

Eduardo B. Andrade
(September 2009)

Assistant 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

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)

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

AMA Doctoral Consortium Fellow (2003)

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

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

EXTERNAL SERVICE AND ASSIGNMENTS

Ad Hoc Reviewer (Marketing Journals): Journal of Consumer Research, Journal of Marketing Research, Marketing 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, Emotion, Social Cognition, 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.

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

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

Andrade, Eduardo B. and Leaf Van Boven, "Feelings not Foregone: Underestimating Affective Reactions to What Does Not Happen," *Psychological Science*, forthcoming.

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

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 hedgefoxian 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

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)
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 Raghurir 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

PhD Program - Marketing Group Field Advisor (2009-2010)

PhD Dissertation Committee Member:

Steven Huff (2007) – Marketing

Mario Capizzani (2008) – Marketing

Anett Gyurak (2009) - Psychology

Undergraduate Program Committee Member (2005-2006)

Marketing Subject Pool Coordinator (2005-2007)