

Eduardo B. Andrade
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EDUCATION

Ph.D., Warrington College of Business Administration, University of Florida, *Marketing*, May 2004, (Committee Members: Joel Cohen (Chair), Chris Janiszewski, Richard Lutz, Margaret Bradley).

M.Sc., École des Hautes Études Commerciales (HEC), Université de Montréal, Canada
Marketing, June 1996

BSBA, Centro Sócio-Econômico, Universidade Federal de Santa Catarina, Brazil
Business Administration, December 1993

HONORS AND AWARDS

2007-2008 Schwabacher Fellowship, Executive Committee, UC Berkeley

2007 Marketing Science Institute (MSI) Young Scholar

2006-2007 TRUST Funding, UC Berkeley

2004/05; 2005/06; 2006/07 Junior Faculty Research Grant, Committee on Research, UC Berkeley

2004 Center for Advanced Study in the Behavioral Sciences (CASBS) Scholar -Summer Institute on Emotion and Decision - Stanford University

2003 AMA Doctoral Consortium Fellow

1994-1996 CIDA (Canadian International Development Agency) Masters Fellowship through École des HEC (CETAI) – Université de Montréal

CURRENT RESEARCH AND INTERESTS

Affect (emotions and mood) and its consequence on judgment and decision-making.

EXTERNAL SERVICE AND ASSIGNMENTS

Ad Hoc Reviewer (Journals): *Psychological Bulletin*, *Journal of Consumer Research*, *Marketing Science*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, *Emotion*, *Cognition & Emotion*, *Applied Cognitive Psychology*.

Ad Hoc Reviewer (Conferences and Awards): *Association for Consumer Research (North-America and Latin America) Conferences*, *Society for Consumer Psychology Winter Conferences*, *European Marketing Academy (EMA) Conferences*, and *SCP-Sheth Doctoral Dissertation Competition*.

Membership: Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), American Marketing Association (AMA), American Psychological Association (APA), Association for Psychological Science (APS).

SELECTED ARTICLES

Andrade, Eduardo B. and Ganesh Iyer, "Planned and Actual Betting in Sequential Gambles" *Journal of Marketing Research*, forthcoming.

Andrade, Eduardo B. and Joel B. Cohen (2007), "On the Consumption of Negative Feelings," *Journal of Consumer Research*, 34 (October), 283-300. **Lead Article**

Press coverage: ABC7 news (TV), ScienceDaily.com, News-Medical.net, californiandaily.com, Canada.com, United International Press.com, etc.

Andrade, Eduardo B. and Teck-Hua Ho (2007), "How is the Boss's Mood Today? I Want a Raise," *Psychological Science*, 18(August), 668-671.

Press coverage: Newsweek.com, USNews.com, Forbes.com, shiftingcareers.blogs.nytimes.com, East Bay Business Time, ABCnews.com, etc.

Andrade, Eduardo B. (2005), "Behavioral Consequences of Affect: Combining Evaluative and Regulatory Mechanisms," *Journal of Consumer Research*, 32 (December), 355-362.

Cohen, Joel B. and Eduardo B. Andrade (2004), "Affective Intuition and Task-Contingent Affect Regulation," *Journal of Consumer Research*, 31 (September), 358-367.

BOOK CHAPTERS

Andrade, Eduardo B. and Joel B. Cohen (2007), "Affect-Based Evaluation and Regulation as Mediators of Behavior: The Role of Affect in Risk-Taking, Helping and Eating Patterns." In *Do emotions help or hurt decision making? A hedgefoxian perspective*, Eds. Kathleen D. Vohs, Roy F. Baumeister, and George Loewenstein. New York, NY: Russell Sage, (pp. 35-68).

Cohen, Joel B., Michel T. Pham and Eduardo B. Andrade (2008), "The Nature and Role of Affect in Consumer Behavior." In *Handbook of Consumer Psychology*, Eds. Curt Haugtvedt, Frank Kardes, and Paul Herr. Mahwah, NJ: Erlbaum, (pp. 297-348).

WORKING PAPERS AND WORK IN PROGRES

"Misestimating Betting Behavior," with Danny Claro and Gazi Islam

"Gaming Emotions" with Teck-Hua Ho

"Short and Long Term Consequences of Emotion in Decision Making" with Dan Ariely

CONFERENCE PROCEEDINGS AND INVITED PRESENTATIONS

Andrade, Eduardo B. (2008), *Gaming Emotions*. Paper presented at the Marketing Seminar Series, Yale University, New Haven, (March).

Andrade, Eduardo B. (2007), *Dynamic inconsistencies in gambling and the role of feelings*. Paper presented at the ACR-North America Conference, Memphis, Tennessee, (October).

Andrade, Eduardo B. (2007), *Dynamic inconsistencies in gambling and the role of feelings*. Paper presented at the Marketing Seminar Series - University of Southern California, Los Angeles, California (October).

Andrade, Eduardo B. (2007), *Dynamic inconsistencies in gambling and the role of feelings*. Paper presented at the Society for Consumer Psychology Conference, Las Vegas, Nevada (February).

Andrade, Eduardo B. (2007), *Dynamic inconsistencies in gambling and the role of feelings*. Paper presented at the MSI Fourth Biennial Young Scholar Program, Park City, Utah (January).

Andrade, Eduardo B. (2006). *On the consumption of negative feelings*. Paper presented at the Marketing Colloquia – Wharton, University of Pennsylvania (October).

Andrade, Eduardo B. (2006). *On the consumption of negative feelings*. Paper presented at ACR-North America Conference, Orlando, FL (September).

Andrade, Eduardo B. (2006), *Dynamic inconsistencies in gambling and the role of feelings*. Paper presented at UFSC - Florianópolis - Brazil (July).

Andrade, Eduardo B. (2006), *Dynamic inconsistencies in gambling: the role of feelings*. Paper presented at IBMEC - São Paulo – Brazil (June).

Andrade, Eduardo B. (2006). *On the consumption of negative feelings*. Paper presented at the Marketing Seminar Series, University of Chicago (February).

Andrade, Eduardo B. (2005), *Software for experiments*, Presented at the Xlab Workshop, UC Berkeley (November).

Andrade, Eduardo B. (2005). *On the consumption of negative feelings*. Paper presented at the Marketing Seminar Series, Columbia University (November).

Andrade, Eduardo B. (2005). *On the consumption of negative feelings*. Paper presented at the Marketing Seminar Series, New York University (November).

Andrade, Eduardo B. (2005), *Behavioral consequences of affect: combining evaluative and regulatory mechanisms*. Paper presented at IBMEC - São Paulo (August).

Andrade, Eduardo B. (2005). *On the consumption of negative feelings*. Paper presented at the Emotion and Decision Making Conference/Reunion, UC Berkeley (July).

Andrade, Eduardo B. (2005). *On the consumption of negative feelings*. Paper presented at the Marketing Seminar Series, Stanford University (April).

Andrade, Eduardo B. (2004). *Positive mood and incongruent recall: the salience hypothesis*. Paper presented at the Institute for Personality and Social Research, UC-Berkeley (September).

Andrade, Eduardo B. (2004), *Behavioral consequences of affect: combining evaluative and regulatory mechanisms*. Paper presented at the Center for Advanced Studies in the Behavioral Sciences (CASBS) Stanford University (July).

Andrade, Eduardo B., Velitchka Kaltcheva, and Barton Weitz (2001), “Self-Disclosure on the Web: The Impact of Privacy Policy, Reward, and Company Reputation,” *Advances in Consumer Research*, Vol. 29, ed. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA: Association for Consumer Research.

Andrade, Eduardo B. (2000), "Identifying Discriminating Variables of Online and Offline Buyers: A Perceived-Risk Approach", in the *Marketing and Consumer Behavior in Electronic Markets* section, ed. H. Michael Chung, Proceedings of the Americas Conference on Information Systems.

Andrade, Eduardo B. and Line Ricard (2000), "La richesse de l'image d'une région touristique québécoise par des Québécois selon leurs caractéristiques comportementales," in *Tourism and Hospitality Management* section, Vol. 231, ed. Nancy J. Church, Proceedings of the Administrative Sciences Association of Canada Conference, 12-20. Honorable Mention

TEACHING

	Evaluation (Median -7 point scale)
Consumer Behavior (MBA), Spring 2008 -	
Consumer Behavior (undergrad), Spring 2008 -	
Consumer Behavior (MBA), Spring 2007 -	6.0
Consumer Behavior (undergrad), Spring 2007 -	6.0
Consumer Behavior (undergrad), Spring 2006 -	6.0
Consumer Behavior and Firm Strategy (PhD), Spring 2006 - (with Priya Raghuram and Ganesh Iyer)	7.0*
Consumer Behavior (undergrad), Spring 2005 -	6.5
Discussion Section (undergrad), Spring 2005 -	6.0

* Each professor was individually evaluated

SERVICES

Orals Committee Member (Haas School of Business – Marketing Group): Steven Huff
"The Economic Value of a Star: The Effects of Superfluous Ratings and Quality Dispersion"

2005-2006 Undergraduate Program Committee Member

Marketing Subject Pool Coordinator