

MARK R. FOREHAND

Department of Marketing
Michael G. Foster School of Business
University of Washington
Box 353226
Seattle, WA 98195
E-Mail: forehand@uw.edu
Webpage: <http://faculty.washington.edu/forehand>

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

May 2012- Present	University of Washington Professor of Marketing, Pigott Family Professorship
Sept. 2004- May 2012	University of Washington Associate Professor of Marketing, Pigott Family Professorship
Sept. 1997- Sept. 2004	University of Washington Assistant Professor of Marketing

MARKETING PUBLICATIONS

Perkins, Andrew and Mark Forehand (2012), "Implicit Self-Referencing: The Effect of Non-volitional Self-association on Brand and Product Attitude," Forthcoming in *Journal of Consumer Research* (equal authorship).

Mercurio, Kathryn and Mark Forehand (2011), "An Interpretive Frame Model of Identity Dependent Learning: The Moderating Role of Content – Identity Association," *Journal of Consumer Research*, 38 (3), pp. 555-577.

Forehand, Mark R, Andrew Perkins and Americus Reed II (2010), "When are Automatic Social Comparisons not Automatic? The Effect of Cognitive Systems on User Imagery-Based Self-Concept Activation," *Journal of Consumer Psychology*, 21, pp. 88-100.

- Perkins, Andrew and Mark R. Forehand (2006). "Decomposing the Implicit Self-Concept: The Relative Influence of Semantic Meaning and Valence on Attribute Self-Association," *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.
- Sood, Sanjay and Mark R. Forehand (2005). "On Self-Referencing Differences in Judgment and Choice," *Organizational Behavior and Human Decision Processes*, 98, 144-154 (equal authorship).
- 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.

PUBLIC HEALTH PUBLICATIONS

- Hannon PA, Harris J, Sopher C, Kuniyuki A, Ghosh D, Henderson S, Martin D, Weaver M, Williams B, Albano D, Meischke H, Diehr P, Lichiello P, Hammerback K, Parks M, Forehand M. (2012) "Improving Low-Wage, Mid-Sized Employers' Health Promotion Practices: A Randomized Controlled Trial," Forthcoming in *American Journal of Preventative Medicine*.
- Allen Cheadle, Margaret Hannon, Jeffrey R. Harris, Patricia Lichiello, Mark R. Forehand, Eustacia Mahoney, Susan Snyder, and Judith Yarrow, (2011) "A Framework for Disseminating Evidence-Based Health Promotion Practices," Forthcoming in *Preventing Chronic Disease*.
- Diehr, Paula, Peggy A. Hannon, Barbara Pizacani, Mark Forehand, Jeffrey Harris, Hendrika Meischke, Susan J Curry, Diane P Martin, Marcia R Weaver, (2011). "Social Marketing, Stages of Change, and Public Health Smoking Interventions," *Health Education and Behavior*, 38 (2).

BOOK CHAPTERS

- Angle, Justin W., Mark Forehand and Americus Reed II (2012), "When Does Identity Salience Prime Approach and Avoidance: A Balance Congruity Model," Identity and Consumption, (Ayalla Ruvio and Russell Belk, eds).
- Reed II, Americus and Mark Forehand (2011), "Consumer Identity Salience," MSI Consumer Insights, (Joseph Alba, Ruth Bolton, Susan Keane, eds).
- Perkins, Andrew and Mark Forehand (2010). "Implicit Social Cognition and Indirect Measures in Consumer Behavior," Handbook of Implicit Social Cognition, B. Gawronski (Ed.)
- Mercurio, Kathryn and Mark Forehand (2010), "Consumer Memory Processes: Associative Network Models," Consumer Behavior, eds. Richard P. Bagozzi and Ayalla Ruvio, Wiley International Encyclopedia of Marketing, John Wiley & Sons.
- Perkins, Andrew, Mark Forehand, Dominika Maison and Anthony Greenwald (2008). "The Influence of Implicit Associations on Consumer Behavior: Measuring the Non-conscious," Handbook of Consumer Psychology, C. Haugtvedt (Ed.)

RESEARCH UNDER REVIEW

- "Self-Verification Through Brand Pursuit: The Effect of Threatening Self-Brand Association," with Justin Angle. Under second round review at *Journal of Consumer Research*.
- "Ideal and Actual Self-Concept Centrality: Implications for Implicit Motivation and Advertisement Perception," with Andrew Perkins. Resubmission requested from *Journal of Consumer Research*.
- "A Return to the Self: A Review of Critical Constructs, Processes and an Agenda for Future Research on Social Identity," with Americus Reed II. Resubmission requested from *Journal of Consumer Research*.
- "Riding Coattails: When Co-branding Helps versus Hurts Less Known Brands," with Marcus Cunha and Justin Angle. Manuscript under review at *Journal of Consumer Research*.
- "The Effect of Social Threat on Consumer Self-Esteem and Materialism," with Eric Levy and Shailendra P. Jain. Manuscript under review at *Journal of Consumer Research*.
- "The Many-Faced Consumer: The Effects of Inter-Identity Competition and Association on Identity Prime Response," with Julian Saint Clair. Manuscript under review at *Journal of Consumer Research*.
- "The Color of the Chameleon Depends on the Prime," with Andrew Perkins and Americus Reed II. Manuscript under review at *Group Dynamics*.
- "Motivating High Risk Community Residents to Visit a Fire Station for a Blood Pressure Check: The Hypertension Identification via Emergency Responders (HIER) Study," with Hendrika Meischke, Carol Fahrenbruch, Alan Kuniyuki, Brooke Ike, Peggy Hannon, Marcia Weaver, and Jeffrey Harris. Manuscript under review at *American Journal of Public Health*.

“Identity-based Consumer Behavior,” with Americus Reed II, Stefano Putoni and Luk Warlop. Manuscript under review at *International Journal of Research in Marketing*.

WORKING PAPERS

“Perceived Cost of Indulgence: A Range-Frequency Model of Caloric Menu Evaluation,” with Justin Angle, Marcus Cunha, and Juliano Laran. Manuscript under preparation for *Journal of Consumer Research*.

“The Self-Associational Basis of Implicit Partisanship Biases and the Effects on Automatically Generated Attitudes,” with Andrew Perkins. Under preparation for *Journal of Consumer Psychology*.

“Social-cognitive Implications of American Indian Sports Mascots.” with Justin Angle, Sokiente Dagago-Jack and Anthony G. Greenwald. Manuscript under preparation for *Journal of Experimental Social Psychology*.

“Do Dimensions of Emotion Interact? The Case of Valence and Certainty Influence of Emotional Certainty and Valence on Decision Making Under Risk,” with Julian Saint Clair. Manuscript under preparation for *Journal of Consumer Psychology*.

PROJECTS UNDER PREPARATION

“Guilt By Association: Identity Salience and Response to the Behavior of Others,” with Americus Reed II, Andrew Perkins, and Kathryn Mercurio. Data collection completed.

“Who I Was and What I Do Not Want: Identity-based Strategic Memory Protection.” with Americus Reed, Kathryn Mercurio, and Jonathan Berman. Data collection underway.

“Coping or Compensating: Dispositional Optimism as a Moderator of Implicit Threat Response,” with Sokiente Dagago-Jack and Justin Angle. Data collection underway.

“Non-traditional Health Information Distribution: The Role of Trust in Response to EMT Transmission,” with Peggy Hannon, Hendrika Meischke, Jeffrey R. Harris. Data collection completed.

CONFERENCE PRESENTATIONS / PROCEEDINGS

Mark Forehand, Christian Wheeler, and Hilke Plassmann. Panelists for “Conversation on Automaticity,” Society for Consumer Psychology Conference (2012), Las Vegas, NV.

Levy, Eric, Mark Forehand, and Shailendra P. Jain, “The Effect of Social Threats on Consumer Materialism,” Association for Consumer Research, (2011), Saint Louis, MO.

Justin W. Angle and Mark Forehand, “A Unified Theory of Consumer Response to Self-Threat,” Association for Consumer Research, (2010), Jacksonville, FL.

Americus Reed II, Andrew Perkins & Mark Forehand, “The Color of the Chameleon Depends on the Prime Type,” Association for Consumer Research, (2009), Pittsburgh, PA.

- Justin W. Angle, Mark R. Forehand, & Anthony G. Greenwald, "Assessing the Social Implications of Native American Sports Team Mascots," Society of Personality and Social Psychology Conference, (2009), Tampa, FL.
- Kathryn Mercurio and Mark R Forehand, "Who I Am and What I Know: An Identity-Based Memory Model," Society for Consumer Psychology Conference, (2009), San Diego, CA.
- Forehand, Mark R., Americus Reed II, and Andrew Perkins, "The Shaping of Social Identity: Assimilation/Contrast Responses to Ad Exposure," Association for Consumer Research, (2008). San Francisco, CA.
- Mark R. Forehand, Andrew Perkins, and Americus Reed II, "Malleable Social Identity: Ad Exposure and Self-Concept Shifts," European Association for Consumer Research, Milan, (2007).
- 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 (Heckler & 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

Hong Kong University of Science and Technology
Terry College of Business, University of Georgia
Boston University School of Management
Carroll School of Management, Boston College
Owen Graduate School of Management, Vanderbilt University
UCLA Anderson School of Management
Fuqua School of Business, Duke University
Carlson School of Management, University of Minnesota
The Wharton School, University of Pennsylvania
Sauder School of Business, University of British Columbia
UNC Kenan-Flagler Business School

RESEARCH GRANTS AND HONORS

2009- **Pigott Family Professorship**
2009- **National Institutes for Health: Allergy and Disease Grant P30 AI027757** Marketing strategies to increase HIV testing among Hispanic MSM
2009- **Robert Wood Johnson Fund Grant 66956.** Examining marketing approaches to increasing sales of healthy kids' menu items in quick-service restaurants.
2006-09 **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.
2005-08 **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 (\$35,000 Award for Teaching Excellence)**

MBA Professor of the Year Awards

2011 **MBA Professor of the Year (voted by Evening MBAs)**
2010 **MBA Professor of the Year (voted by second year MBAs)**
2009 **MBA Professor of the Year (voted by second year MBAs)**
2008 **MBA Professor of the Year (voted by second year MBAs)**
2006 **MBA Professor of the Year (voted by second year MBAs)**
2005 **MBA Professor of the Year (voted by Evening MBAs)**
2002 **MBA Professor of the Year (voted by second year MBAs)**

MBA Professor of the Quarter Awards

2012 **MBA Professor of the Quarter**, Winter
2011 **MBA Professor of the Quarter**, Winter
2010 **MBA Professor of the Quarter**, Winter
2009 **MBA Professor of the Quarter**, Winter
2008 **MBA Professor of the Quarter**, Winter
2007 **MBA Professor of the Quarter**, Spring
2005 **Evening MBA Professor of the Quarter**, Spring
2005 **MBA Professor of the Quarter**, Winter
2002 **MBA Professor of the Quarter**, Winter

Other Teaching/Service Awards

2012 **PhD Student Mentor of the Year**
2008 **Undergraduate Professor of the Year**
2004 **Dean's Citizenship Award**
2001 **Distinguished Teaching Award Finalist** University-wide teaching award
1999 **Well's Fargo / Dean's Faculty Award for Undergraduate Teaching**

TEACHING EXPERIENCE (DEGREE PROGRAMS)

2000- Brand Management, MBA Program
 University of Washington, (Average Instructor Rating 4.9 on a 0-5 point scale).

2003- Brand Management, Evening MBA Program
 University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).

2007- Marketing Strategy, Masters in Health Administration
 University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).

2005- Brand Management, Undergraduate Program
 University of Washington, (Average Instructor Rating 4.9 on a 0-5 point scale).

2003- Marketing Management, Technology Management MBA Program
2004 University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).

1997- Principles of Marketing, Undergraduate Program
2003 University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).

TEACHING EXPERIENCE (EXECUTIVE PROGRAMS)

2003- Executive Development Program
 University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).

2007- Minority Business Executive Program
 University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).

- 2007- Executive Masters in Health Administration
University of Washington, (Average Instructor Rating 4.8 on a 0-5 point scale).
- 2002- Global Management Program
University of Washington, (Average Instructor Rating 4.7 on a 0-5 point scale).
- 2007- Global Strategy and Leadership Program
2008 University of Washington, (Average Instructor Rating 4.5 on a 0-5 point scale).
- 2007- Yonsei Global Strategy and Leadership
2008 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).

SCHOLARLY SERVICE

Editorial Review Boards

- Journal of Consumer Research 2009-present
- Journal of Consumer Psychology 2011-present
- Association for Consumer Research Program Committee 2003, 2007, 2008

Ad Hoc Reviewer:

- Journal of Consumer Research
- Journal of Marketing Research
- Marketing Science
- Journal of Consumer Psychology
- Journal of Marketing
- Marketing Letters
- Journal of Advertising
- Psychology and Marketing
- Human Communication Research
- California Management Review
- Society for Consumer Psychology
- MSI Alden G. Clayton Doctoral Dissertation Reviewer

Mentoring:

- Dissertation Chair for Andrew Perkins, University of Washington, 2003
Placement: Rice University
- Dissertation Chair for Kathryn Mercurio, University of Washington, 2010
Placement: University of Oregon
- Dissertation co-Chair for Eric Levy, University of Washington, 2011
Placement: Cambridge University
- Dissertation Chair for Justin Angle, University of Washington, 2012
Placement: University of Montana
- Dissertation Chair for Julian Saint Clair, University of Washington, 2013
- Dissertation Chair for Sokiente Dagago-Jack, University of Washington, 2014

ADMINISTRATIVE SERVICE, APPOINTMENTS, AND SPEAKING ENGAGEMENTS

University Level

Department of Global Health Curriculum Advisory Committee (2007-Present)
Advisory Committee on Intercollegiate Athletics (2006-2011)
UW Advisory Committee on Academic Advising (2006)
UW Speaker Series Presenter—Program for University Development (2005)

School Level

Foster Brand Team (2008-Present)
Chair, Faculty Council (2009-2010)
Faculty Council Member (2008-2011)
Chair, Paccar Building Subcommittee for Behavioral Research Lab Design (2008-2011)
Internal Brand Ambassador for Foster Brand Launch (2008-2010)
Paccar Building Subcommittee for Classroom Design (2008-2010)
Co-chair, Michael G. Foster Diversity in Business Conference (2008)
Master Program Curriculum Committee (2008-2009)
MBA Curriculum Review Committee (2004-2005)
Business School Diversity Committee (2004-2005)
Advisory Board Subcommittee on Faculty-Industry Interaction (2004-2005)
Advisory Board Subcommittee on Faculty on Recruitment and Retention (2003)
MBA Employer Advisory Board Faculty Subcommittee (2002)
Faculty Speaker for:
 Advisory Board Events
 Alumni Outreach Events
 Business and Economic Development Center Programs
 MBA Road Shows
 MBA KEEP Programs
 MBA Admit Weekends
 MBA Reunion Events
 MBA Mentor Events
 Executive Program Developments
 Invest in Your Future (Undergraduate Program)

Department Level

PhD Program Committee (2008-present)
Chair, Marketing Recruiting Committee (2007-2009)
Chair, Narver Chair Search Committee (2007-2009)
PhD Program Recruiting Committee (1999, 2001, 2003)
PhD Seminar Series Coordinator (2008)
Marketing Department Subject Pool Coordinator (1997-2004)