

Eduardo B. Andrade
(July 2010)

Associate Professor
Marketing Group
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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

POSITIONS HELD

July 2010 to present – Associate Professor of Marketing (with tenure), Haas School of Business, UC Berkeley

July 2004 to June 2010 – Assistant Professor of Marketing, Haas School of Business, UC Berkeley

HONORS AND AWARDS

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

Marketing Science Institute (MSI) Young Scholar (2007)

AMA Doctoral Consortium Fellow (2003)

Schwabacher Fellowship, Executive Committee, UC Berkeley (2007-2008)

Coleman Fung Risk Management Research Center Grant (2010-2011)

TRUST Funding, UC Berkeley (2006-2007)

Junior Faculty Research Grant, Committee on Research, UC Berkeley (2004-09)

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

CURRENT RESEARCH AND INTERESTS

The role of emotions on judgment and decision-making.

EXTERNAL SERVICE AND ASSIGNMENTS

Editorial Board: Journal of Marketing Research.

Ad Hoc Reviewer (Marketing/Management Journals): Journal of Consumer Research, Marketing Science, Management Science, Journal of Marketing, Journal of Consumer Psychology, Journal of Retailing, Journal of Public Policy & Marketing.

Ad Hoc Reviewer (Psychology Journals): Psychological Bulletin, Journal of Personality and Social Psychology, Psychological Science, Journal of Experimental Social Psychology, Emotion, Social Cognition, Cognition & Emotion, Applied Cognitive Psychology.

Ad Hoc Reviewer (Grants/Funds): National Science Foundation (NSF).

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.

Conference Program Committee Member: ACR Conference 2008-San Francisco, SCP Conference 2009-San Diego, ACR Conference 2010-Jacksonville.

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

PUBLICATIONS - ARTICLES

Laran, Juliano, Amy Dalton, and Eduardo B. Andrade ** “The Curious Case of Behavioral Backlash: Why Brands Produce Priming Effects and Slogans Produce Reverse Priming Effects,” *Journal of Consumer Research*, conditionally accepted.

Andrade, Eduardo B. and Leaf Van Boven (2010), “Feelings not Foregone: Underestimating Affective Reactions to What Does Not Happen,” *Psychological Science*, 21 (5), 706-711.

Andrade, Eduardo B. and Teck-Hua Ho (2009), “Gaming Emotions in Social Interactions,” *Journal of Consumer Research*, December, Published Online on April 10, 2009. **Lead Article**
Press coverage: CBCNews.ca, WallStreetJournal.com, ScienceDaily.com, etc.

Andrade, Eduardo B. and Ganesh Iyer (2009), “Planned and Actual Betting in Sequential Gambles,” *Journal of Marketing Research*, Vol. XLVI (June), 372-383.
Press coverage: California Magazine, LiveScience.com, YahooNews.com Responsible Gambling Council (USA), Canadian Partnership for Responsible Gambling, Australasian Gaming Council, American Chronicle, etc.

Andrade, Eduardo B. and Dan Ariely (2009), “The Enduring Impact of Transient Emotions on Decision Making,” *Organizational Behavior and Human Decision Processes*, 109 (May), 1-8. **Lead Article**

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, CalifornianDaliy.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, 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.

**Equal author contribution

PUBLICATIONS - BOOK CHAPTERS

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).

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 hedgfoxian perspective*, Eds. Kathleen D. Vohs, Roy F. Baumeister, and George Loewenstein. New York, NY: Russell Sage, (pp. 35-68).

**Equal author contribution

PUBLICATIONS - CONFERENCE PROCEEDINGS

Andrade, Eduardo B., Velitchka Kaltcheva, and Barton Weitz (2002), "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 (pp. 350-353).

PRESENTATIONS AT FACULTY RESEARCH SEMINARS

Duke University – Fuqua (2009)
University of Toronto – Rotman (2009)
Northwestern University – Kellogg (2009)
University of Miami - School of Business (2009)
Stanford University – Psychophysiology Lab (2008)
FUCAPE Business School – Vitória (ES), Brazil (2008)
Yale University - SOM (2008)
University of Southern California - Marshall (2007)
University of Pennsylvania - Wharton (2006)
UFSC - CSE – Florianópolis, Brazil (2006, 2008)
IBMEC-São Paulo - Brazil (2006)
University of Chicago - GSB (2006)
New York University - Stern (2005)
Columbia University - CBS (2005)
Stanford University - GSB (2005)
Institute for Personality and Social Research, UC Berkeley (2004)

PRESENTATIONS AT CONFERENCES/COLLOQUIA

EMA-ANPAD – Florianópolis, Brazil, (2010)
SPSP Pre-Conference on Emotion – Tampa (2009)
ACR-North America Conference – San Francisco (2008)
Bay Area Spring Colloquium - Santa Clara University (2008)
MSI Young Scholar Conference - Park City - Utah (2007)
ACR-North America Conference - Memphis (2007)
SCP Conference - Las Vegas (2007)
ACR-North America Conference - Orlando (2006)
Emotion and Decision Making Reunion, UC Berkeley (2005)
ACR-North America Conference – Austin (2001)

TEACHING

	Evaluation (Median -7 point scale)
Emotions on Consumer Judgment and DM (PhD), Spring 2010 -	
Consumer Behavior (MBA), Spring 2010 -	
Consumer Behavior (MBA), Spring 2008 -	6.0
Consumer Behavior (undergrad), Spring 2008 -	6.0
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 Raghubir 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

Berkeley Behavioral Camp 2010 – Co-Organizer
PhD Program Field Advisor (July 2009 to present)
PhD Dissertation Advisor
 Chan Jean Lee – Marketing – expected graduation (2012)
PhD Dissertation Committee Member:
 Anett Gyurak– Psychology (2009)
 Mario Capizzani– Marketing (2008)
 Steven Huff– Marketing (2007)
Undergraduate Program Committee Member (2005-2006)