

Lauren I. Labrecque

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Northern Illinois University
DeKalb, IL 60115

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EDUCATION

Ph.D. Marketing

September 2006 – May 2010

University of Massachusetts

Amherst, MA

MBA Coursework

January 2005 – May 2006

University of Massachusetts

Amherst, MA

MA Digital Media Studies

September 2001 - June 2003

University of Denver

Denver, CO

Post-Graduate Studies in Art History & French

September 2000 – June 2001

American University of Paris

Paris, France

BA Communications

September 1997 – December 1999

Worcester State University

Worcester, MA

ACADEMIC EXPERIENCE

2010 – present Northern Illinois University, Assistant Professor of Marketing
2006 – 2010 University of Massachusetts Amherst, Graduate Teaching Assistant
2005 – 2006 University of Massachusetts Amherst, Lecturer

PUBLICATIONS

Labrecque, Lauren I. and George R. Milne (2011), “Exciting Red and Competent Blue: The Importance of Color in Marketing,” *Journal of the Academy of Marketing Science*, (forthcoming).

Nagpal, Anish, Adwait Khare, Tilottama Chowdhury, **Lauren I. Labrecque**, and Ameet Pandit, (2011), “The Impact of the Amount of Available Information on Decision Delay: The Role of Common Features,” *Marketing Letters*, (forthcoming).

Khare, Adwait, **Lauren I. Labrecque**, and Anthony K. Asare (2011), “The Assimilative and Contrastive Effects of Word-of-Mouth Volume: An Experimental Examination of Online Consumer Ratings,” *Journal of Retailing*, (87) 1, 111-126.

Labrecque, Lauren I., Ereni C. Markos, and George R. Milne (2011), “Online Personal Branding: Processes, Challenges, and Implications,” *Journal of Interactive Marketing*, 25 (1), 37-50.

Labrecque, Lauren I., Anjala S Krishen and Stephan Grzeskowiak (2011), "Exploring Social Motivations for Brand Loyalty: Conformity versus Escapism," *Journal of Brand Management*, 18 (May), 457-472.

Labrecque, Lauren I., George R. Milne, Jimmy Peltier, Joseph E. Phelps, and David Thompson, (2011), "Oops I did it Again: What Students Need to Know about Managing Information in a Social Media World," *Journal of Advertising Education*, 15 (1).

Milne, George R., **Lauren I. Labrecque**, and Cory Cromer (2009), "Toward an Understanding of the Online Consumer's Risky Behavior and Protection Practices," *Journal of Consumer Affairs*, 43 (3) 452-476.

CONFERENCE PRESENTATIONS

Biswas, Dipayan, **Lauren Labrecque**, and Donald R. Lehmann (2011), "Seeing First or Smelling First? Order Effects of Sensory Cues on Product Evaluations," presented at the *American Marketing Association Summer Educators' Conference*, August 5-7, 2011 in San Francisco, CA.

Zanjani, Shabnam H. A., **Lauren I. Labrecque**, and George R. Milne (2011), "Authenticity In Online Communications: Examining Antecedents And Consequences," presented at the *Academy of Marketing Science National Conference*, May 24-27, 2011 in Coral Gables, FL.

Biswas, Dipayan, Donald R. Lehmann, **Lauren I. Labrecque**, and Ereni Markos (2011), "Order effects of sampling experiential products: the role of product similarity," presented at the *Academy of Marketing Science National Conference*, May 24-27, 2011 in Coral Gables, FL.

Biswas, Dipayan, **Lauren Labrecque**, and Donald R. Lehmann (2011), "The Impact of Sensory Order on the Expected Taste of Foods," presented at the *American Marketing Association Winter Educators' Conference*, February 18-20, 2011 in Austin, TX.

Labrecque, Lauren I., Ereni C. Markos, and George R. Milne (2011), "The Personal Branding and Privacy Tradeoff," presented at the *Direct Marketing Educational Foundation (DMEF) Conference*, October 9-10, 2010 in San Francisco, CA.

Labrecque, Lauren I., Anjala S. Krishen, and Stephan Grzeskowiak (2011), "Social Motivations for Brand Loyalty," presented at the *Direct Marketing Educational Foundation (DMEF) Conference*, October 9-10, 2010 in San Francisco, CA.

Labrecque, Lauren I. and George R. Milne (2010), "Exciting Red and Competent Blue: Liking Color to Brand Personality," invited presentation and dissertation proposal competition runner-up, *Academy of Marketing Science National Conference*, May 26-29, 2010 in Portland OR.

Labrecque, Lauren I. and George R. Milne (2010), "Exciting Red and Competent Blue: Liking Color to Brand Personality," presented at the *American Marketing Association Winter Educators' Conference*, February 18-22, 2010 in New Orleans, LA.

Labrecque, Lauren I. (2009), "Competent Blue and Sophisticated Purple: Examining the Link between Color and Brand Personality," invited presentation and dissertation competition winner, *Society for Marketing Advances*, November 4-7, 2009 in New Orleans, LA.

Milne, George R., **Lauren I. Labrecque**, and Ereni C. Markos (2009), "Dialectical Tensions in Managing One's Digital Footprint," presented at the *American Marketing Association Winter Educators' Conference*, February 20-23, 2009 in Tampa, FL.

Markos, Ereni and **Lauren I. Labrecque** (2008), "Blurring the Boundaries between Real and Virtual: Consumption Experiences and the Self Concept in the Virtual World," presented at the *Association for Consumer Research North American Conference*, October 22-26, 2008 in San Francisco, CA. (working paper submission).

Labrecque, Lauren I., Adwait Khare, Anthony K. Asare, and Henry Greene (2008), "Word of Mouse Versus Professional Movie Critics: Which has a Greater Impact on Movie Success?" presented at the *American Marketing Association Summer Educators' Conference*, August 8-11, 2008 in San Diego, CA.

Labrecque, Lauren I., Stephan Grzeskowiak, and Anjala S. Krishen (2008), "Social Motivations for Brand Loyalty: The Role of Conformity and Escapism," presented at the *American Marketing Association Summer Educators' Conference*, August 8-11, 2008 in San Diego, CA.

Diamond, William D. and **Lauren I. Labrecque** (2008), "Effects of Common Front-of-Package Icons on Nutrition Facts Panel Viewing Time and Product Perception," presented at the *Marketing and Public Policy Conference*, May 31- June 1, 2008 in Philadelphia, PA.

Milne, George R., **Lauren I. Labrecque**, and Cory Cromer (2008), "Toward an Understanding of the Online Consumer's Risky Behavior and Privacy" presented at the *Marketing and Public Policy Conference*, May 31- June 1, 2008 in Philadelphia, PA. (working paper submission).

Labrecque, Lauren and Ereni Markos (2008), "Experiences in the Virtual World: How Consumption, Flow, Telepresence and Marketing Play Out in Second Life," presented at the *Advertising and Consumer Psychology Conference*, May 1-2, 2008 in Philadelphia, PA.

Labrecque, Lauren and William D. Diamond (2008), "Did You Pay Attention to the Ad? Predicting Implicit and Explicit Memory from Ad Viewing Time," presented at the *Society for Consumer Psychology Conference*, February 21- 23, 2008 in New Orleans, LA.

Brashear, Thomas, Anthony K. Asare, and **Lauren Labrecque** (2007), "Social Responsible Retailing (SRR): A Framework of Business Practices," presented at the *Society for Marketing Advances Conference*, November 7-10, 2007 in San Antonio, TX.

INVITED CONFERENCE ROUNDTABLE DISCUSSIONS

"Implementing a Direct/Interactive (D/I) Undergraduate Curriculum," Roundtable discussion at the *Direct Marketing Educational Foundation (DMEF) Conference*, October 9-10, 2010 in San Francisco, CA.

RESEARCH INTERESTS

Interactive Marketing, Sensory Marketing and Design (focus on color), and Branding

AWARDS AND FELLOWSHIPS

2010, Isenberg School of Management, UMass, Top Doctoral Student Researcher Award
2010, AMS Doctoral Dissertation Proposal Competition Award Runner-up
2009, SMA Doctoral Dissertation Proposal Competition Award Winner
2009, AMA-Sheth Doctoral Consortium Fellow, Georgia State University
2007, Eugene M. Isenberg Awards Winner (research in Marketing and Technology) (\$10,000 fellowship)

TEACHING INTERESTS

Internet/Interactive Marketing, Marketing Research, Integrated Marketing Communications, Consumer Behavior, and Brand Management.

COURSES TAUGHT

Internet Marketing
Marketing Research

PROFESSIONAL SERVICE

AMA Consumer Behavior SIG Leader- VP of Online Communications and Social Media
Reviewer for CCT Conference 2011
Reviewer for AMS Conference 2011
Reviewer for AMA Winter Educator's Conference 2010
Reviewer for ACR North American Conference 2009
Reviewer for AMA Summer Educator's Conference 2009
Reviewer for AMA Summer Educator's Conference 2008
Volunteer for ACR North American Conference 2008 (on site)
Reviewer for *European Journal of Marketing*
Reviewer for *Journal of Business and Industrial Marketing*
Reviewer for *Media Psychology*
Reviewer for *Journal of Interactive Marketing*

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of Marketing Science
Chicago Interactive Marketing Association
Direct Marketing Association
Society for Marketing Advances

INDUSTRY EXPERIENCE

Internet Marketing Consultant

January 2003 – September 2006

**Director of Multimedia
Communications & DB Systems**

January 2004 – September 2006

Isenberg School of Management

Amherst, MA

Online Marketing Coordinator

September 2002 – September 2003

Estlow International Center for
Journalism & New Media

Denver, CO

Web and Graphic Design Specialist

September 2001 – September 2003

Center for Judaic Studies,
University of Denver

Denver, CO