

## Hillary J.D. Wiener

University at Albany • State University of New York  
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### **EDUCATION**

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Duke University, Fuqua School of Business, Durham, NC 2017  
Ph.D. in Marketing  
Advisors: Jim Bettman and Mary Frances Luce

Carleton College, Northfield, MN 2011  
BA, Psychology with Distinction, Summa Cum Laude, Phi Beta Kappa

### **ACADEMIC POSITIONS**

Assistant Professor, Department of Marketing, 2017-present  
School of Business, University at Albany, State University of New York

### **RESEARCH INTERESTS**

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Use of products to encourage social connections, conversation, social support

### **PUBLISHED MANUSCRIPTS**

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Wiener, Hillary J.D. and Tanya L. Chartrand (2014) “The Effect of Voice Quality on Ad Efficacy” *Psychology and Marketing*, 31 (7), 509-517.

Galotti, M. Kathleen, Hillary J.D. Wiener, and Jane M. Tandler (2014) “Real Life Decision Making in College Students I: Consistency in Real-Life Decision Making” *American Journal of Psychology*, 127 (1), 19-31. (Research done as an undergraduate)

Galotti, M. Kathleen, Jane M. Tandler, Hillary J.D. Wiener (2014) “Real Life Decision Making In College Students II: Do Individual Differences Reliably Affect Real-Life Decision Making?” *American Journal of Psychology*, 127 (1), 33-42. (Research done as an undergraduate)

### **MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS**

Das, Gopal, Hillary J.D. Wiener, Ioannis Kareklas, “To Emoji or Not to Emoji? Examining the Influence of Emoji on Consumer Reactions to Advertising” Under review at *Journal of Advertising*.

Wiener, Hillary J.D., James R. Bettman, Mary Francis Luce, “Conversation Pieces: The Role of Products in Facilitating Conversation” Revise and resubmit at *Journal of Consumer Research*.

Wiener, Hillary J.D., Tanya L. Chartrand “Gifts of Consolation: Gifts as Substitutes for Emotional Support” In preparation.

### **CONFERENCE PRESENTATIONS AND SYMPOSIA (presenting author underlined)**

Amy S. Teller, Hillary J.D. Wiener, Linda Bartoshuk, and Susan E. Marino “Variation in Bitter Taste Perception Between Moral Vegetarians and Non-Vegetarians,” (poster) Association for Chemoreception Sciences Annual Conference, April 2011.

Kathleen M. Galotti, Hillary J.D. Wiener, Lacey Dorman “Older Adolescents with Different Decision-Making Styles Behave Similarly When Making Important Decisions,” (poster) Association for Psychological Science Annual Conference, May 2011.

Hillary J.D. Wiener, James R. Bettman, Mary Frances Luce (2013, October) “Conversation Pieces,” Association for Consumer Research North America Conference, Chicago, IL. Special Session Chair: “Social Goals and Word of Mouth”

Hillary J.D. Wiener, James R. Bettman, Mary Frances Luce (2015, October) “Products as Ice Breakers: The Value of Conversation Pieces,” Association for Consumer Research North America Conference, New Orleans, LA. Special Session Chair: “Consumption and Social Connections”

Hillary J.D. Wiener, James R. Bettman, Mary Frances Luce (2016, February) “Products as Ice Breakers: The Value of Conversation Pieces,” Society for Consumer Psychology Conference, St. Pete Beach, FL.

Hillary J.D. Wiener, Tanya L. Chartrand (2017, February) “Gifts of Consolation: Gifts as Substitutes for Emotional Support,” Society for Consumer Psychology Conference, San Francisco, CA. Special Session Chair: “The Giver’s Perspective on Gift Giving”

Hillary J.D. Wiener, Tanya L. Chartrand (2017, October) “Gifts of Consolation: Gifts as Substitutes for Emotional Support,” Association of Consumer Research North America Conference, San Diego, CA.

### **TEACHING INTERESTS**

Consumer Behavior, Marketing Management, Marketing Research, Marketing Strategy

### **TEACHING EXPERIENCE**

Instructor

PSY 425, Consumer Psychology (undergraduate elective), Duke University, (Summer 2015)

- Overall quality of course: 4.8/5
- Instructor rating 4.8/5

BMKT 312, Marketing Research (undergraduate required course), University at Albany, (Fall 2017)

- Course evaluations in progress

BMKT 411, Marketing Strategy (undergraduate elective), University at Albany, (Fall 2017)

- Course evaluations in progress

Teaching Assistant

- Marketing 807, Marketing Strategy (Daytime MBA elective), Fuqua School of Business, Duke University, Instructor: Christine Moorman (Spring 2015)
- Marketing 795, Marketing Management (Daytime MBA core), Fuqua School of Business, Duke University, Instructors: Preyas Desai and Mary Frances Luce (Fall 2014)

Graduate Research Mentor, Vertical Integration Program, Duke University

- Marie Komori (2014)

## **SERVICE**

*Service to the Marketing Department/School of Business/University:*

Member, Undergraduate Affairs Committee, School of Business, University at Albany, 2017-2018

*Service to the Discipline*

Ad Hoc Reviewer, Society for Consumer Psychology Conference, 2015-present

Ad Hoc Reviewer, Academy of Marketing Science Conference, 2017-present

## **GUEST LECTURER**

MB 351C-002 Insight Driven Marketing: Theory and Practice (Skidmore College, Fall 2017)

Lectured on “Experimental Research and Conversation Pieces”

## **AWARDS, HONORS, AND FELLOWSHIPS**

During Ph.D. Program

Duke Ipsos Research Grant (2012)

Duke Graduate Fellowship (2011-2016)

Prior to Ph.D. Program

John K. Bare Prize in Psychology, Carleton College (2011)

Honors in Independent Study, Carleton College (2011)

Phi Beta Kappa, Carleton College (2011)

National Merit Scholarship Winner (2007)

**PROFESSIONAL AFFILIATIONS**

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Association of Consumer Research  
Society for Consumer Psychology