

**THE UNIVERSITY OF BRITISH COLUMBIA**  
*Curriculum Vitae for Faculty Members*

Date: April 24, 2017

1. **SURNAME:** Hoegg

**FIRST NAME:** JoAndrea

2. **DEPARTMENT/SCHOOL:** Marketing and Behavioural Sciences

3. **FACULTY:** Sauder School of Business

4. **PRESENT RANK:** Associate Professor

**SINCE:** 2014

**5. POST-SECONDARY EDUCATION**

University or Institution	Degree	Subject Area	Dates
University of Florida	PhD	Marketing	2006
San Diego State University	MBA	Marketing	2000
University of British Columbia	BA, BEd	English, Intermediate Education	1994

**6. EMPLOYMENT RECORD**

Rank or Title	Institution	Dates
Associate Professor	University of British Columbia	July 2014 - present
Assistant Professor	University of British Columbia	Jul 2006 – June 2014
Instructor	San Diego State University	Jan – June 2001
Instructor	Southwestern Community College	Sept 2000 – June 2001

7. **LEAVES OF ABSENCE**

University, Company or Organization at which Leave was taken	Type of Leave	Dates
UBC Sauder	Maternity leave	June-Dec 2010
UBC Sauder	Sabbatical	Jan-Dec 2015

**8. TEACHING**(b) *Courses Taught at UBC*

Session	Course Number	Scheduled Hours	Class Size	Hours Taught			
				Lectures	Tutorials	Labs	Other
Fall 2017	COEC 365	39.0	41	39			
Fall 2017	BAMA 508	20.0	55	20			
Fall 2017	COMM 598B	39.0	9	39			
Winter 2017/2018	COMM 662	20.0	12	20			
Winter 2015/2016	COMM 662	39.0	6	39			
Winter 2015/2016	COMM 590B	39.0	9	39			
Fall 2014	COMM 662	39.0	4	39			
Fall 2014	COMM 590B	39.0	4	39			
Winter 2013/2014	COMM 590B	39.0	9	39			
Winter 2013/2014	BAMA 508	20.0	38	20			
Winter 2013/2014	BAMA 508	20.0	22	20			
Winter 2013/2014	BAMA 508	20.0	49	20			
Winter 2012/2013	BAMA 508	20.0	58	20			
Winter 2012/2013	COMM 662	39.0	8	39			
Winter 2011/2012	BAMA 508	20.0	49	20			
Winter 2011/2012	COMM 362	39.0	40	39			
Winter 2011/2012	COMM 362	39.0	40	39			
Winter 2011/2012	COMM 362	39.0	40	39			
Winter 2010/2011	COMM 660 201	39.0	9	39			
Winter 2009/2010	COMM 362 201	39.0	38	39			
Winter 2009/2010	COMM 362 202	39.0	40	39			
Winter 2009/2010	COMM 362 201	39.0	40	39			
Winter 2008/2009	COMM 362 201	39.0	44	39			
Winter 2008/2009	COMM 362 202	39.0	42	39			
Winter 2008/2009	COMM 362 201	39.0	37	39			
Winter 2007/2008	COMM 362 201	39.0	40	39			
Winter 2007/2008	COMM 362 202	39.0	40	39			
Winter 2007/2008	COMM 362 203	39.0	40	39			
Winter 2006/2007	COMM 362 201	39.0	40	39			
Winter 2006/2007	COMM 362 202	39.0	40	39			
Winter 2006/2007	COMM 662 201	39.0	5	39			

*Graduate Students Supervised*

Student Name	Program Type	Year		Supervisory Role	Other Supervisors / Committee Members
		Start	Finish		
Chuck Howard	Ph.D.	2014	2019	Committee member	Dale Griffin, Dave Hardisty
Yoonji Shim	Ph.D.	2012	2018	Committee member	Kate White, Dale Griffin

Adam Kay	Ph.D.	2012	2018	Committee member	Daniel Skarlicki, Karl Aquino
Johannes Boegershausen	Ph.D.	2013	2018	Co-supervisor	Kate White (Co-chair)
Eleni Nasiopoulos	Ph.D.	2012	2016	Co-supervisor	Alan Kingstone (Co-chair)
Usman Aleem	Ph.D.	2011	2015	Committee member	Izak Bensabat (Chair), Hasan Cavusoglu (co-chair)
Chen Wang	Ph.D.	2010	2014	Committee member	Juliet Zhu (Chair)
Lea Dunn	Ph.D.	2010	2014	Co-supervisor	Darren Dahl (Co-chair)
Lily Lin	Ph.D.	2009	2013	Committee member	Darren Dahl (Chair), Jennifer Argo
Luke Zhu	Ph.D.	2009	2014	Committee member	Karl Aquino (Chair)
Lan Jiang	Ph.D.	2007	2010	Co-supervisor	Darren Dahl (Co-chair); Karl Aquino
Sameh Al-Natour	Ph.D.	2006	2010	Committee member	Itzak Bensabat (Chair), Ron Centefelli (Co-chair)
Miranda Goode	Ph.D.	2006	2008	Committee member	Darren Dahl (Chair), Page Moreau

(d) *Continuing Education Activities*

Sales and Marketing Executive International Program  
Integrated Management Program – Marketing

**9. SCHOLARLY AND PROFESSIONAL ACTIVITIES**

(b) *Research or equivalent grants (indicate under COMP whether grants were obtained competitively (C) or non-competitively (NC))*

<b>Granting Agency</b>	<b>Subject</b>	<b>COMP</b>	<b>\$ Per Year</b>	<b>Year</b>	<b>Principal Investigator</b>	<b>Co-Investigator(s)</b>
SSHRC	Effects of salesforce coordination on customer satisfaction	C	\$36,000	2014-2016	JoAndrea Hoegg	
SSHRC	Effects of loyalty programs on non-cardholders	C	\$23,000	2011-2014	JoAndrea Hoegg	
SSHRC	Influence of design elements on product evaluation	C	\$15,788	2007-2010	JoAndrea Hoegg	

*(d) Invited Presentations*

<b>Institution</b>	<b>Title</b>	<b>Date</b>
University of Hawaii	Generating Sweet Ideas: Effects of Taste on Creativity	Mar 2017
University of Saskatchewan	Generating Sweet Ideas: Effects of Taste on Creativity	Jan 2017
University of Alberta	The Enemy of My Enemy Is NOT My Friend: Effects of Brand Hatred on Competition	Oct 2015
San Diego State University	Tweeting with Tinseltown: How Connecting to Celebrities through Social Media can Influence the Effectiveness of Celebrity Endorsements	May 2015
Brigham Young University	The Impact of Fear on Brand Attachment	Nov 2013
University of Southern California	The Flip Side of Vanity Sizing	Oct 2013
University of Western Ontario	The Impact of Fear on Brand Attachment	Sept 2013
Ohio State University	The Impact of Fear on Brand Attachment	August 2013
Emory University	You're So Vain: Effects of Vanity Sizing on Product Evaluations	March 2011
University of Pennsylvania Sensory Branding Symposium	Visual Cues and the Sensory Experience: There Is Some Accounting for Taste	Oct 2010
College of William and Mary Product Design Symposium	The Good, the Bad, and the Ugly: Influence of Aesthetics on Feature Processing	July 2009
University of Michigan Sensory Marketing Symposium	Branding and Sensory Perception: There Is Some Accounting for Taste	Jun 2008
San Diego State University	Candidate Appearance, Party Affiliation, and Advertising Strategies in Political Marketing	Sep 2007
University of South Carolina	Taste Perception: More (or less) than Meets the Tongue	March 2005

*(e) Other Presentations*

<b>Institution</b>	<b>Title</b>	<b>Date</b>
UBC/UW Conference	Generating Sweet Ideas: Effects of Taste on Creativity	Feb 2017
Association for Consumer Research, North American Conference	Keeping on Track by Tracking Your Progress	Oct 2014
Society for Consumer Psychology Annual Conference	The Impact of Fear on Brand Attachment	Feb 2013
Association for Consumer Research, North American Conference	Consumer Reactions to Preferential Treatment	Oct 2012
Society for Consumer Psychology Annual Conference	Tasting Beauty: Effects of Physical Attractiveness on Taste Perception	Feb 2012
Society for Consumer Psychology Annual Conference	Time Flies Left to Right: Effects of Spatial Location of Advertising Images on Product Evaluation	Feb 2012
Association for Consumer Research, North American Conference	Seeing Smiles: Consumers' Adoption of Anthropomorphized New Products	Oct 2010
Association for Consumer Research, North American Conference	The Good, the Bad, and the Ugly: Influence of Aesthetics on Feature Processing	Oct 2010
Society for Consumer Psychology Annual Conference	The Good, the Bad, and the Ugly: Influence of Aesthetics on Feature Processing	Feb 2010
Society for Consumer Psychology Annual Conference	Investigating Loyalty Cards from the Non-Cardholder Perspective	Feb 2010
Society for Consumer Psychology Annual Conference	Seeing Smiles: Consumers' Adoption of Anthropomorphized New Products	Feb 2010
Society for Consumer Psychology Annual Conference	Knowing too Much: Expert False Recalls in Product Comparison	Feb 2010

Society for Consumer Psychology Annual Conference	But What if You're Not Hot? Impression Formation in Online Dating Environments	Feb 2009
Association for Consumer Research, North American Conference	Visual Inferences in Political Marketing Campaigns	Oct 2008
Society for Consumer Psychology Annual Conference	Candidate Appearance, Party Affiliation, and Advertising Strategies in Political Marketing	Feb 2008
Association for Consumer Research, North American Conference	Taste Discrimination: More (and less) than Meets the Tongue	Sept 2007

(g) *Conference Participation (Organizer, Keynote Speaker, etc.)*

<b>City</b>	<b>Conference Name</b>	<b>Role</b>	<b>Date</b>
San Francisco	Society for Consumer Psychology	Program Committee, Secretary-Treasurer	February 2016
Berlin	Association for Consumer Research	Associate Editor	October 2016
St. Pete's Beach	Society for Consumer Psychology	Program Committee, Secretary-Treasurer	February 2016
New Orleans	Association for Consumer Research	Program Committee	October 2015
Phoenix	Society for Consumer Psychology	Program Committee	February 2015
Baltimore	Association for Consumer Research	Doctoral Symposium Presenter	October 2014
Miami	Society for Consumer Psychology	Program Committee	February 2014
San Antonio	Society for Consumer Psychology	Program Committee	February 2013
Vancouver	Association for Consumer Research	Faculty Fellow and Panelist for Doctoral Symposium	October 2012
Las Vegas	Society for Consumer Psychology	Program Committee	February 2012
Jacksonville	Association for Consumer Research	Program Committee	October 2010

## **10. SERVICE TO THE UNIVERSITY**

(b) *Memberships on committees, including offices held and dates*

- PhD Coordinator, Marketing and Behavioural Sciences Division (July 2009 – August 2012, June 2013 – Dec 2014, Jan 2016-present)
- Student Evaluation of Teaching Committee (September 2008 – December 2011)
- APAC member (January 2012 – March 2014)
- APAC Chair (January 2016 – present)
- Appointments, Promotion, and Tenure Committee (June 2014-December 2015)
- BCOMM Review Committee (September 2011 – March 2013)
- BCOMM Governance Committee (July 2013 – December 2014)

- (c) *Other service, including dates*
- Imagine Day presentation, Sept 2015
  - Sauder Lunch and Learn Workshop, Feb 2016
  - Marketing Option Review committee, Jan 2016-present
  - MM/MBA Sample Classes, Spring, Fall 2016
  - Committee to hire the new Senior Advisor to the Provost on Women's Issues, April 2016

## 11. **SERVICE TO THE COMMUNITY**

(a) *Memberships on scholarly societies, including offices held and dates*

- Member, Society for Consumer Psychology (July 2006 - Present)
- Member, Association for Consumer Research (September 2001 – Present)

(f) *Reviewer (journal, agency, etc. including dates)*

*Associate Editor*

- Journal of Consumer Research (Feb 2016-present)
- Journal of Consumer Psychology (Jan 2015-present)

*Ad Hoc Reviewer*

- Journal of Marketing (2011-present)
- Journal of Marketing Research (2013-present)
- Journal of Product and Innovation Management (2010-present)
- Journal of Experimental Social Psychology (2012-present)
- Association for Consumer Research, North American Conference (2005-present)
- Society for Consumer Psychology, North American Conference (2006-present)
- American Marketing Association, Winter Conference (2006-present)
- European Marketing Association Conference (2010-present)
- Sheth Howard Dissertation Competition (2011-present)
- Society for Consumer Psychology Dissertation Proposal Competition (2008-present)

## 12. **AWARDS AND DISTINCTIONS**

(a) *Awards for Teaching*

Killam Prize for Undergraduate Teaching, 2010

(b) *Awards for Scholarship*

Sauder Journal Research Excellence Award, 2015

Canada Research Chair, 2014

Marketing Science Institute Young Scholar, 2013

**THE UNIVERSITY OF BRITISH COLUMBIA**  
***Publication Record***

**1. REFEREED PUBLICATIONS**

Dunn, L., **Hoegg, J.** (2014). The Impact of Fear on Emotional Brand Attachment. *Journal of Consumer Research*, 41 (June), 152-168.

**Hoegg, J.**, Scott, M., Morales, A., Dahl, D. (2014). The Flip Side of Vanity Sizing: How Consumers Respond to and Compensate for Larger than Expected Clothing Sizes. *Journal of Consumer Psychology*, 24 (January), 70-78.

Jiang, L., **Hoegg, J.**, Dahl, D. (2013). Consumers' Reactions toward Unearned Preferential Treatment. *Journal of Consumer Research*, 40 (October), 412-427.

Lewis, M., Whittler, K., **Hoegg, J.** (2013). Customer Relationship Stage and the use of Picture-Dominant versus Text-Dominant Advertising: A Field Study. *Journal of Retailing*, 89 (September), 263-280.

Skarlicki, D., **Hoegg, J.**, Aquino, K., Nadisic (2013). Does Injustice Affect Your Sense of Taste and Smell? The Mediating Role of Moral Disgust. *Journal of Experimental Social Psychology*, 49 (September), 852-859.

Chae, B., **Hoegg, J.** (2013). The Future Looks "Right": The Impact of Spatial Position of Advertising Images on Product Attitude. *Journal of Consumer Research*, 40 (August), 223-238.

**Hoegg, J.**, Lewis, M. (2011). The Impact of Candidate Appearance and Advertising Strategies on Election Results. *Journal of Marketing Research*, (October), 895-909.

Mehta, R., **Hoegg, J.**, Chakravarti, A. (2011). Knowing too Much: Expertise Induced False Recalls in Product Comparison. *Journal of Consumer Research*, (October) 535-554.

**Hoegg, J.**, Alba, J. (2011) Seeing Is Believing (Too Much): Design Bias in Perceived Product Functionality. *Journal of Product Innovation Management*, 28 (May), 346-359.

**Hoegg, J.**, Alba, J., Dahl, D. (2010) The Good, the Bad, and the Ugly: Aesthetic Influence on Information Processing. *Journal of Consumer Psychology* 20 (October), 419-430.

Jiang, L., **Hoegg, J.**, Dahl, D.W., Chattopadhyay, A. (2010). The Persuasive Role of Incidental Similarity on Attitudes and Purchase Intentions in a Sales Context. *Journal of Consumer Research*, 36 (February), 778-791.

**Hoegg, J.**, Alba, J. (2007). Taste Perception: More (and Less) Than Meets the Tongue. *Journal of Consumer Research*, 33 (March), 490-498.

## **2. NON-REFEREED PUBLICATIONS**

**Hoegg, J.** (2015), "Beyond Aesthetics: Seeing Form and Believing in Function," *Gfk Marketing Intelligence Review*, 7 (2), 40-45.

**Hoegg, J.**, Alba, J. (2008). A Role for Aesthetics in Consumer Psychology. In F. Kardes, C. Haugtvedt, P. Herr (Eds.). *Handbook of Consumer Psychology*. (733 - 754).

**Hoegg, J.**, Alba, J. . (2007). Linguistic Framing of Sensory Experience: There Is Some Accounting for Taste. In T. Lowrey (Ed.), . *Psycholinguistic Phenomena in Marketing Communications*. (3 - 21). Mahwah, NJ: Lawrence Erlbaum Associates.