

JESPER H. NIELSEN

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EDUCATION

Ph.D., Marketing.
University of North Carolina, 2003

M.B.A, Marketing Concentration
University of Baltimore, 1998

B.A., International Marketing Concentration
Towson University, 1997

Undergraduate degree, International Marketing
Aarhus Business College, Denmark, 1993

ACADEMIC POSITIONS

2011 to present Associate Professor of Marketing (with tenure)
University of Arizona, Tucson, AZ

2003 to 2011 Assistant Professor of Marketing,
University of Arizona, Tucson, AZ

1998 to 2003 Research Assistant and Instructor
University of North Carolina, Chapel Hill, NC

HONORS AND AWARDS

Full-time MBA Outstanding Faculty Member of the Year, 2012

Karl Eller Research Fellowship, 2011-2014

Co-Chair, Society for Consumer Psychology (SCP) Doctoral Consortium (Las Vegas 2012)

Joseph W. Newman Memorial Award, Marketing Department, University of Arizona.
Awarded in 2009 and 2010.

Kenan-Flagler Business School “Excellence in Teaching” award, May 2003
Interdisciplinary award for excellence in teaching. Awarded annually to one Ph.D. student.

UNC Graduate School Dissertation Completion Fellowship, 2002

2001 AMA-Sheth Foundation Doctoral Consortium Participant

Smith Graduate Research Grant Recipient, UNC-Chapel Hill, October 2000

Runner up, Laurence Short International Student Award, University of Baltimore, 1998.

PUBLICATIONS

Reinman, Martin, Wilko Feye, Alan Malter, Spike W.S. Lee, Josh Ackerman, Raquel Castano, Nitika Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Maria Perez, Gratiana Pol, Jose Antonio Rosa, Carolyn Yoon, and Chen-Bo Zhing (2012), “Embodiment in Judgment and Decision-Making” *Journal of Neuroscience, Psychology, and Economics*, 5(2)

Boland, Wendy Attaya, Merrie Brucks, and Jesper H. Nielsen (2012), “Constructive Preferences for Rejected Options: When You Can’t Get What You Want,” *Journal of Consumer Research*, 38(5), 872 - 885

Media mentions include [Chicago Tribune](#)

Nielsen, Jesper H., Stewart Shapiro, and Charlotte Mason (2010), “Emotion and Semantic Onsets: Exploring Orienting Attention Responses in Advertising,” *Journal of Marketing Research*, 46(7), December, 1138-1150

Nielsen, Jesper H. and Jennifer Edson Escalas (2010) “Easier Isn’t Always Better: The Moderating Role of Processing Type on Preference Fluency,” *Journal of Consumer Psychology*, 20(3), July, 295-305.

Media mentions include [Forbes.com](#)

Labroo, Aparna and Jesper H. Nielsen (2010) “Half the Thrill is in the Chase: Twisted Inferences from Embodied Cognitions,” *Journal of Consumer Research*, 37 (1), June, 143-158. Equal authorship.

Media mentions include fitness magazine

Nielsen, Jesper H. and Stewart Shapiro (2009), “Coping With Fear Appeals through Spreading Automatic Suppression,” *Journal of Experimental Psychology: Applied*, 15 (3), September, 258-274. Equal authorship.

RESEARCH PRESENTED AT PEER REVIEWED CONFERENCES

Shapiro, Stewart and Jesper Nielsen, “Look at Me Now: Automatic Change Detection as a Moderator of Processing Fluency,” *2011 Association for Consumer Research conference*, St. Louis, MO.

Labroo, Aparna and Jesper Nielsen, “Spreading Activation Model Revisited: From Motor Action to Habit Spirals,” *2010 Association for Consumer Research conference*, Jacksonville, FL.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2010), “Long-Term Effects of Advertising to Children on Judgment in Adulthood,” *2010 Association for Psychological Science Conference*, Boston, MA.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2010), “Long-Term Effects of Advertising to Children on Judgment in Adulthood,” *2010 European Association for Consumer Research*, London, England, June.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2009), “Long-Term Effects of Advertising to Children on Judgment in Adulthood,” *2009 Marketing and Public Policy Conference*, Washington, D.C., May 2009.

Nielsen, Jesper H. and Joel Huber (2009), “The Effect of Brand Awareness on Intrusive Advertising,” *2009 Society for Consumer Psychology Conference*, San Diego, CA, February 2009.

Nielsen, Jesper H. and Jennifer Escalas (2009), “Preference Fluency and Transportation: The Moderating Role of Processing Type,” *2009 Society for Consumer Psychology Conference*, San Diego, CA, February 2009.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2009), “Long-Term Effects of Advertising to Children on Judgment in Adulthood,” *2009 Society for Consumer Psychology Conference*, San Diego, CA, February 2009.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2009), “Long-Term Effects of Advertising to Children on Judgment in Adulthood,” *2009 Society for Personality and Social Psychology Conference*, Tampa, FL, February 2009.

Nielsen, Jesper H. and Stewart A. Shapiro (2008), “Positive Fear Control: How Fear Appeals Inhibit the Processing of Threat-Relevant Advertising,” *2008 Society for Consumer Psychology Conference*, New Orleans, LA, February 2008.

Nielsen, Jesper H. and Stewart A. Shapiro (2006), “Spreading Fear: How Fear Appeals Inhibit the Processing of Threat-Relevant Advertising,” *Association for Consumer Research Conference*, Orlando, FL, September 2006.

Boland, Wendy A., Merrie L. Brucks, and Jesper Nielsen (2006), “Constructive Preferences for Rejected Options: When You Can’t Get What You Want,” *Association for Consumer Research Conference*, Orlando, FL, September 2006.

Linville, Patricia W., Jesper H. Nielsen, and Steve Hoeffler (2004), “Nonconscious Priming of Decision Processing Goals: Does Priming Reduce Heuristic Biases,” *2004*

Society for Consumer Psychology Conference, San Francisco, February 2004 (*Special Session Chair*)

Linville, Patricia W., Jesper H. Nielsen, and Steve Hoeffler (2002), "Non-Conscious Priming of Decision Processing Goals: Does Priming Reduce Heuristic Biases," 2003 *Duck Conference on Social Cognition*, Duck, NC, June 2003

Linville, Patricia W., Jesper H. Nielsen, and Steve Hoeffler (2002), "Non-Conscious Priming of Decision Processing Goals," 2002 *Behavioral Decision Research in Management Conference*, Chicago, IL, May 2002.

Nielsen, Jesper H. and Charlotte H. Mason (2001), "Cutting Through Clutter: Exploring the Attention Grabbing Effects of Advertisement Headlines," 2001 *Society for Consumer Psychology Conference*, Scottsdale, Arizona, February 2001.

Nielsen, Jesper H. and Charlotte H. Mason (2000), "Attention Grabbers: An Exploration of the Automatic Categorization of Advertisement Headlines," 2000 *Association for Consumer Research Conference*, Salt Lake City, Utah, October 2000.

OTHER INVITED PRESENTATIONS AND SYMPOSIA (non-job talks)

Invited Roundtable Discussant (Embodied Cognition), 2011 *Association for Consumer Research conference*, St. Louis, MO.

"Embodied Approach and Twisted Inferences" *University of Arizona Department of Marketing Board of Advisors' Meeting*, March 5 2010

"The Critical Role of Brand Recognition Following Intrusive Advertising," *Invited presenter at University of Arizona Institute for Behavioral Economics special event on communication*. January 2010.

"Be Careful What You Wish For: The critical role of brand recognition following intrusive advertising," *University of Arizona Psychology Department*, September 2007.

"When Good Brands Do Bad: The Importance of Stimulus Unawareness," *Arizona State University*, December 2005.

"Non-Conscious Priming of Decision Processing Goals: Does Priming Reduce Heuristic Biases?" 2004 *Arizona Consortium, Arizona State University West* 2004.

"Attention Grabbers: Eliciting Automatic Attention Responses from Pre-attentive Ad Exposure," 2002 *Haring Symposium*, Bloomington, Indiana, March 2002.

PROFESSIONAL SERVICE (EXTERNAL)

2012 Co-Chair, *Society for Consumer Psychology Doctoral Symposium*

2011 Program Committee, *Asia-Pacific Association for Consumer Research Conference*

2011 Program Committee, *Society for Consumer Psychology Conference*

2010 Program Committee, *Society for Consumer Psychology Conference*

2008 Co-chair, *AMA conference*, Consumer Behavior Track

Ad-hoc Reviewer

- Journal of Consumer Research
- Journal of Consumer Psychology
- Journal of Marketing Research
- Journal of Retailing
- Journal of Applied Social Psychology
- Journal of Experimental Psychology: Applied
- Journal of Experimental Social Psychology
- European Marketing Academy Conference
- AMA Summer Marketing Educator's Conference – CB Track
- Association for Consumer Research Conference
- Society for Consumer Psychology Conference

PROFESSIONAL SERVICE (INTERNAL)

Department

- Subject Pool Coordinator (2004-2006, 2007-Present)
- IRB Review Committee Chairperson (2004-2006)
- Research Committee (2009-present)
- Undergraduate Studies Committee (2009-Present (chair 2011-12))
- Doctoral Committee (2005-2007)
- Undergraduate Curriculum Revision Committee (2004-05)
- Assessment Committee (2005-06, 2007-08, 2011-12 (chair))
- Task force for Establishing Lisle and Roslyn Payne Outstanding Ph.D. Student Award (2005)
- Organizing Committee for the Lisle and Roslyn Payne Research Symposium (2006)

College

- Performance Review Committee for Marketing Department Head Robert Lusch's five year review (2008/2009)
- MBA Program 7-year Academic Program Review committee member (2010)
- Taught "Introduction to Marketing" in ACAP program. (2005-2011)
This week long program provides high school students who are underrepresented in business classes a hands-on introduction to a business education.
- Hosted Eller MBA Fundraising Event. Spring 2009, Spring 2011
- College Undergraduate Studies Committee
- Undergraduate Math Curriculum Task Force (2011/2012)
- Dean's MBA Task Force, 2011/2012

University

- Faculty mentor: Arizona Assurance Scholars 2009-present
The Arizona Assurance program extends opportunities for education to low-income Arizona students by providing financial and other support.

Advising

- Dissertation Committee Member (Huimin Xu, Wendy Boland, Paul Connell)
- Instructor: experimental design, marketing department research toolbox lecture series 2007-2009
- Undergraduate Honor's Thesis Advisor (Ana Alanis, Whitney Freese, Amber Placke)
- Independent Study Advisor (Justin Hart, Matthew Kennedy, Kevin Wittner, Emily Coats, Alexandra Adams).

TEACHING

Marketing Research for Managers (MBA elective), University of Arizona
Average Instructor Rating (3 years) 4.44/5

Marketing Management (Accelerated MBA core), University of Arizona
Average Instructor Rating (2 years) 4.75/5

Marketing Research (undergraduate, required), University of Arizona.
Average Instructor Rating (3 years) 4.44/5

Marketing Strategy (senior capstone, required), University of Arizona.
Average Instructor Rating (5 years) 4.61/5

Marketing Research (elective), UNC
Average Instructor Rating (1 semester) 4.53/5

Introduction to Marketing (post graduate certificate program), UNC
Average Instructor Rating (3 summers) 4.57/5