

THE UNIVERSITY OF BRITISH COLUMBIA
Curriculum Vitae for Faculty Members

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

AWARDS AND DISTINCTIONS

- (a) *Awards for Teaching*
Killam Prize for Undergraduate Teaching, 2010
- (b) *Awards for Scholarship*
Canada Research Chair, 2014-2019
Sauder Junior Research Excellence Award, 2015
Marketing Science Institute Young Scholar, 2013

REFEREED PUBLICATIONS

Lin, L., **Hoegg, J.**, Aquino, K. (2018). When Beauty Backfires: The Effects of Server Attractiveness on Consumer Taste Perceptions. *Journal of Retailing*, forthcoming.

Henkel, A. P., Boegershausen, J., **Hoegg, J.**, Aquino, K., Lemmink, J. (2018). Discounting Humanity: When Consumers are Price Conscious Employees Appear Less Human. *Journal of Consumer Psychology*, 28 (April), 272-292.

Wang, C., **Hoegg, J.**, Dahl, D. W. (2018). The Impact of A Sales Team's Perceived Entitativity on Customer Satisfaction. *Journal of the Academy of Marketing Science*, 46 (March), 190-211.

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., Whitley, 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.

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.

TEACHING

Courses Taught at UBC

BAMA 550 (MBA): Introduction to Marketing
 BAMA 508 (MBA, MM): Marketing Research
 COEC 365 (undergrad): Marketing Research
 COMM 362 (undergrad) Consumer Behaviour
 COMM 662 (PhD): Consumer Behaviour

Executive Education and Other Teaching

- Sales and Marketing Executive International Program: Marketing Strategy
- Executive Education Integrated Management Program: Introduction to Marketing

Graduate Students Supervised

Student Name	Program Type	Year		Supervisory Role	Other Supervisors / Committee Members
		Start	Finish		
Wade Wade	Ph.D.	2016	2021	Co-supervisor	Darren Dahl (Co-chair)
Nathan Dhaliwal	Ph.D.	2015	2020	Co-supervisor	Daniel Skarlicki (Co-chair)
Johannes Boegershausen	Ph.D.	2014	2019	Co-supervisor	Darren Dahl (Co-chair)
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
Eleni Nasiopoulos	Ph.D.	2012	2017	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

SERVICE TO THE UNIVERSITY*Memberships on committees, including offices held and dates*

- Chair, Marketing and Behavioural Science Division (July 2017 – Present)
- PhD Coordinator, Marketing and Behavioural Sciences Division (July 2009 – August 2012, June 2013 – Dec 2014, Jan 2016-July 2017)
- Student Evaluation of Teaching Committee (September 2008 – December 2011)
- APAC member (January 2012 – March 2014)
- APAC Chair (January 2016 – July 2017)
- Appointments, Promotion, and Tenure Committee (June 2014-December 2015)
- BCOMM Review Committee (September 2011 – March 2013)
- BCOMM Governance Committee (July 2013 – December 2014)

SERVICE TO THE COMMUNITY

Associate Editor

- Journal of Consumer Research (Feb 2016-present)
- Journal of Consumer Psychology (Jan 2015-Dec 2017)

Editorial Review Board

- Marketing Letters

Ad Hoc Reviewer

- Journal of Marketing
- Journal of Marketing Research
- Journal of Product and Innovation Management
- Journal of Experimental Social Psychology
- Sheth Howard Dissertation Competition
- Society for Consumer Psychology Dissertation Proposal Competition

Society for Consumer Psychology

- Secretary Treasurer (2015-2017)