

Heather Honea, Ph.D.

Vitae

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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

Centre for Integrated Marketing Communications
San Diego, California

Research Fellow
August 2001 – Present

EDUCATION

University of California, Berkeley
Haas School of Business

Ph.D.
May 2001

University of California, Berkeley
Haas School of Business

M.S.B.A.
December 1998

University of California, San Diego
Quantitative Economics and Decision Sciences, Magna Cum Laude

B.S.
June 1993

RESEARCH INTERESTS

Background in psychology and economics frames research in consumer behavior, interactivity, technology, and green . Research examines:

- consumers' psychological reactions to direct response marketing activities (promotions), incentives, games of chance, and interactive consumption experiences; identifies consumer affect, attitude and response metrics
- non-rational versus rational response in consumer behavior; identifies determinants of consumer adoption, repeat purchase, loyalty, and identity
- economic and social models of technology implementation; examines green models of organizing and marketing, role of decentralization, digital, and networked environments on business and communication

PUBLICATIONS

Horsky, Sharon and Heather Honea (2009), "Do We Judge a Book by its Cover and a Product by its Package? How Affective Expectations are Contrasted and Assimilated into the Consumption Experience," *Advances in Consumer Research*, vol. XXXVI, Ann L. McGill and Sharon Shavitt (eds.).

Honea, Heather; Morales, Andrea C. and Fitzsimons, Gavan J. (2006) "1=2: When Singular Experience Leads to Dissociated Evaluations." *Journal of Consumer Psychology*, Vol 16, (2).

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/WORK IN PROGRESS

- "Motivational Determinant of Transportation into Marketing Narratives"
Co-authored with Brent McFerran, Darren W. Dahl and Gerald J. Gorn
Revision requested Journal of Consumer Psychology.
- "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 Psychology.
- "Electricity Supply and Price Security in San Diego County Comparison of Strategies for the Production/Procurement of Electricity and Elimination of Greenhouse Emissions"
Co-authored with Jim Bell
White paper submitted to San Diego Regional Apollo Alliance.
- "Vice and Virtue: Corporate Social Responsibility Failures and the Consumer "Regulator"
Co-authored with Dale W. Russell
Manuscript targeted for Journal of Business Ethics.
- "Defining Deal Dimensions: The Role of Complexity and Congruence in Consumer Affective Reactions to Promotions"
Manuscript targeted for Journal of Psychology and Marketing.
- "The Role of Affect and Appraisal in Consumer Response to Promotions."
Manuscript targeted for Journal of the Academy of Marketing Science.
- "Guilt and Consumer Loyalty: Customer Relationship Management Should Make Consumers Feel Bad"
Manuscript targeted for Journal of Consumer Behavior.

“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 complete.

INVITED PRESENTATIONS AND MEDIA APPEARANCES

“Economic models of Clean Technology” invited panelist at the Brighter Green Future Conference Voters, San Diego, CA. October 2008.

“Economic models of Clean Technology,” invited presentation to the League of Women Voters, San Diego, CA. May 2007.

“San Diego the Go To City for Clean Technology,” invited presentation at San Diego City Council Chambers, April 2007.

“A Consumer Based Sustainable Energy Policy,” invited presentation at the Workforce Partnerships Conference San Diego, CA, 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,” invited 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,” invited speaker at the Lifestyles for a Sustainable World Conference, San Diego, CA. April 2005.

“Consumer Behavior and Digital Marketing,” invited 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,” invited presentation at the A Brighter Future for San Diego Conference, San Diego, CA. September 2004.

“Decentralized Technology and Economic Opportunity,” invited presentation at the Sustainable Energy Advisory Board for the City of San Diego, San Diego, CA. May 2004.

“Guilt and Customer Relationship Management,” invited presentation at the Affinity Group Annual Conference, Ventura, CA. April 2003.

“Relationship in Digital Marketing,” invited presentation at the 2003 East Coast eMarketing Conference 2003, Boston, MA. September 2003.

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

CONFERENCE PRESENTATIONS

- “Do We Judge a Book by its Cover and a Product by its Package? How Affective Expectations are Contrasted and Assimilated into the Consumption Experience” with Sharon Horsky, presented at the 2008 Association for Consumer Research Conference, San Francisco, CA. October 2008.
- “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 Cristel Antonia Russell, 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.

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

- Antonia 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.

HONORS, AWARDS, GRANTS

Research, Scholarship, & Creative Activity Grant 2006, 2005, 2004
 Outstanding Faculty Award 2007, 2005
 Service Learning Curriculum Development Grant Fall 2004
 College of Business Administration Faculty Development Grant Spring 2008, 2003, 2002, 2001
 Fellow, AMA Doctoral Consortium, August 1998
 University of California Graduate Fellowship 1995-1998
 Phi Beta Kappa
 Provost Honors 1990-1993

TEACHING EXPERIENCE

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

San Diego State University

San Diego, California

- **Computers, Marketing and the Internet (MKTG 476)** Associate Professor
Fall 2000- present
- **Seminar in Internet Marketing & E-Business (MKTG 768)** Instructor
Spring 2009
Spring 2006
Spring 2005
Spring 2004
Spring 2002
- **Seminar Digital Sports Marketing & E-Business (MKTG 768)** Instructor
Summer/Fall 2005

University of California, Berkeley

Haas School of Business

- **Introduction to Marketing** Instructor
Spring 1999

University of California, Berkeley

Haas School of Business

- **Introduction to Marketing** Graduate Student Instructor
Fall 1998
Fall 1997
Spring 1997
- **Marketing Research** Graduate Student Instructor
Fall 1996

University of California, San Diego

Department of Economics

- **Macroeconomics** Student Instructor
Fall 1992

PROFESSIONAL AFFILIATIONS

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

SERVICE

San Diego State University Representative, San Diego Regional Association of Governments Energy Working Group, Summer 2007-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.

Reviewer for the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Advertising*, *Journal of Business Research*, *Journal of Academy of Marketing Science*, and *Marketing Letters*;

Reviewer for the Academy Marketing Science, American Marketing Association, Association for Consumer Research, Latin America Association of Consumer Research, and Society for Consumer Psychology.

Committee Chair for the Graduate Committee Fall 2005 and Committee Member, 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 American Marketing Association 2007

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

BUSINESS EXPERIENCE

Business GeoMetrics, San Diego, CA

Worked on the design of a business-to-business market research and target market selection software

Domain Expert and Analyst

1995

National Decision Systems, San Diego, CA

Client service and research support. Customer segmentation and analysis.

Analyst

1993-1994, 1996

REFERENCES

George Belch, Ph. D.
Professor College of Business Administration
San Diego State University

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Priya Raghbir, Ph. D.
Professor Haas School of Business
University of California, Berkeley

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Darren Dahl, Ph. D.
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University of British Columbia

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