

# LAN NGUYEN CHAPLIN

## ASSOCIATE PROFESSOR OF MARKETING

University of Illinois at Chicago  
College of Business Administration  
Department of Managerial Studies  
601 S. Morgan Street (M/C 243)  
Chicago, IL 60607

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### EDUCATION

**University of Minnesota**— Doctor of Philosophy in Business Administration  
Major: Marketing; Minor: Psychology

**University of Pennsylvania**— Bachelor of Arts in Biological Basis of Behavior  
Concentration: Behavioral Medicine

### POSITIONS

2013-present Associate Professor of Marketing, **University of Illinois-Chicago**  
2013 Associate Professor of Marketing (tenured), **Villanova University**  
2010-2013 Assistant Professor of Marketing, **Villanova University**  
2008-2010 Assistant Professor of Marketing, **University of Arizona**  
2003-2007 Assistant Professor of Marketing, **University of Illinois at Urbana-Champaign**  
2000-2002 Lecturer in Marketing, **University of Minnesota**  
1996-1998 Research Associate, **University of Pennsylvania**  
*Unit for Experimental Psychiatry, Division of Sleep and Chronobiology*

### RESEARCH AREAS

- Children's Happiness and Well-Being
- Children's Consumer Behavior
- Materialism
- Self-Brand Connections
- Branding
- The Psychology of Money
- Experiential vs. Material Consumption

### SELECTED MEDIA COVERAGE

- Forbes
- TIME
- CBS news
- The New York Times
- Washington Times
- New York Magazine
- Smithsonian Magazine
- Boston Globe
- ABC news radio
- CBC News
- Popular Science
- Psychology Today
- Yahoo! Finance
- Yahoo! Parenting
- Yahoo! News
- Huffington Post
- The Herald-Times
- Daily Mail
- Psych Central
- WHYY radio
- Fortune
- Money Talks News
- Nature World News
- EurekAlert!
- Redbook
- Today's Parent
- Parents Magazine
- Quartz

## EDITORIAL REVIEW BOARDS

- *Journal of Consumer Research*, 2014- present
- *Journal of Positive Psychology*, 2010- present

## RESEARCH RECOGNITION

- Doctoral Symposium, Association for Consumer Research, Baltimore, MD, 2014
- Research Support Grant, UIC, College of Business, 2014-2015
- Dean's nomination for Campus Insights, 2014 (2-3 faculty members are nominated by the College of Business Dean, based on their scholarly work and their ability to convey their research in a public setting)
- Research Support Grant, Villanova School of Business, 2011, 2012
- Villanova School of Business Summer Research Support, 2011, 2012
- Summer Research Fellowship, Villanova University, 2011
- Co-winner of the ACR Sheth Foundation Dissertation Competition for Public Purpose Research, 2002.
- Doctoral Dissertation Fellowship, Carlson School of Management, University of Minnesota, 2002-2003 academic year
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Miami, June 2001.
- Albert J. Haring Symposium Representative (Presenter), Indiana University, March 2000.

## PUBLICATIONS

### *Journals*

- Gasiorowska, Agata, Lan N. Chaplin, Tomasz Zaleskiewicz, Sandra Wygrab, and Kathleen D. Vohs (2016), "Money Cues Increase Agency and Decrease Prosociality Among Children: Early Signs of Market Mode Behaviors," ***Psychological Science***, 27 (3), 331-344.
- Richins, Marsha L. and **Lan Nguyen Chaplin** (2015), "Material Parenting: How the Use of Goods in Parenting Fosters Materialism in the Next Generation", ***Journal of Consumer Research***, 41 (6), 1333-1357.
  - \*Lead article
  - \*Reprinted in JCR's Research Curations: Transformative Consumer Research (Spring/Summer 2015; Curator: Julie Ozanne)
- **Chaplin, Lan Nguyen** and Michael I. Norton (2015), "Why We Think We Can't Dance: Theory of Mind and Performance in Children", ***Child Development***, 82 (2), 651-658
- **Chaplin, Lan Nguyen** and Michael I. Norton (2015), "Why Don't You Want to Sing and Dance in Public?" ***Scientific American***, (February 24).
- **Chaplin, Lan Nguyen**, Ronald P. Hill, and Deborah Roedder John (2014), "Poverty and Materialism: A Look at Impoverished Versus Affluent Children", ***Journal of Public Policy and Marketing***, 33 (1), 78-92.

- Burroughs, James, **Lan Nguyen Chaplin**, Mario Pandelaere, Michael I. Norton, Nailya Ordabayeva, Alexander Gunz, and Leslie Dinauer (2013), "Using Motivation Theory to Develop a Transformative Consumer Research Agenda for Reducing Materialism in Society," *Journal of Public Policy & Marketing*, 32 (1), 18-31.
- Hill, Ronald Paul, Kelly D. Martin and **Lan Nguyen Chaplin** (2012), "A Tale of Two Marketplaces: Consumption Restriction, Social Comparison, and Life Satisfaction", *Marketing Letters*, 23 (3), 731-744.
- Cheng, Shirley, Tiffany Barnett White, and **Lan Nguyen Chaplin** (2012), "The Effects of Self-Brand Connections on Responses to Brand Failure: A New Look at the Consumer-Brand Relationship," *Journal of Consumer Psychology*, 22 (April), 280-288.
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2010), "Interpersonal Influences on Adolescent Materialism: A New Look at the Role of Parents and Peers," *Journal of Consumer Psychology*, 20 (April), 176-184.
- **Chaplin, Lan Nguyen** and Tina M. Lowrey (2010), "The Development of Consumer-Based Consumption Constellations in Children," *Journal of Consumer Research*, 36 (February), 757-777.
- **Chaplin, Lan Nguyen**, Wilson Bastos, and Tina M. Lowrey (2010), "Beyond Brands: Happy Adolescents See the Good in People," *Journal of Positive Psychology*, 5 (September), 342-354.
- **Chaplin, Lan Nguyen** (2009), "Please May I Have a Bike? Better Yet, May I Have a Hug?: An Examination of Children's and Adolescents' Happiness," *Journal of Happiness Studies*, 10 (October), 541-562.
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2007), "Growing Up in a Material World: Age Differences in Materialism in Children and Adolescents," *Journal of Consumer Research*, 34 (December), 480-493.
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2005), "The Development of Self-Brand Connections in Children and Adolescents," *Journal of Consumer Research*, 32 (June), 119-129.

### **Invited Chapters**

- **Chaplin, Lan Nguyen** and Paul M. Connell (2015), "Developmental Consumer Psychology in the 21<sup>st</sup> Century," in *The Cambridge Handbook of Consumer Psychology*, eds. Michael I. Norton, Derek Rucker, and Cait Lamberton, 180-203.
- John, Deborah Roedder and **Lan Nguyen Chaplin** (2013), "Self-Brand Connections in Children," in *The Routledge Companion to Identity and Consumption*, ed. Ayalla A. Ruvinio and Russell W. Belk, Routledge, 177-86.

## **Abstracts and Conference Proceedings**

- Gasiorowska, Agata, Tomasz Zaleskiewicz, Sandra Wygrab, **Lan Nguyen Chaplin**, and Kathleen D. Vohs (2015), "Children Become More Agentic But Less Helpful After Being Reminded of Money", Society for Research in Child Development, March 18-22.
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2014) "Poverty and Materialism: Are Impoverished Children More Materialistic than Affluent Children?" in NA- *Advances in Consumer Research*, Vol. 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 11-12.
- **Chaplin, Lan Nguyen** and Michael I. Norton (2012), "Why Some Children Move and Groove So Well: A Look at Creative Performance and Theory of Mind," in *Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 213-18.
- **Chaplin, Lan Nguyen**, Tina M. Lowrey, Kristin Trask, and Ayalla Ruvio (2012), "Happiness Ain't Always Material Things (Destiny By Michael Jackson) -- Or, Is It?", in *Advances in Consumer Research*, Vol. 40, ed. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, 729-30.
- Bastos, Wilson and **Lan Nguyen Chaplin** (2011), "Happiness: How Different Dimensions of Happiness Are Affected by Different Attributes of the Purchased Good", *Society for Consumer Psychology Conference*, Pages: 151-152.
- Cheng, Shirley Y. Y., Tiffany Barnett White, and **Lan Nguyen Chaplin** (2009), "When Poor Brand Extensions Result in Favorable Brand Evaluations," in *Advances in Consumer Research Volume 36*, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 45-48.
- Wood, Natalie, **Lan Nguyen Chaplin**, and Michael Solomon (2009), "Virtually Me: Youth Consumers and Their Online Identities," in *Advances in Consumer Research Volume 36*, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 20-26.
- **Chaplin, Lan Nguyen**, Aric Rindfleisch, and Deborah Roedder John (2008), "Materialism, Gratitude and Prosocial Behavior in Children and Adolescents," *Society for Consumer Psychology Conference*, New Orleans, LA, February 21-23, Pages: 354-355.
- **Chaplin, Lan Nguyen** and Tina M Lowrey. (2008), "Response Latency Verification of Children's Consumption Constellations," *Society for Consumer Psychology Conference*, New Orleans, LA, February 21-23, Pages: 79-81.
- Cheng, Shirley Y.Y., Tiffany Barnett White, and **Lan Nguyen Chaplin** (2007), "The Role of Self-Brand Connections in Brand Evaluation", in *European Advances in Consumer Research*, Volume 8, eds. Stefania Borghini and Mary Ann McGrath and Cele Otnes, Duluth, MN: Association for Consumer Research, Pages: 438-440.

- **Chaplin, Lan Nguyen** and Deborah Roedder John (2005), "Materialism in Children and Adolescents: The Role of the Developing Self-Concept", in *Advances in Consumer Research*, Volume 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN : Association for Consumer Research, Pages: 219-220.
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2005), "The Development of Brand Meaning in Children and Adolescents", in *European Advances in Consumer Research*, Volume 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden: Association for Consumer Research, Pages: 83-83.
- **Nguyen, Lan** and Deborah Roedder John (2002), "Assessing Brand Equity in Children: A Method for Eliciting Brand Associations," in *Advances in Consumer Research*, Volume 29, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA : Association for Consumer Research, Pages: 395-396.
- **Nguyen, Lan** and Deborah Roedder John (2001), " 'Abercrombie & Fitch'-- That's Me! Brand Names in Children's Self-Concepts", in *Advances in Consumer Research*, Volume 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA : Association for Consumer Research, Page: 48.

## MANUSCRIPTS UNDER REVIEW

- **Chaplin, Lan Nguyen** and Deborah Roedder John (University of Minnesota), Aric Rindfleisch (University of Illinois at Urbana-Champaign), and Jeffrey Froh (Hofstra University)—  
*"Reducing Materialism and Fostering Generosity in Adolescents"*  
**Journal:** *Journal of Public Policy & Marketing* (invitation to revise and resubmit)

## RESEARCH IN PREPARATION FOR SUBMISSION

- Lasaleta, Jannine D. (Grenoble), **Lan Nguyen Chaplin**, and Kathleen D. Vohs (University of Minnesota),  
**Topic:** Social Support and Desire for Money
- **Chaplin, Lan Nguyen**, Tina M. Lowrey (HEC, France), L.J. Shrum (HEC, France), Ayalla Ruvio (Michigan State University) and Kathleen D. Vohs (University of Minnesota)  
**Topic:** Children's Happiness with Experiential vs. Material Possessions
- Fennis, Bob (University of Groningen), **Lan Nguyen Chaplin** and Kathleen D. Vohs (University of Minnesota)  
**Topic:** Money and Charitable Giving

## DATA COLLECTION IN PROGRESS

- **Chaplin, Lan Nguyen**, Michael I. Norton (Harvard Business School), Francesca Gino (Harvard Business School)  
Topic: Children’s Rituals and Well-Being
- Ruvio, Ayalla (Michigan State University), **Lan Nguyen Chaplin**, and Shirley Cheng (Hong Kong Baptist University)  
Topic: Preferences for Experiential vs. Material Purchases as Compensatory Consumption
- **Chaplin, Lan Nguyen**, Elodie Gentina (SKEMA Business School), Wendy Boland (American University) and Paul Connell (Stonybrook)  
Topic: Adolescents’ Selfies, Theory of Mind and Materialism

## INVITED RESEARCH PRESENTATIONS

- University of Pennsylvania, Guest speaker, Prof. Americus Reed’s Ph.D. seminar (2016)
- Northwestern University, Kellogg KAMP (2016)
- University of Texas-Arlington (2015)
- University of Illinois-Chicago (2013)
- University of Illinois at Urbana-Champaign (2013; 2002)
- Villanova University (2009)
- St. Joseph’s University (2009)
- Portland State University (2006)
- University of Arizona (2006)
- London Business School (2002)
- University of Wisconsin-Madison (2002)
- University of Texas at San Antonio (2002)
- Hong Kong University of Science and Technology (2002)
- Georgetown University (2002)

## CONFERENCE PRESENTATIONS

- \***Chaplin, Lan Nguyen**, Tina M. Lowrey, Ayalla Ruvio, L.J. Shrum and Kathleen D. Vohs, “What underlies retrospective appreciation of experiences: Cross-sectional, longitudinal, and experimental investigations with children”, 31<sup>st</sup> International Congress of Psychology, Yokohama, Japan, July 24-29, 2016.
- Hamilton, Rebecca, Debora Thompson, Banerji, Ishani, Sterling Bone, **Lan Nguyen Chaplin**, Vladas Griskevicius, Kelly Goldsmith, Ronald Hill, Chiraag Mittal, Thomas O’Guinn, Paul Piff, Deborah Roedder John, Caroline Roux, Anuj Shah, Debora Thompson, Meng Zhu, 10<sup>th</sup> Triennial Invitational Choice Symposium, “Economic Deprivation and Decision Making: How Does Experience with Having Less Influence Choice?” Lake Louise, AB, Canada, May 14-17, 2016.

- **\*Chaplin, Lan Nguyen**, Tina M. Lowrey, Ayalla Ruvio, L.J. Shrum and Kathleen D. Vohs, SPSP Annual Convention in San Diego, California, January 28-30, 2016.
  - ***\*Selected as one of the distinguished speakers in the symposium***, “Children’s understandings of social and material resources are both similar to and quite different from adults: Surprising evidence from 1200 toddlers to teens”.
- **Chaplin, Lan Nguyen**, \*Tina M. Lowrey, Ayalla Ruvio, L.J. Shrum and Kathleen D. Vohs, "When Children Derive Happiness from Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind", the Society for Consumer Psychology International Conference, Vienna, Austria, June 25-27, 2015.
- Nairn, Agnes, **Lan Nguyen Chaplin**, Aysen Bakir, Hua Li, and Anna Zawadska, “Ethical Research with International Children,” (poster), Villanova, PA, May 31-June 2, 2015.
- **Chaplin, Lan Nguyen**, \*Tina M. Lowrey, Ayalla Ruvio, L.J. Shrum and Kathleen D. Vohs, "Children’s Happiness with Experiences: A Developmental Investigation", European Marketing Academy Conference, Belgium, May 26-29, 2015.
- **Chaplin, Lan Nguyen**, “Childhood Happiness, Possessions and Self-Transformations.” The 27th Annual Convention of the Association for Psychological Science, New York, NY, May 21-24, 2015. (Invited convention speaker)
- \*Gasiorowska, Agata, Tomasz Zaleskiewicz, Sandra Wygrab, **Chaplin, Lan Nguyen**, and Kathleen D. Vohs, “Children Become More Agentic but Less Helpful Around Money: Early Signs of Market Mode Behaviors,” Society for Research in Child Development, Philadelphia, PA. March 18-22, 2015.
- \*Gasiorowska, Agata, Tomasz Zaleskiewicz, Sandra Wygrab, **Lan Nguyen Chaplin**, and Kathleen D. Vohs, “Children Become More Agentic But Less Helpful After Being Reminded of Money.” The 26th Annual Convention of the Association for Psychological Science, San Francisco, CA. May 22-25, 2014.
- **\*Chaplin, Lan Nguyen**, Ronald P. Hill and Deborah Roedder John, “Poverty and Materialism: Are Impoverished Children More Materialistic Than Affluent Children?”, Association for Consumer Research Conference, Chicago, IL. October 3-6, 2013.
- **\*Chaplin, Lan Nguyen** and Michael I. Norton “Why Some Children Move and Groove So Well: A Look at Creative Performance and Theory of Mind,” Association for Consumer Research Conference, Vancouver, British Columbia. October 4-7, 2012.
- **\*Chaplin, Lan Nguyen**, Tina M. Lowrey, and Ayalla Ruvio “Happiness Ain’t Always Material Things” -- Or, Is It?” Association for Consumer Research Conference, Vancouver, British Columbia. October 4-7, 2012.
- **\*Chaplin, Lan Nguyen**, Deborah Roedder John and Jeffrey Froh, “A Powerful Antidote to Adolescent Materialism—Gratitude”, American Psychological Association Conference, Orlando, FL., Aug 1-4, 2012.
- **Chaplin, Lan Nguyen**, \*Ronald P. Hill, and Deborah Roedder John, “The Development of Materialism in Impoverished Children,” Marketing and Public Policy Conference, Atlanta, GA., June 7-9, 2012.

- **Chaplin, Lan Nguyen**, \*Tina M. Lowrey, Kristin Trask, and Ayalla Ruvio, “Children’s Preferences for Material Objects Over Experiences,” Ghent University, Ghent, Belgium, June 2012.
- **Chaplin, Lan Nguyen**, Chris Manolis, \*Tina M. Lowrey, and Kristin Trask, “Do Experiences Make Children Happier than Material Things?” Third Transformative Consumer Research Conference, Waco, TX, June 24-26, 2011.
- \***Chaplin, Lan Nguyen**, Aric Rindfleisch, and Deborah Roedder John, “The Powerful Effects of a Simple ‘Thank-You’ on Adolescents’ Materialism and Generosity,” Marketing and Public Policy Conference, Washington, D.C., June 2-4, 2011.
- \***Chaplin, Lan Nguyen**, \*Chris Manolis, Tina M. Lowrey, and Kristin Trask, “Experiential versus Material Purchases: Why Children Are Happier with Material Purchases,” Marketing and Public Policy Conference, Washington, D.C., June 2-4, 2011.
- **Chaplin, Lan Nguyen**, Chris Manolis, \*Tina M. Lowrey, and Kristin Trask, “Materialism in Children: Preferences for Possessions vs. Experiences,” presented at the Transformative Consumer Research Conference, Waco, TX, June 2011.
- \*Bastos, Wilson and **Lan Nguyen Chaplin**, “Happiness: How Different Dimensions of Happiness are Affected by Different Attributes of the Purchased Good,” Society for Consumer Psychology Conference, Atlanta, GA, Feb. 23-27, 2011.
- **Chaplin, Lan Nguyen**, and \*Tina M. Lowrey, “Children’s Consumption Constellations,” University of Newcastle, Newcastle, Australia, June 2010.
- **Chaplin, Lan Nguyen**, and \*Tina M. Lowrey, “The Development of Consumer-Based Consumption Constellations,” Monash University, Caulfield East, Australia, May 2010 (posted on website to share with Monash campuses in Malaysia and South Africa).
- **Chaplin, Lan Nguyen**, and \*Tina M. Lowrey, “Children’s Consumption Constellations,” Melbourne Business School, Melbourne, Australia, May 2010.
- **Chaplin, Lan Nguyen**, and \*Tina M. Lowrey, “The Development of Consumer-Based Consumption Constellations,” University of Sydney, Sydney, Australia, May 2010.
- **Chaplin, Lan Nguyen**, and Lowrey, Tina M., “Children’s Consumption Constellations: How Children Develop, Store, and Use Brand Name Associations in Memory,” University of Wisconsin-Milwaukee, November 2009.



- **Chaplin, Lan Nguyen**, and Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations in Children," UTSA Mktg. Dept. Research Colloquia, October 2009.
- **Chaplin, Lan Nguyen** and \*Tina M. Lowrey, "You Drive a Prius? I Bet I Know What Brand of Cereal You Eat!: Children's Understanding of Consumption Constellations," Marketing and Public Policy Conference, Washington, D. C., May 28-30, 2009.
- \***Chaplin, Lan Nguyen**, and \*James Burroughs, Materialism Track Discussion Leader, Second Transformative Consumer Research Conference, Villanova, PA., June 26-28, 2009.
- Cheng, Shirley Y. Y., Tiffany Barnett White, and \***Lan Nguyen Chaplin**, "Self-Brand Connections, Poor Brand Extensions, and Favorable Parent Brand Evaluations," Society for Consumer Psychology Conference, San Diego, CA, February 12-14, 2009.
- **Chaplin, Lan Nguyen**, and \*Tina M. Lowrey, "Children's Consumption Constellations: How Children Develop, Store, and Use Brand Name Associations in Memory," University of Wisconsin-Milwaukee, November 2009.
- **Chaplin, Lan Nguyen**, and \*Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations in Children," UTSA Mktg. Dept. Research Colloquia, San Antonio, TX, October 2009.
- Cheng, Shirley Y. Y., \*Tiffany Barnett White, and **Lan Nguyen Chaplin**, "When Poor Brand Extensions Result in Favorable Brand Evaluations," Association for Consumer Research Conference, San Francisco, CA, October 23-26, 2008.
- Wood, Natalie, \*Michael Solomon and **Lan Nguyen Chaplin**, "Virtually Me: Youth Consumers and Their Online Identities," Association for Consumer Research Conference, San Francisco, CA, October 23-26, 2008.
- Wood, Natalie, \*Michael Solomon, and **Lan Nguyen Chaplin**, "Virtual Playgrounds," Summer American Marketing Association Conference, San Diego, CA, August 2008.
- \***Chaplin, Lan Nguyen**, Aric Rindfleisch, and Deborah Roedder John, "Materialism, Gratitude and Prosocial Behavior in Children and Adolescents," Society for Consumer Psychology Conference, New Orleans, LA, February 21-23, 2008.
- \***Chaplin, Lan Nguyen** and Tina M. Lowrey, "Response Latency Verification of Children's Consumption Constellations," Society for Consumer Psychology Conference, New Orleans, LA, February 21-23, 2008.
- Cheng, Shirley, \*Tiffany Barnett White, and Lan Nguyen Chaplin, "The Role of Self-Brand Connections in Brand Evaluations," European Association for Consumer Research Conference, Milan, Italy, July 2007.
- \***Chaplin, Lan Nguyen**, "Materialism Research," Midwest Materialism Conference, Panel Discussant, University of Illinois at Urbana-Champaign, March 24, 2007.

- **Chaplin, Lan Nguyen**, \*Tina M. Lowrey, Tara Gerstner, Leslie Jinks, and Chandra Kalapatapu, "Children's Consumption Constellations," Texas Marketing Faculty Consortium, Baylor University, Waco, TX, March 2005.
- **\*Chaplin, Lan Nguyen** and Deborah Roedder John, "Materialism in Children and Adolescents: The Role of the Developing Self-Concept," Association for Consumer Research Conference, Portland, Oregon, October 2004.
- **\*Chaplin, Lan Nguyen** and Deborah Roedder John, "The Development of Brand Images in Children," Society for Consumer Psychology Conference, APA Annual Meeting, Honolulu, Hawaii, August 2004.
- **\*Nguyen, Lan** and Deborah Roedder John, "Assessing Brand Equity in Children: A Method for Eliciting Brand Associations," Association for Consumer Research Conference, Austin, Texas, October 2001.
- **\*Nguyen, Lan** and Deborah Roedder John, " 'Abercrombie & Fitch'-- That's Me! Brand Names in Children's Self-Concepts," Association for Consumer Research Conference, Salt Lake City, Utah, October 2000.
- **\*Nguyen, Lan** and Deborah Roedder John, " 'Abercrombie & Fitch'-- That's Me! Brand Names in Children's Self-Concepts," Albert J. Haring Symposium, Indiana University, March 2000.

\*Presenter

## TEACHING EXPERIENCE

### ***Undergraduate Courses:***

- Brand Management
- Consumer Behavior
- Principles of Marketing

### ***MBA Courses:***

- Brand Management

### ***Executive MBA Courses:***

- University of Minnesota, Advantage Program: "Defining and Measuring Brand Equity"-- Assistant to Professor Deborah Roedder John, Summer 2002

## TEACHING HONORS

- Invited to give a presentation on innovative teaching methods by the *Marketing Management Association* (2015)
- Received Department Chair's Highest Teaching Evaluation (2011, 2012, 2013)  
*Villanova University*
- List of Excellent Instructors (**top 10% campus-wide: rated as outstanding**)

- University of Illinois at Urbana-Champaign, (both classes) Fall 2007*
- List of Excellent Instructors (**top 10% campus-wide: rated as outstanding**)  
*University of Illinois at Urbana-Champaign, (all 3 sections) Spring 2007*
- List of Excellent Instructors (**top 10% campus-wide: rated as outstanding**)  
*University of Illinois at Urbana-Champaign, (all 3 sections) Fall 2005*
- List of Excellent Instructors (**top 10% campus-wide: rated as outstanding**)  
*University of Illinois at Urbana-Champaign, (both sections) Spring 2004*
- List of Excellent Instructors (**top 10% campus-wide: rated as outstanding**)  
*University of Illinois at Urbana-Champaign, (taught 1 section) Fall 2003*
- “Excellence in Teaching” Award  
*Carlson School of Management, University of Minnesota, 2001-2002*
- “2001 Robert Lieberman Memorial Award” for excellence in teaching  
*Marketing and Logistics Management Department,  
Carlson School of Management, University of Minnesota*
- “Excellence in Teaching” Award  
*Carlson School of Management, University of Minnesota, 2000-2001*

## PROFESSIONAL SERVICE

### **Conference Leadership**

- **Co-Chair** Children and Materialism Track (with Agnes Nairn):  
*2015 Transformative Consumer Research Conference, Philadelphia, PA*
- **Co-Chair** Materialism Track (with James Burroughs, University of Virginia): *2009 Transformative Consumer Research Conference, Philadelphia, PA*
- **Co-Chair** Working Paper Track (with Cele Otnes, University of Illinois at Urbana-Champaign): *2009 Association for Consumer Research Conference, Pittsburgh, PA*
- **Co-Chair** (with Aric Rindfleisch, University of Wisconsin-Madison): *2007 Biennial Midwest Materialism Conference, Urbana-Champaign, IL*
- **Co-Chair** Consumer Behavior Track (with Sonia Basu Monga, Rutgers University): *2007 AMA Summer Marketing Educators’ Conference, Washington, D.C.*
- **Co-Chair** (with Aric Rindfleisch, University of Wisconsin-Madison): *2005 First Midwest Materialism Conference, Urbana-Champaign, IL*

### **Conference Program Committees**

- 2015 Association for Consumer Research (Competitive Papers Committee)
- 2015 Society for Consumer Psychology Conference, Phoenix, AZ
- 2014 Association for Consumer Research Conference (Competitive Papers Committee), Baltimore, MD
- 2014 Society for Consumer Psychology Conference, Miami, FL
- 2013 Society for Consumer Psychology Conference, San Antonio, TX
- 2012 Society for Consumer Psychology (Competitive Papers Committee), Las Vegas, NV
- 2012 Association for Consumer Research Conference (Competitive Papers Committee), British Columbia, Canada
- 2011 European Association for Consumer Research Conference, Florence, Italy
- 2011 Association for Consumer Research Conference, St. Louis, MO
- 2011 Asia Pacific Association for Consumer Research Conference, Beijing, China
- 2008 Association for Consumer Research Conference, San Francisco, CA
- 2007 European Association for Consumer Research Conference, Milan, Italy

### ***Ad Hoc Reviewer***

- Science Advances
- Journal of Marketing Research (**JMR**)
- Journal of Personality and Social Psychology (**JPSP**)
- Journal of Consumer Psychology (**JCP**)
- Journal of Public Policy and Marketing (**JPPM**)
- Child Development (**CD**)
- Journal of Association for Consumer Research (**JACR**)
- Journal of Business Research (**JBR**)
- Journal of Economic Psychology (**JEP**)
- Journal of Happiness Studies (**JHS**)
- Social Influence (**SI**)
- European Association for Consumer Research Conference (**EACR**)
- European Marketing Academy Conference (**EMAC**)
- Association for Consumer Research Conference (**ACR**)
- Society for Consumer Psychology Conference (**SCP**)
- Asia Pacific Association for Consumer Research Conference (**APACR**)
- Academy of Marketing Science (**AMS**)
- Transformative Consumer Research Conference (**TCR**)
- Marketing and Public Policy Conference (**MPP**)

## **DEPARTMENTAL and COLLEGE SERVICE**

### **University of Illinois at Chicago**

- Faculty mentor, Business Scholars
- Faculty Mentor, Undergraduate Volunteers (Mel Ladowski- 2015), Tiffany Lee and Cynthia Mancilla (2015- present)
- Faculty Mentor, UIC Business Women's Leadership Conference (2015)
- Presentation to the Dean's Advisory Committee (2013)
- Reviewed applicants for admission to Ph.D. program (2014, 2015)

### **Villanova University**

- Recruiting Committee (2012)
- Independent Study Supervisor (Victoria Horn-Falvey Scholar Winner, 2012-2013)
- Transition to Tenure Committee (2011-2012)
- VSB Open House (2011, 2012)
- VSB Academic Resource Fair (2011)
- Mentored MBA students (Patrick Demchko, Katie Quigley and Nicholas Sommer) on a brand audit for Loandsons.com
- Research mentor to Brendan McKenna, Nicholas Sommer, and Mia Berni (2010-2011)

### **University of Arizona**

- IRB Departmental Chair (2009-2010)
- MBA Committee (2009-2010)
- Research Committee (2009-2010)
- Co-Chair (with Bob Lusch), "Lisle & Roslyn Payne Research Symposium: Research in Branding" (Fall 2008)
- Undergraduate Honors Thesis Advisor (2008-2009)—Valerie Haggerty
- Ph.D. First Year Paper Reviewer
- Ph.D. Third Year Paper Reviewer

- Oral Defense Committee Member, Rebecca Trump
- Dissertation Committee Member, Rebecca Trump
- Co-Coordinator (with Linda Price), “Going on the Job Market” Seminar (Spring 2008)

### **University of Illinois at Urbana-Champaign**

- Ph.D. Program Committee
- Ph.D. Admissions Committee
- Ph.D. Summer Paper Reviewer
- Co-Coordinator (with Ursula Sullivan, Jeffrey Schmidt), “Going on the Job Market” Seminar (Spring 2004-2007)
- Faculty Advisor-American Marketing Association UIUC Chapter
- Undergraduate Program Committee
- Dissertation Committee Member, Ph.D. Student—Linda Tuncay
- Advisor for Independent Study Students—(e.g., Maya Wolfson; Audrey Huber)
- Judge, 2004 IDM Case Competition

## **UNIVERSITY SERVICE**

### **Villanova University**

- Faculty Advisor, Vietnamese Student Association, Spring 2013
- Faculty Mentor, Vietnamese Student Association, 2011-2012
  - ❖ Service-International Montessori Schools—Paoli
- Special Olympics Volunteer 2010, 2012

### **University of Arizona**

- Faculty Advisor, UA Women’s Lacrosse, 2008-2010

### **University of Illinois at Urbana-Champaign**

- Head Coach, UIUC Women’s Lacrosse, 2003-2006  
(Division Champions 2003-2006; Undefeated at home 2003-2006)

## **PROFESSIONAL ASSOCIATIONS**

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Personality and Social Psychology (SPSP)

## **OTHER LANGUAGES**

- Vietnamese

## **COMMUNITY INVOLVEMENT**

### **Volunteer**

- University of Pennsylvania  
Penn Ambassador: Penn Alumni Interview Program (since 2002)
- Midwest Montessori School (Evanston, IL)
- St. Francis Xavier School (Wilmette, IL)
- Coach, Evanston Kindergarten Girls Lacrosse (2015-2016) (Evanston, IL)