

Heather Honea

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San Diego State University
 Department of Marketing
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ACADEMIC APPOINTMENTS

San Diego State University
 San Diego, California

Associate Professor
 August 2000 – Present

EDUCATION

University of California, Berkeley
 Haas School of Business

Ph.D. in Marketing
 May 2001

- Dissertation: “Does Everyone Really Love a Deal: The Role of Affect and Appraisal in Consumer Response to Promotions”
- Chairs: Priya Raghubir and Russ Winer

University of California, Berkeley
 Haas School of Business

M.S.B.A.
 December 1998

University of California, San Diego

B.S.

- Quantitative Economics and Decision Sciences
Magna Cum Laude

June 1993

RESEARCH INTERESTS

The Role of Affect and Non-Rational Response in Consumer Behavior
 Consumers' Response to Promotional Activity
 Interactivity and Decentralized Technology

PUBLICATIONS

- Honea, Heather (2006) “1=2: When Singular Experience Leads to Dissociated Evaluations.” *Journal of Consumer Psychology*.
- Dahl, Darren, Honea, Heather and Manchanda, Rajesh V. (2005) “Three Rs of Interpersonal Consumer Guilt: Relationship, Reciprocity, Reparation.” *Journal of Consumer Psychology*, Vol. 15, (4).
- Honea, Heather and Dahl, Darren (2005) “The Promotion Affect Scale: Defining the Affective Dimensions of Promotion.” *Journal of Business Research*, Vol. 58.

- Honea, Heather (2005) "Investigating the Impact of Negative Self-Conscious Emotions on Consumer Memory, Processing, and Purchase," in Geeta Meenon and Akshay Rao (eds.), *Advances in Consumer Research*, Vol. 32.
- Baker, William, Heather Honea, and Cristel A. Russell (2004) "Do Not Wait To Reveal The Brand Name: The Effect of Brand Name Placement on the Effectiveness of Television Advertising," *Journal of Advertising*, Vol.33, (3).
- Dahl, Darren, Honea, Heather and Manchanda, Rajesh V. (2004) "The Nature of Self-Reported Guilt in Consumption Contexts." *Marketing Letters*, Vol. 14 (3).
- Honea, Heather and Russell, Cristel A. (2003) "An Examination of Consumers' "Active" Responses to An Emerging Breed of Marketing Events," in Darach Turley and Stephen Brown (eds.), *European Advances in Consumer Research*, Vol. 6.
- Honea, Heather and Russell, Cristel A. (2001) "In Search of Nomological Validity: How to Develop Better Marketing Measures," in Andrea Gröppel-Klein and Franz-Rudolf Esch (eds.), *European Advances in Consumer Research*, Vol. 5.

WORKING PAPERS

- "Judging Books by Their Covers and Products by Their Package: Examining the Beauty Bias"
Co-authored with Sharon Horsky
Manuscript under review Journal of Consumer Research.
- "Defining Deal Dimensions: The Role of Complexity and Congruence in Consumer Affective Reactions to Promotions"
Manuscript targeted for Journal of Psychology and Marketing.

WORK IN PROGRESS

- "Guilt and Consumer Loyalty: Customer Relationship Management Should Make Consumers Feel Bad"
Co-authored with Darren W. Dahl and Rajesh V. Manchanda
Manuscript targeted for Journal of Consumer Behavior.
Draft of manuscript complete.
- "The Role of Affect and Appraisal in Consumer Response to Promotions."
Manuscript targeted for resubmission to the Journal of the Academy of Marketing Science.
Additional data collection in progress.
- "Fantasizing About Winning: Understanding Consumer Response to Games of Chance"
Co-authored with Darren W. Dahl and Gerald Gorn
Data collection 100% complete.
- "Consumer Avatars: Actual, Experimental, and Ideal Self Drive Different Consumption Preferences"
Data collection complete .

“Feeling Justified: Promotion Complementarities in Multi-Item Purchase Contexts”

Data collection 75% complete.

“(Inter-) Active Consumers: For Better or for Worse?”

Co-authored with Cristel Antonia Russell

Data collection in progress.

“Altruism Revisited: The Emotions that Motivate Socially Responsible Behavior Are Not What You Would Expect”

Co-authored with Andrea C. Morales

Data collection in progress.

CONFERENCE PRESENTATIONS

“Guilt and Purchase Commitment: Understanding Feelings of Guilt in a Retail Purchase Context” with Darren Dahl and Rajesh V. Manchanda, presented at the 2004 Association for Consumer Research Conference, Portland, OR, October 2004.

“Do We Judge a Book by its Cover (and a Product by its Package)?” with Sharon Horsky, presented at the 2003 Marketing Science Conference, Washington, DC, June 2003.

“(Inter-) Active Consumers: For Better or for Worse?,” with Heather Honea, presented at the 2003 European Association for Consumer Research Conference, Dublin, Ireland. June 2003.

“Guilt as a Consumption Emotion,” with Darren Dahl and Rajesh V. Manchanda, presented at the 2003 Society for Consumer Psychology Conference, New Orleans, LA, February 2003.

“The Guilty Consumer: Understanding Feelings of Guilt in a Retail Context,” with Darren Dahl and Rajesh V. Manchanda, presented at the 2003 Society for Consumer Psychology Conference, New Orleans, LA, February 2003.

“Primary and Secondary Affective Response: Are Resulting Attitudes Formed Through a Process of Integration or Peaceful Coexistence,” presented with Andrea C. Morales and Gavan J. Fitzsimons at the 2002 Society for Consumer Psychology Conference, Austin, Texas. February 2002.

“The Promotion Affect Scale ,” with Darren Dahl, presented at the 2001 American Psychological Association Conference, San Francisco, CA. August 2001.

“What Others Effort Says About Me: Affect and Behavioral Responses to Firm Effort,” presented with Andrea C. Morales and Gavan J. Fitzsimons at the 2001 Marketing Science Conference, Weisbaden , Germany. July 2001.

“The Promotion Affect Scale ,” with Darren Dahl,, presented at the 2001 Association for Consumer Research European Conference, Berlin, Germany. June 2001.

“Helping or Hurting Brand Equity,”, presented at the 2000 Society for Consumer Psychology Conference, San Antonio, TX. February 2000.

“Staying Young or Aging Gracefully? The Importance of Cohort Effects in Preferred Product Associations,” presented at the 1998 Association for Consumer Research Conference, Montreal, Canada. October 1998.

INVITED PRESENTATIONS AND MEDIA APPEARANCES

“Sustainable Energy Policy,” invited presentation at the Workforce Partnerships Conference, June 2006.

“Grassroots Marketing and Community Organizing,” invited presentation at the Prescott College Bioneers Conference, October 2005.

“Choose Your Own Adventure Marketing,” keynote speaker at the DoubleClick Users Summit, Denver, CO. July 2005. Invited presentation.

“Consumer Behavior and Digital Marketing,” panelist at the DoubleClick Users Summit, Denver, CO. July 2005. Expert Panelist.

“One Small Step for Chula Vista, One Giant Leap for the San Diego Region,” press conference held by the Apollo Alliance and City of Chula Vista, Chula Vista, CA. July 2005. Invited Speaker.

Interviewed for San Diego Channel 39 KNBC news segment on consumer buying behavior. May 2005.

“Consumer Choice and Regional Economic Stability,” presented at the Lifestyles for a Sustainable World Conference, San Diego, CA. April 2005. Invited Speaker.

“Consumer Behavior and Digital Marketing,” panelist at the 2005 West Coast eMarketing Conference 2005, San Francisco, CA. April 2005. Expert Panelist.

“New Technology and Economic Models to Secure a Better Future,” presented at the A Brighter Future for San Diego Conference, San Diego, CA. September 2004. Invited Presentation.

“Decentralized Technology and Economic Opportunity,” presented to the Sustainable Energy Advisory Board for the City of San Diego, San Diego, CA. May 2004. Invited Presentation.

“Guilt and Customer Relationship Management,” presented at the Affinity Group Annual Conference, Ventura, CA. April 2003. Invited Presentation.

“Relationship in Digital Marketing,” presented at the 2003 East Coast eMarketing Conference 2003, Boston, MA. September 2003. Invited Presentation.

“Emotions and Relationship in Email Marketing,” presented at the 2003 West Coast eMarketing Conference 2003, Los Angeles, CA. January 2003. Invited Presentation.

CONFERENCE ACTIVITIES

“Technology and Research Methods: Measurement and New Advances,” Session Chair 2007 at the 2007 American Marketing Association Winter Conference, San Diego, CA. February 2007.

“Investigating the Impact of Negative Self-Conscious Emotions on Consumer Memory, Processing, and Purchase,” Session Organizer & Chair at the 2004 Association for Consumer Research Conference, Portland, OR. October 2004.

“An Examination of Consumers’ “Active” Responses to An Emerging Breed of Marketing Events,” with Cristel Russell, Session Organizer and Chair at the 2003 Association for Consumer Research European Conference, Dublin, Ireland. June 2003.

“Affect and Consumer Contexts: Exploring the Unexpected Effects of Emotion,” Session Organizer and Chair at the 2000 Society for Consumer Psychology, New Orleans, LA. February 2003.

“Affect and the Unconscious: The Role of Conscious and Nonconscious Processes in Affective Response,” Session Organizer and Chair at the 2000 Society for Consumer Psychology, Austin, Texas. February 2002.

“Determining Measurement Validity,” with Cristel Russell, Session Organizer at the 2001 American Psychological Association Conference, San Francisco, CA. August 2001.

“In Search of Nomological Validity: How to Develop Better Marketing Measures,” with Cristel Russell, Session Organizer and Chair at the 2001 Association for Consumer Research European Conference, Berlin, Germany. June 2001.

“The Effect of On-line Decision Aids to Manage Information on Choice and Satisfaction,” Session Chair at the 2001 Society for Consumer Psychology, Phoenix, AZ. February 2001.

“I got a Deal: The Affective Effects of Promotions,” Session Organizer and Chair at the 2000 Society for Consumer Psychology, San Antonio, Texas. February 2000.

TEACHING INTERESTS

Consumer Behavior, Promotions, Internet Marketing, Marketing and Public Policy, Marketing Research.

TEACHING EXPERIENCE

San Diego State University
San Diego, California

Assistant Professor

- **Computers, Marketing and the Internet (MKTG 476)** Fall 2005-Spring 2006
Fall 2004-Spring 2005
Fall 2003-Spring 2004
Fall 2002-Spring 2003
Fall 2001-Spring 2002
Fall 2000- Spring 2001
- **Seminar in Internet Marketing & E-Business (MKTG 768)** Spring 2006
Spring 2005
Spring 2004
Spring 2002 (SDSU Taiwan)
- **Seminar Digital Sports Marketing & E-Business (MKTG 768)** Summer/Fall 2005

University of California, Berkeley
Haas School of Business

Instructor

- **Introduction to Marketing** Spring 1999

University of California, Berkeley
Haas School of Business

Graduate Student Instructor

- **Introduction to Marketing** Fall 1998
Nominated for the best Graduate Student Instructor Award Fall 1997
Spring 1997
- **Marketing Research** Fall 1996

University of California, San Diego
Department of Economic

Student Instructor

- **Macroeconomics** Fall 1992

HONORS AND AWARDS

Fellow, AMA Doctoral Consortium, August 1998.

University of California Graduate Fellowship 1995-1998

Phi Beta Kappa

Provost Honors List 1990-1993

RESEARCH GRANTS

Research, Scholarship, & Creative Activity Grant Spring 2006

Research, Scholarship, & Creative Activity Grant Spring 2005

Service Learning Curriculum Development Grant Fall 2004

Research, Scholarship, & Creative Activity Grant Spring 2004

College of Business Administration Faculty Development Grant Spring 2003

College of Business Administration Faculty Development Grant Spring 2002

College of Business Administration Faculty Development Grant Spring 2001

SERVICE

Committee Chair for the Graduate Committee, SDSU College of Business, Fall 2005.

Department representative to the Graduate Committee, SDSU College of Business (2004-2007).

Committee Chair for the External Programs Task Force Committee, SDSU College of Business, Spring 2005.

Faculty advisor for the SDSU Enviro-Business Society, Summer 2005-present.

Faculty co-advisor for the SDSU Alpha Kappa Psi, 2003-present.

Advisory board member for the San Diego Regional Apollo Alliance, 2004-present.

Advisory board member for the San Diego Coalition for Sustainability, 2001-present.

Ad hoc reviewer for the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Advertising*, *Journal of Business Research*, and *Marketing Letters*.

Reviewer Academy Marketing Science, American Marketing Association, Association for Consumer Research, and Society for Consumer Psychology.

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
 American Marketing Association
 Society for Consumer Psychology
 E-marketing Association

BUSINESS EXPERIENCE

Business GeoMetrics

Domain Expert and Analyst

San Diego, CA

1995

National Decision Systems

Analyst

San Diego, CA

Summer 1996

1993-1994