, lend me your attitudes...: Implicit attitude formation as a result of group membership and consumption stereotypes", Association of Consumer Research, Orlando, FL.

Perkins, Andrew W., David Sprott, Eric Spangenberg, David Knuff, and Ronn Smith (2006), "Examining the Question-Behavior Effect Using the Implicit Association Test", Association of Consumer Research, Orlando, FL.

Perkins, Andrew W., Mark R. Forehand, Anthony G. Greenwald and Brad Pinter (2006), "Implicit attitudes produced as a result of associating self with neutral objects", Society of Personality and Social Psychology, Palm Springs, CA.

Perkins, Andrew W., Mark R. Forehand and Americus Reed II (2003), "Identity Reinforcement: The Dynamic Effects of Evaluation on Implicit Self-Concept" *Advances in Consumer Research*.

Perkins, Andrew W., and Mark Forehand (2002), "Exploring Implicit Self-Domains with the IAT," in *Advances in Consumer Research*, eds. Punam Anand Keller and Dennis W. Rook, Association for Consumer Research, Vol. 30.

Forehand, Mark and Andrew W. Perkins (2001), "Unconscious Processing of Spokesperson Information: The Influence of Implicit Cognition," in *Proceedings of the Society for Consumer*

Psychology Conference, eds. Susan E. Heckler and Stewart Shapiro, American Psychological Association, 123-126.

Louie, Therese and Andrew W. Perkins (2000). "Another All-Nighter: Factors that Influence the Planning Fallacy," in *Advances in Consumer Research*, eds. Stephen J. Hoch and Robert J. Meyer, Provo UT: Association for Consumer Research, Vol. 27, 255.

Sprott, David E., Eric R Spangenberg, & Andrew W. Perkins (1999), "Two More Self-Prophecy Experiments," in *Advances in Consumer Research*, eds. Eric J. Arnould and Linda Scott Price, Provo, UT: Association for Consumer Research, Vol. 26, 621-626.

Perkins, Andrew W. (1998), "The Effect of Goal Context on the Structure of Ad Hoc Categories," in *Winter Conference Proceedings-Society for Consumer Psychology*, eds. Margaret C. Campbell and Karen A. Machleit, American Psychological Association, 228.

PAPERS IN
REVIEW PROCESS

"Consumer-Brand Relationships and Closeness to the Self: A Construal Level Perspective" (with Scott Connors, S. Khamitov, M. Thomson) – Revise and resubmit (3rd round), *Journal of Consumer Research*.

"Overgeneralization and Market Entry Inefficiency" (with Neil Bendle) – Under Review, *Journal of Marketing Behavior*. Under review (2nd round Rejection), *Journal of Marketing Behavior (JMB)*.

"The Case for Moral Peacocking: How Public Shaming and Outrage reinforces Identity" (with Americus Reed II and Jeff Rotman) – Under Review (1st round), *Psychological Science*.

Addressing Global Warming Denialism: The Efficacy of Process-Based Explanations in Changing Global Warming Beliefs (with Jeff Rotman and TJ Weber) – Under review (1st round), *Journal of Consumer Research*.

PROJECTS
UNDERWAY

Sheng, Bi, Perkins, A., and Huan. Powerlessness, Uncertainty, and Nostalgia: Using Nostalgia to Mitigate the Effect of Powerlessness on Sense of Uncertainty. Manuscript in Preparation, *Journal of Consumer Research*.

Ding, Bill, Perkins, A., and Sprott, D. Materialism and Spending. Manuscript in Preparation, *Journal of Consumer Research*.

Rotman, Jeff, Perkins, A., and Thompson, Matthew. Sadness and Consumption Behavior. Manuscript in Preparation, *Journal of Consumer Research*.

Connors, S., Spangenberg, K., Forehand, M., & Perkins, A. How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations. Target: *Journal of Consumer Research* (2 experiments completed)

Connors, S., Spangenberg, K., & Perkins, A.
The Role of Psychological Distance in the Encoding and Retrieval of Identity-Relevant Brand Associations. Target: *Journal of Consumer Psychology* (3 experiments completed)

Connors, S., & Perkins, A.
The Unified Theory of Implicit Social Consumption. Target: *Journal of Consumer Research*

Connors, S., & Perkins, A. Understanding the Mere Groups Effect and its Influence on Consumer Preference Formation. Target: *Journal of Consumer Research* (1 experiment completed).

Connors, S., & Perkins, A. The Hipster Effect: Implicit/Explicit Identity Dissociation. Target: *Journal of Consumer Research* (1 experiment completed)

Connors, S. & Perkins, A. Single-Target BID Validation. Target: *Psychological Methods* (2 experiments collected)

INVITED
PRESENTATIONS
(PROFESSIONAL
AND ACADEMIC)

- “Implicit Social Cognition in Marketing” CB seminar session, Wharton School of Business, University of Pennsylvania, 2016.
- “Embodied Cognition”, FFWD Marketing Symposium, Toronto, Canada, 2014.
- “The Bright Side of MOOCs”, Ivey Brownbag Series, 2013-2014.
- “Embodied Cognition and Consumption Behavior”, Ivey Brownbag series, 2012-2013.
- “Automatic attitude formation resulting from self-association”, Texas Marketing Colloquium, University of Texas – San Antonio, 2010.
- “Recent Consumer Behavior Applications of the IAT”, University of Houston, 2009.
- “The Implicit Association Test in Consumer Behavior”, Wharton Business School, University of Pennsylvania, 2008.
- “Implicit processing in Consumer Behavior”, Changing Implicit Attitudes Summer Workshop, Bertinoro, Italy, 2007.
- “Introduction to the Implicit Association Test (IAT),” Rice University I/O Psychology Seminar Series, 2003.
- “Self-concept organization: Is the actual or ideal more important?” Washington State University, 2000.

PUBLISHED
CASES

Developing a New Smartphone Application: *UrbanBaby* (2012) – 9B12A054, Published 11/06/2012, Ivey Publishing.

TEACHING
EXPERIENCE

Washington State University
 Spring 2015 – Undergrad Product Development – 3.7 (5 top rating)
 Spring 2015 – Social Media Marketing (new prep) – 3.5 (5 top rating)
 Fall 2015 – Undergrad Product Development – 4.51 (5 top rating)
 Fall 2015 – MBA Marketing Strategy – 4.55 (5 top rating)
 Fall 2014 – Undergrad Product Development – 3.60 overall rating (4 top rating)
 Fall 2014 – MBA Marketing Strategy – 3.93 overall rating (4 top rating)

Ivey Business School
 2011-13 HBA Marketing Core (2 Sections) – 5.7 overall rating (7 top rating)

Rice University
 MGMP 684: Professional MBA Brand Management
 MGMP 688: Professional MBA Buyer Behavior
 MGMT 698: Introduction to Consumer Psychology
 MGMT 884: EMBA Brand Management
 MGMT 684: MBA Brand Management
 MGMT 904: EMBA Buyer Behavior

Teaching ratings average 1.5-2.0 (1 is top score) across Full-time, Evening, Part-time, and Executive MBA programs since joining Rice University in 2003.

HONORS AND
AWARDS

- 2015 MBA Professor of the Year – WSU
- 2015 Dean’s Excellence Award – WSU
- 2015 Summer Research Grant – WSU (10,000)
- 2012-1013 Research Merit Award (\$10,000 prize) – Ivey Business School

- George and Mary Turnbull Faculty Fellowship – 2012-2015
- 2002 AMA Doctoral Consortium Fellow, Emory University, Atlanta, GA
- Edna Benson Fellowship, Summer 2001

PROFESSIONAL
AFFILIATIONS

- Association for Consumer Research (Program Committee)
- Society for Consumer Psychology (Program Committee)
- American Marketing Association
- American Psychology Association

AD HOC
REVIEWER

- Journal of Marketing – Reviewer
 - Journal of Consumer Research - Reviewer
 - Journal of Consumer Psychology - Reviewer
 - Journal of Marketing - Reviewer
 - Marketing Letters - Reviewer
 - European Journal of Personality - Reviewer
 - Social Cognition – Reviewer
 - Journal of Experimental Social Psychology - Reviewer
-
- Association for Consumer Research – Reviewer, Program Committee, Session Chair
 - Society for Consumer Psychology – Reviewer, Program Committee, Discussant
 - Academy of Marketing Science – Reviewer

SERVICE AND
COMMITTEES

Washington State University (post-tenure)

- Research Productivity Committee (2015 to present)
- RUGBEE Undergraduate Curriculum Committee member (2015 to present)
- Director, Center for Behavioral Business Research (CBBR; 2015 to present)
- Faculty Recruiting Committee (Chair) – Fall 2015
- Faculty Recruiting Committee – Fall 2014-Spring 2015
- Strategic Planning Committee – Fall 2014-Spring 2015
- Attended every Dean Search open-faculty presentation
- PhD Committee – Sky King (Fall 2014-)
- Guest Speaker – Spyro Kourtis, Hacker Agency

Rice University (pre-tenure)

- Daytime MBA program Review Committee (2005-2007)
- Academic Standards Committee (2007-present)
- Jones Graduate School of Business Rebranding Committee (2007-2009)
- Jones Partner Breakfast presentations (2006, 2007)
- Numerous Brown Bag presentations

Ivey School of Business (pre-tenure)

- Faculty Recruiting – (2011-present)
- Marketing Retreat – (2011-present)
- Behavior Lab – Consultation and Equipment (2011-present)
- PhD Application Assessment (2011-present)
- Ivey Consumer Behavior Symposium (Presented 2011)
- Numerous Brown Bag presentations

GRADUATE
STUDENT
SUPERVISION

Ivey/Washington State University

- Mycah Harrold (Committee Chair) 2017-
- Bi Sheng (Committee Member) 2017-
- Bill Ding (Committee Member) 2016-
- Eujin Park (Committee Member) 2016-
- Scott Connors (Committee Chair) 2013-
- Jeff Rotman (Committee Chair) 2012-2017 – Faculty, Deakin University

I am a committee member for these current or recently graduated students:

- Yang Ye (Social Psychology), 2011-2014 – Outside committee member
- Aimee Huff (Marketing), 2011-2012 – Faculty, Oregon State University
- Kendra Hart (Marketing), 2011-2013 – Faculty, Mount Royal University
- Gail Leizerovici (Marketing), 2011-2014 – Defended Spring 2014
- Jennifer Jeffery (Marketing), 2011-2014 – Defending Fall 2014
- Lorena Martin (Kinesiology), 2011-2014 – Outside committee member, defended 2013, Post Doc UCSD

Rice University (note: Rice did not have a graduate program in marketing until 2010)

- Sarah Singletary-Walker (I/O), 2006-2009 – Faculty, University of Houston
- Max McDaniel (I/O), 2006-2009 – Consultant, PCI Human Resource Consulting
- Andrew Pantos (Linguistics), 2008-2009 – Faculty, Denver Metropolitan State University
- Anna Hardigree (I/O), 2008-2009
- Bobby Naemi (I/O) 2005-2009 – Educational Testing Service (ETS)
- Cody Cox (I/O) 2006-2009 – Faculty, UT Brownsville
- Juan Madera (I/O) 2005-2008 – Faculty, University of Houston
- Kelly DeChermont (I/O) 2005-2008 – Global Organization Effectiveness Consultant, Exxon
- Eden King (I/O) 2004-2006 – Faculty, George Mason
- Courtney Holladay (I/O) 2004 - Organization development consultant, University of Texas M. D. Anderson Cancer Center