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EDUCATION

1997	Graduate School of Business, Stanford University Ph.D. in Marketing	Stanford, CA
1992	Stanford University Bachelor of Arts, Major in Psychology-Decision Science Graduated with Highest Honors	Stanford, CA

ACADEMIC EMPLOYMENT

Sept. 2004- Present	University of Washington Associate Professor of Marketing, Marguerite Reimers Endowed Fund Fellow
Sept. 1997- Sept. 2004	University of Washington Assistant Professor of Marketing

PUBLICATIONS

- Perkins, Andrew and Mark R. Forehand (2006). "Decomposing IAT-measured Self-Associations: The Relative Influence of Semantic Meaning and Valence," *Social Cognition*, 24 (4), 387-408.
- Forehand Mark R. and Andrew Perkins (2005). "Implicit Assimilation and Explicit Contrast: A Set/Reset Model of Response to Celebrity Voiceovers," *Journal of Consumer Research*, 32 (3), 435-441.
- Sanjay Sood and Mark R. Forehand (2005). "On Self-Referencing Differences in Judgment and Choice," *Organizational Behavior and Human Decision Processes*, 98, 144-154.
- Forehand, Mark R., John Gastil, and Mark A. Smith (2004). "Endorsements as Voting Cues: Heuristic and Systematic Processing in Initiative Elections," *Journal of Applied Social Psychology*, 34 (11), 2215-2233.
- Dimofte, Claudiu, Mark R. Forehand, and Rohit Deshpandé (2003). "Self-Identification Salience in Advertising Response: Ad Schema Incongruity as Elicitor of Ethnic Self-Awareness," *Journal of Advertising*, 32 (4) 7-17.
- Forehand, Mark R. and Sonya Grier (2003). "When is Honesty the Best Policy? The Effect of Stated Company Intent on Consumer Skepticism," *Journal of Consumer Psychology*, 13 (3), 349-356.

Forehand, Mark R., Rohit Deshpandé and Americus Reed II (2002). "Identity Salience and the Influence of Differential Activation of the Social Self-Schema on Advertising Response," *Journal of Applied Psychology*, 87 (6), 1086-1099.

Forehand, Mark R. and Rohit Deshpandé (2001). "What We See Makes Us Who We Are: Priming Ethnic Self-Awareness and Advertising Response," *Journal of Marketing Research*, 38 (3), 336-348.

Forehand, Mark R. (2000). "Extending Overjustification: The Effect of Perceived Reward Giver Intention on Response to Rewards," *Journal of Applied Psychology*, 85 (6), 919-931.

Forehand, Mark R. and Kevin Lane Keller. (1996). "Initial Retrieval Difficulty and Subsequent Recall in an Advertising Setting." *Journal of Consumer Psychology*, 5 (4), 299-323.

OTHER PUBLICATIONS

Andrew Perkins, Mark Forehand, Dominika Maison and Anthony Greenwald (forthcoming). "The Influence of Implicit Associations on Consumer Behavior: Measuring the Non-conscious," Chapter to appear in *Handbook of Consumer Psychology*, C. Haugtvedt (Ed.)

RESEARCH UNDER REVIEW

"The Shaping of Social Identity: Assimilation/Contrast Responses to Ad Exposure" Mark R. Forehand, Andrew Perkins, and Americus Reed II, Under review at *Journal of Consumer Research*.

WORKING PAPERS

"Implicit Self-Referencing: The Self-Concept as a Source of Implicit Attitude Formation," with Andrew Perkins and Anthony G. Greenwald. Manuscript under preparation for *Journal of Consumer Research*.

"Managing Social Identity: Strategies for Creating Brand Identification and Community," with Americus Reed II. Manuscript completed. Target Journal TBD.

"The Structure of Implicit Self-Domains as a Mechanism for Approach and Avoidance Behavior Motivation," with Andrew Perkins. Manuscript under preparation for *Journal of Personality and Social Psychology*.

"Triggering Identity Salience: Personality and Situational Antecedents," with Americus Reed II and Andrew Perkins. Data collection complete. Manuscript under preparation for *Journal of Personality and Social Psychology*.

"Ambivalence Inoculates against Attitude Change," with Mark Staton and Brian Tietje, Manuscript under preparation for *Journal of Consumer Research*.

PROJECTS UNDER PREPARATION

"Guilt By Association: Identity Salience and Response to the Behavior of Others," with Americus Reed II, Andrew Perkins, and Katie Mercurio. Initial data collection underway.

"The Social Impact of Native American Mascots: Consumer Racial Attitudes and Beliefs as a Product of Team Exposure and Identification." with Anthony G. Greenwald. Initial design phase.

"The Influence of Initial Belief Strength on Change Blindness," with Ann Schlosser. Initial design phase.

"Brand Association Strength as a Predictor of Memory Biases," with Kathryn Mercurio. Initial design phase.

CONFERENCE PRESENTATIONS / PROCEEDINGS

Mark R. Forehand, Mark Staton and Brian Tietje, "Ambivalence Inoculates Against Attitude Change," Association for Consumer Research, (2006), Orlando, FL.

Perkins, Andrew W. and Mark R. Forehand, "Implicit Attitude Formation as a Result of Group Membership and Consumption Stereotypes," Association for Consumer Research, (2006), Orlando, FL.

Perkins, Andrew W. and Mark R. Forehand, "Implicit Attitudes produced as a result of associating self with neutral objects," with Andrew Perkins, Society for Personality and Social Psychology, (2006), Palm Springs, California.

Forehand, Mark R., Americus Reed II, and Andrew Perkins, "Identity Reinforcement: The Dynamic Effects of Evaluation on the Implicit Self-Concept," Association for Consumer Research, (2003). Toronto, Ontario, CA.

Forehand, Mark R., Roundtable discussant for: "Is it Worth It? If So, Research It: Exploring the Place of Diversity Research in Marketing," Association for Consumer Research, (2003). Toronto, Ontario, CA.

Perkins, Andrew W. and Mark R. Forehand, "Measuring Implicit Self-Concept Domains with the Implicit Association Test," Association for Consumer Research, (2002). Atlanta, GA.

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

Forehand, Mark and Andrew W. Perkins. (2001). "Unconscious Processing of Spokesperson Information: The Influence of Implicit Cognition." Proceedings of the Society for Consumer Psychology Conference eds. Susan E. Heckler and Stewart Shapiro American Psychological Association 123-126.

Forehand, Mark R., chair of Special Session: "Empirical Tests of The Implicit Association Test," Society for Consumer Psychology, (2001). Scottsdale, AZ.

Forehand, Mark R. and Sanjay Sood, "Thoughtful Choices and Heuristic Ratings," Association for Consumer Research, (1999). Columbus, OH.

Forehand, Mark R. and Sonya Grier, "Paying Attention to Intention: Consumer Attributional Response to Corporate Volunteerism," Society for Consumer Psychology, (1999). Tampa, FL.

Forehand, Mark R. and Satya Menon, co-chairs of Special Session: "The Good Samaritan Company and the Skeptical Consumer: Can Companies Do Well By Doing Good?" Society for Consumer Psychology, (1999). Tampa, FL

Forehand, Mark R. "An Inferential Priming Model of Promotional Response," Association for Consumer Research, (1997). Denver, CO.

Forehand, Mark and Rohit Deshpandé, "Cross-Language Advertising: A Social Identity Theory Approach," Association for Consumer Research, European Conference (1995).

INVITED PRESENTATIONS

Forehand, Mark R. "Implicit Assimilation and Explicit Contrast: The Unconscious Effects of Celebrity Voiceovers on Brand Attitude," Duke Marketing Seminar Series, (2004).

Forehand, Mark R. "Implicit Voiceover Response," University of Minnesota, (2004).

Forehand, Mark R. "Implicit Cognition and Advertising Response," The Wharton School, (2002).

Forehand, Mark R. "Applying the Implicit Association Test to Marketing Research," University of British Columbia, (2001).

Gibbs, Brian J. and Mark Forehand, "Desire, Consumption Energy, and Impatience: Three Studies of Dynamic Preference." Duke Marketing Forum (1995).

RESEARCH GRANTS AND HONORS

- 2006 **CDC Grant 1P01CD000249-01 Center for Health Marketing and Communication.** Multi-million dollar granted to the University of Washington by the Centers for Disease Control to develop a Health Marketing Research Center. Investigator on the Science Core.
- 2006 **Marguerite Reimers Endowed Fund Research Fellow**
- 2005 **Marguerite Reimers Endowed Fund Research Fellow**
- 2004 **Neal and Jan Dempsy Faculty Research Fellowship**
- 2001 **University of Washington Royalty Research Grant Winner**

TEACHING HONORS AND AWARDS

- 2006 **PACCAR Award for Teaching Excellence (MBA Professor of the Year)**
- 2006 **MBA Elective Professor of the Year**
- 2005 **Evening MBA Elective Professor of the Year**
- 2005 **Evening MBA Elective Professor of the Quarter, Spring**
- 2005 **MBA Elective Professor of the Quarter, Winter**
- 2004 **Dean's Citizenship Award**
- 2002 **MBA Elective Professor of the Year**
- 2002 **MBA Elective Professor of the Quarter, Winter**
- 2001 **Distinguished Teaching Award Finalist** University-wide teaching award
- 1999 **Well's Fargo / Dean's faculty Award for Undergraduate Teaching**
- 1992 **Lloyd W. Dinkelspiel Award Winner** ("Outstanding Service to Education at Stanford")

TEACHING EXPERIENCE (DEGREE PROGRAMS)

- 2000-2006 Brand Management, MBA Program
University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).
- 2003-2005 Brand Management, Evening MBA Program
University of Washington, (Average Instructor Rating 4.6 on a 0-5 point scale).
- 2003-2005 Brand Management, Undergraduate Program
University of Washington, (Average Instructor Rating 4.9 on a 0-5 point scale).
- 2003-2004 Marketing Management, Technology Management MBA Program
University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).
- 1997-2003 Principles of Marketing, Undergraduate Program
University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).

TEACHING EXPERIENCE (EXECUTIVE PROGRAMS)

- 2002- Global Management Program
2006 University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).
- 2003- The Management Program
2006 University of Washington, (Average Instructor Rating 4.9 on a 0-5 point scale).
- 2005- KAIST Program: Developing Leaders in a Global Era
2006 University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).
- 2004- POSCO Strategy and Leadership Program
2005 University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).
- 2001, Program for Senior Personnel in Technology Management
2004 University of Washington, (Average Instructor Rating 4.5 on a 0-5 point scale).

SCHOLARLY SERVICE AND MEMBERSHIPS

Dissertation Chair for Andrew Perkins, University of Washington, 2003

Association for Consumer Research Program Committee 2003, 2007

Ad Hoc Reviewer for:

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Psychology

Marketing Letters

California Management Review

Society for Consumer Psychology

MSI Alden G. Clayton Doctoral Dissertation Reviewer

American Marketing Association Member

American Psychological Association Member

ADMINISTRATIVE SERVICE, APPOINTMENTS, AND SPEAKING ENGAGEMENTS

University Level

Advisory Committee on Intercollegiate Athletics

UW Advisory Committee on Academic Advising

UW Speaker Series Presenter—Program for University Development

School Level

UW Business School Branding Committee

Business School Diversity Committee

Advisory Board Subcommittee on Faculty-Industry Interaction

Advisory Board Subcommittee on Faculty on Recruitment and Retention

Search Committee for Dempsey Chair in Management Science

MBA Curriculum Review Committee

Supply Chain Management MBA Development Committee

MBA Employer Advisory Board Faculty Subcommittee

Undergraduate Honors Program Committee

Undergraduate Program Review Committee

Faculty Moderator for Landor/University of Washington Branding Speaker Series

Faculty Representative for Prospective MBA Admit Orientation

Faculty Speaker at MBA Portland Road Show

MBA KEEP Program Research Presenter
Business and Economic Development Program Speaker
Faculty Speaker for Executive Program Development
Marketing Representative for Undergraduate Early Admit Program
Marketing Representative for Freshman Admit Program

Department Level

Marketing Department Subject Pool Coordinator
Marketing Department Recruitment Committee
Marketing Department PhD Selection Committee