

Chadwick J. Miller

Curriculum Vitae

Carson College of Business
Washington State University

PO Box 644730
Pullman, WA 99164-4730

ACADEMIC POSITION

Assistant Professor of Marketing 2015-Current
Washington State University, Carson College of Business

EDUCATION

PhD, Marketing 2015
Arizona State University, W. P. Carey School of Business

BS, Finance 2003
University of Colorado, Leeds School of Business

PUBLICATIONS

Lowe, Michael, Hristina Nikolova, Chadwick J. Miller, and Sara Loughran Dommer (2019), "Ceding and Succeeding: How the Altruistic Can Benefit from the Selfish in Joint Decisions," *Journal of Consumer Psychology*, 29 (4), 652-661.

*Authors are listed in random order, equal authorship.

Miller, Chadwick J., Michael Wiles, and Sungho Park (2019), "Trading On Up: An Examination of Factors Influencing the Degree of Upgrade: Evidence from Cash for Clunkers," *Journal of Marketing*, 83 (1), 151-172.

Brannon, Daniel and Chadwick J. Miller (2019), "What's My Age Again? The Influence of Subjective Age on Consumer Health-Related Attitudes," *Health Marketing Quarterly*, 36 (3), 254-270.

Baird, Aaron, Chadwick J. Miller, T.S. Raghu, and Rajiv Sinha (2016), "Product Line Extension in Consumer Software Markets in the Presence of Free Alternatives," *Information Systems Research*, 27 (2), 282-301.

*Authors are listed in alphabetical order, equal authorship.

Lastovicka, John L. and Chadwick J. Miller (2012), "Proximal and Contagious Indexicality: Unpacking the Meanings of Celebrity-Owned Objects," *Research in Consumer Behavior*, Vol. 14, 317-332.

PAPERS IN THE REVIEW PROCESS

Harrold, Mycah, Chadwick J. Miller, and Andrew Perkins. "Pink Tasks: Gender-Based Daily Hassles, Their History and Their Consumption Consequences" Revising for the second round at the *Journal of Consumer Research*.

Miller, Chadwick J., Laszlo Sajtos, Katherine N. Lemon, Jim Salas, Martha Troncoza, and Lonnie Ostrom. "Revising Repurchases: The Connection Between Customer Learning and Spending Across Multiple Purchases." Revising for the second round at the *Journal of the Academy of Marketing Science*.

Miller, Chadwick J. and Daniel Brannon. "Pursuing Premium: Comparing Second-Hand Versus New Product Markets." Revising for the second round at the *Journal of Product and Brand Management*.

Miller, Chadwick J., Adriana Samper, Naomi Mandel, Daniel C. Brannon, Jim Salas, and Martha Troncoza. "Preferences for Multi-Activity Experiences." Under review at the *International Journal of Research in Marketing*.

Wiles, Michael, Saeed Janani, Darima Farthingham, and Chadwick J. Miller. "An Examination of Advertising and Well-Being: Advertising's Unappreciated Effect on Life Satisfaction." Under review at the *Journal of Consumer Research*.

Miller, Chadwick J., Daniel Brannon, Jim Salas, and Martha Troncoza. "Advertising, Incentives, and the Upsell: The Effect of Ad Spending and Customer- versus Retailer-Directed Price Incentives on Consumers' Preference for Premium Products." Under review at the *Journal of the Academy of Marketing Science*.

WORKING PAPERS

Miller, Chadwick J., Adriana Samper, and Linyun Yang. "Do Get Too Close: Experiencing a Disaster, In Contrast to a Near Miss, Lowers Consumers' Need for Safety." Preparing for submission to the *Journal of Consumer Research*.

Miller, Chadwick J., Daniel Brannon, and Mycah Harrold. "Don't Save the Best for Last: Order of Consumption Impacts Enjoyment in Variety." Preparing for submission to *Marketing Letters*.

REFEREED CONFERENCE PRESENTATIONS (*denotes presenting author)

Haghighibardineh, Seyednasir* and Chadwick Miller, (2020) "The Effect of Firm's Communication Language on Word-of-Mouth: The Case of Mobile Applications," presented at *Winter AMA* February 2020, San Diego, CA.

Miller, Chadwick J., Jaime Salas*, Laszlo Sajtos, Martha Troncoza, Lonnie Ostrom, and Kay Lemon, (2018) "Experiences in Succession: An Analysis of Longitudinal Consumer Upgrading with Hedonic Experiences," presented at *SERVSIG* 2018, Paris, France.

Lowe, Michael*, Hristina Nikolova, Chadwick J. Miller, and Sara Dommer (2017) "Do Unto Others as They Don't Do Unto You: The Impact of Interpersonal Orientations on Joint Decision Optimality," presented at *Association of Consumer Research* 2017, San Diego, CA.

Miller, Chadwick J., Jaime Salas*, Laszlo Sajtos, Martha Troncoza, and Lonnie Ostrom, (2017) "Experiences in Succession: An Analysis of Longitudinal Consumer Upgrading with Hedonic Experiences," presented at *Summer AMA Conference* 2017, San Francisco, California. **Winner of "Best Paper – Services Marketing and Sports Marketing" Award.**

Miller, Chadwick J.* and Michael A. Wiles, (2016) "Moving on Up?" The Impact of Trade-In Characteristics on Consumer Upgrading," presented at *Theory and Practice in Marketing* 2016, Houston, Texas.

Miller, Chadwick J.*, Adriana Samper, and Naomi Mandel, (2015) "Less is More, Until it Isn't: Feature-Richness in Experiential Purchases," presented at *Association of Consumer Research* 2015, New Orleans, Louisiana.

Miller, Chadwick J.*, Adriana Samper, and Naomi Mandel, (2015) "Less is More, Until it Isn't: Feature-Richness in Experiential Purchases," presented at *Marketing Science* 2015, Baltimore, Maryland.

Brannon, Daniel*, Chadwick J. Miller, and Adriana Samper, (2014) "What's My Age Again? Subjective versus Physical Age Feedback Moderates Consumer Health-Related Behaviors," poster presented at *Association of Consumer Research* 2014, Baltimore, Maryland.

Miller, Chadwick J.*, R. Bradley Fay, and Rajiv Sinha, (2014) "The Impact of Usage and Trade-in Value on Consumer Preferences for Upgrading and Downgrading," presented at *Marketing Science* 2014, Atlanta, Georgia.

Miller, Chadwick J.*, Adriana Samper, and Naomi Mandel, (2014) "Less is More, Until it Isn't: Feature-Richness in Experiential Purchases," presented at *Society for Consumer Psychology* 2014, Miami, Florida (served as symposium chair).

Miller, Chadwick J.*, Adriana Samper, and Naomi Mandel, (2013) "Simply Desirable, Preferably Complex: Feature-Richness in Experiential Purchases," poster presented at *Society for Consumer Psychology* 2013, San Antonio, Texas.

Sajtos, Laszlo and Chadwick J. Miller*, (2013) "The Power of Disclosure," presented at *Frontiers in Service Conference* 2013, Taipei, Taiwan.

Lastovicka, John L. and Chadwick J. Miller*, (2012) "Proximal and Contagious Indexicality: Unpacking the Meanings of Celebrity-Owned Objects," presented at *Consumer Culture Theory* 2012, Oxford, England.

INVITED TALKS

Lowe, Michael, Hristina Nikolova, Chadwick J. Miller*, and Sara Dommer "Ceding and Succeeding: How the Altruistic Can Benefit from the Selfish in Joint Decisions," presented at the University of Northern Colorado, April 2019, Greeley, CO.

HONORS AND AWARDS

2017 Associated Students of WSU Exceptional Professor Award - WSU

2017

2016 Marketing Professor of the Year (Marketing Club) - WSU	2016
Kenneth A. Coney Research Excellence Award - ASU	2013, 2014
Kenneth A. Coney Teaching Excellence Award - ASU	2013, 2014
AMA Sheth Consortium Fellow	2013

SERVICE

Faculty Hiring Committee Member - WSU	Fall 2015, Fall 2019
Marketing Club Advisor - WSU	2015-Current
Invited Speaker Series Committee Co-Chair - WSU	2015-Current
Reviewer, Association of Consumer Research - WSU	2018-Current
Reviewer, Society of Consumer Psychology - WSU	2019-Present
Trainee Reviewer, <i>Journal of Consumer Research</i> - WSU	2019
Reviewer, SERVSIG - WSU	2018
Speaker, National Society of Minorities in Hospitality - WSU	Fall 2017
Speaker, Alpha Kappa Psi - WSU	Spring 2016
Reviewer, AMA Summer Educators' Conference - ASU	2013
Coordinator, Marketing Research Behavioral Lab - ASU	2013

PROFESSIONAL AFFILIATIONS

American Marketing Association
 Association for Consumer Research

RELATED WORK EXPERIENCE

NISSAN NORTH AMERICA, INC.	2003-2010
Vehicle Operations Planner, (Headquarters) – Nashville, TN	2007-2010
Vehicle Operations Analyst, (Headquarters) – Nashville, TN	2006-2007
Contests and Incentives Specialist, (Northeast Regional Office) – Somerset, NJ	2005-2006
Distribution Specialist, (Northeast Regional Office) – Somerset, NJ	2004-2005
Consumer Affairs Specialist and Team Lead, (Headquarters) – Los Angeles, CA	2003-2004