


## **Hillary J.D. Wiener**

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Department of Marketing  
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Signature:   
Date: September 7<sup>th</sup> 2023

### **EDUCATION**

- 2017                      Ph.D. (Business Administration; Concentration: Marketing)  
Duke University, Fuqua School of Business  
Dissertation Title: “Conversation Pieces: The Role of Products in  
Facilitating Conversation” (Co-Chairs: Jim Bettman and Mary  
Frances Luce)
- 2011                      BA, Psychology with Distinction  
Carleton College, Northfield, MN  
Summa Cum Laude, Phi Beta Kappa

### **EDUCATIONAL EMPLOYMENT**

- 2017-present              Assistant Professor (Tenure-track), Department of Marketing,  
School of Business, University at Albany, State University of New  
York (Drescher Leave Spring 2021 semester)

### **HONORS AND AWARDS**

- Research Excellence Award –Junior Researchers (Pre-Tenure), School of Business, University at Albany (2022-2023)  
Nominated by student for the UAlbany Torch Faculty/Student Engagement Award, University at Albany (2021)  
Dr. Nuala McGann Drescher Leave Program Award Winner, University at Albany (Spring 2021)  
Selected for attendance at the Journal of Consumer Research Initial Authors Workshop, Pittsburgh, PA (2018)  
John S. Levato Endowed Teaching Award for Undergraduate Teaching, School of Business, University at Albany (2018-2019)

#### **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)

### **PUBLICATIONS**

September 2023

## Peer Reviewed Articles

- Wiener, Hillary J.D., James R. Bettman, and Mary Francis Luce, (2023) "Possession-Facilitated Conversations: The Role of Possessions in Facilitating Conversation," accepted at *Journal of Consumer Psychology*.
- Kovacheva, Aleksandra and Hillary J.D. Wiener, (2023) "Let's Speculate about it: When and Why Consumers Want to Discuss Mystery Products," accepted at *Journal of Consumer Psychology*.
- Wiener, Hillary J.D., Karen Flaherty, and Joshua L. Wiener, (2023) "Starting Conversations with New Customers: The Moderating Effect of Experience on Responses to Small Talk," *Journal of Personal Selling and Sales Management*, 43(3), 196-206.
- Wiener, Hillary J.D., Joshua L. Wiener, and Karen Flaherty, (2022) "Creating a Positive (or Negative) First Impression with Small Talk" *European Journal of Marketing*, 56(12), 3516-3544.
- Kovacheva, Aleksandra, Hillary J.D. Wiener, Ioannis Kareklas and Darrel Muehling, (2022) "Online Engagement with Memes and Comments about Climate Change," *Sustainability*, 14(4), 8900.
- Wiener, Hillary J.D., Holly Howe, and Tanya L. Chartrand, (2022) "Being There Without Being There: Gifts Compensate for Lack of In-Person Support," *Psychology and Marketing*, 39(6), 1267-1279.
- Wiener, Hillary J.D., Joshua L. Wiener, and Todd Arnold (2022), "Enhancing Perceived Product Value through Peripheral Product Anecdotes," *European Journal of Marketing*, 56(2), 375-399.
- Das, Gopal\*, Hillary J.D. Wiener\*, and Ioannis Kareklas (2019), "To Emoji or Not to Emoji? Examining the Influence of Emoji on Consumer Reactions to Advertising," *Journal of Business Research* (96), 147-156.
- Wiener, Hillary J.D. and Tanya L. Chartrand (2014), "The Effect of Voice Quality on Ad Efficacy" *Psychology & Marketing*, 31 (7), 509-517.
- 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.
- 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.

\*Indicates equal authorship

## **Manuscripts under Review in Peer Reviewed Journals**

Howe, Holly, Hillary J.D. Wiener, and Tanya L. Chartrand, “Money Can Buy Me Love: Gifts Are a More Effective Form of Acute Social Support Than Conversations” revise and resubmit at *Journal of Consumer Psychology*.

## **Works in Progress**

Wiener, Hillary J.D., Holly Howe, and Tanya L. Chartrand, “Supporting with Mixed Feelings: Gifts as a Way to Show Support.”

Wiener, Hillary J.D., Katherine Du, and Jiwon Kim “Identity Distraction.”

Peracchio, Laura A., Melissa G. Bublitz, Brennan Davis, Jennifer Edson Escalas, Iñigo Gallo, Alexei Gloukhovtsev, Elizabeth G. Miller, Hillary Wiener, Katherine M. Du, Tyrha M. Lindsey-Warren, and Jonathan Hansen “Harnessing the Power of Strategic Philanthropy to Create Social Impact.”

Wiener, Hillary J.D., Darima Fotheringham, Karen Flaherty, and Joshua L. Wiener “Role of Human Salespeople in an AI World.”

## **GRANT FUNDING**

Duke Ipsos Research Grant (2012)

## **PUBLISHED ABSTRACTS AND PRESENTATIONS AT SCHOLARLY CONFERENCES (presenting author underlined)**

Wiener, Hillary J.D. Katherine Du, and Jiwon (Kevin) Kim (2022, October) “Identity Distraction: How Stigmatized Consumers Redirect Attention,” (poster) Association of Consumer Research North America Conference, Denver, CO.

Fernandes, R. B., Laurie Feldman, and Hillary J.D. Wiener (2020, November) “Grammatical Errors: Who Sees Them, Who Doesn’t, and What it Reveals about the Reader” (poster) 61<sup>st</sup> Annual Meeting of the Psychonomic Society, (virtual).

Wiener, Hillary J.D., Holly Howe, and Tanya L. Chartrand (2020, October) “Buying Love: Gifts as a Form of Social Support,” Association of Consumer Research Conference, Paris, France (virtual).

Wiener, Hillary J.D. and Joshua L. Wiener (2019, March) “Paying to Purchase a Conversation Topic,” Society for Consumer Psychology Conference, Savannah, GA.

Wiener, Hillary J.D. and Joshua L. Wiener (2018, October) “Paying to Purchase a Conversation Topic,” Association of Consumer Research North America Conference, Dallas, TX.

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

Wiener, Hillary J.D. and 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.”

Wiener, Hillary J.D., 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.

Wiener, Hillary J.D. 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.”

Wiener, Hillary J.D., 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.”

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

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

## **CONFERENCE SYMPOSIA**

Crain, Katherine M., Alixandra Barasch, Jonah Berger, Jonathan Z. Berman, James R. Bettman, Amit Bhattacharjee, Jennifer Edson Escalas, Kent Grayson, Kirk Kristofferson, Brent McFerran, George E. Newman, Colbey Emmerson Reid, Avni M. Shah, Oleg Urminsky, Caleb Warren, and Hillary J. D. Wiener (2015), “Who Are You? Exploring Consumer Authenticity,” Roundtable at the Association for Consumer Research Conference, New Orleans, LA.

## **INVITED PRESENTATIONS**

Wiener, Hillary J.D. “Product Facilitated Conversations” BUS ADM 467—003, Events and Entertainment Marketing (University of Wisconsin Milwaukee, Fall 2020, virtual).

Wiener, Hillary J.D. “Buying Conversational Fodder: How the Intent to Talk to Others about a Purchase Influences Consumption Choices” (Brown Bag: UAlbany, Department of Social Psychology, Fall 2018).

Wiener, Hillary J.D. “Conversation Pieces: The Role of Possessions in Facilitating Conversations” (Brown Bag: UAlbany, Department of Social Psychology, Spring 2018).

Wiener, Hillary J.D. “Experimental Research and Conversation Pieces” MB 351C-002 Insight Driven Marketing: Theory and Practice (Skidmore College, Fall 2017).

**TEACHING EXPERIENCE**

**Classes Taught at the University at Albany**

Semester	Course (Class #)	Students Reporting	SIRF Component	My Average
Fall 2017	BMKT 411: Marketing Strategy 7099		Instructor overall	4.43/5.00
			Course overall	4.32/5.00
Fall 2017	BMKT 312: Marketing Research 6706		Instructor overall	4.32/5.00
			Course overall	3.58/5.00
Spring 2018	BMKT 411: Marketing Strategy 6338		Instructor overall	4.57/5.00
			Course overall	4.36/5.00
Spring 2018	BMKT 312: Marketing Research 7623		Instructor overall	4.12/5.00
			Course overall	3.88/5.00
Fall 2018	BMKT 411: Marketing Strategy 6051		Instructor overall	4.48/5.00
			Course overall	4.40/5.00
Fall 2018	BMKT 312: Marketing Research 6406		Instructor overall	3.71/5.00
			Course overall	3.54/5.00
Spring 2019	BMKT 411: Marketing Strategy 5809		Instructor overall	4.55/5.00
			Course overall	4.48/5.00
Spring 2019	BMKT 312: Marketing Research 6953		Instructor overall	4.74/5.00
			Course overall	4.39/5.00
Fall 2019		31/33	Instructor overall	4.58/5.00

	BMKT 411: Marketing Strategy 5503		Course overall	4.26/5.00
Fall 2019	BMKT 312: Marketing Research 5793	24/33	Instructor overall	4.38/5.00
			Course overall	4.00/5.00
Spring 2020*	BMKT 411: Marketing Strategy 5558	10/35	Instructor overall	4.90/5.00
			Course overall	4.40/5.00
Spring 2020*	BMKT 312: Marketing Research 6617	18/35	Instructor overall	4.11/5.00
			Course overall	3.83/5.00
Fall 2020*	BMKT 411: Marketing Strategy 5342	26/38	Instructor overall	4.62/5.00
			Course overall	4.15/5.00
Fall 2020*	BMKT 312: Marketing Research 5615	28/31	Instructor overall	4.18/5.00
			Course overall	3.96/5.00
Fall 2021	BMKT 411: Marketing Strategy 5199	30/35	Instructor overall	4.63/5.00
			Course overall	4.37/5.00
Fall 2021	BMKT 312: Marketing Research 5463	18/32	Instructor overall	4.5/5.00
			Course overall	4.35/5.00
Spring 2022	BMKT 411: Marketing Strategy 5309	34/36	Instructor overall	4.65/5.00
			Course overall	4.5/5.00
Spring 2022	BMKT 312: Marketing Research 6284	23/35	Instructor overall	4.77/5.00
			Course overall	4.61/5.00
Fall 2022	BMKT 411: Marketing Strategy 4977	22/32	Instructor overall	4.82/5.00
			Course overall	4.55/5.00
Fall 2022		27/32	Instructor overall	4.63/5.00

	BMKT 312: Marketing Research 5219		Course overall	4.11/5.00
Spring 2023	BMKT 411: Marketing Strategy 4223	26/36	Instructor overall	4.7/5.00
			Course overall	4.64/5.00
Spring 2023	BMKT 312: Marketing Research 5060	26/36	Instructor overall	4.42/5.00
			Course overall	4.12/5.00
Spring 2023	BMKT 698: Research Project in Marketing	Na	Na	Na

\*Fully or partially online due to COVID-19

<b>Albany International Business School: Marketing and Value Management Course</b>	
Summer 2018	Executive program organized by <i>UAlbany</i> in partnership with international business schools
Winter 2019	
Winter 2022	
Summer 2022	

### **Teaching Experience, Duke University (2015)**

Semester	Course (Class #)	SIRF Component	My Average
Summer 2015	PSY 425: Consumer Psychology	Instructor overall	4.8/5.00
		Course overall	4.8/5.00

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).

### **Master's Thesis Committee Member**

Rachel Fernandes (2020, PhD Psychology), "A Comparison of Implicit and Explicit Error Detection and Their Effects on Purchase Intention and Judgments of Quality."

### **Undergraduate Students Mentored**

Sami Harmali (MBA 2020), "Trust in Recommendations by Artificial Intelligence and Anthropomorphism" Three Minute Thesis competition finalist for University at Albany.

Jiwon (Kevin) Kim (Undergraduate 2019), winner of the 2019 Presidential Award for Undergraduate Research at the University at Albany for “Identity Signaling and Conversational Taboos.”

Marie Komori (2014), Research Mentor, Vertical Integration Program, Duke University

## **SERVICE**

### **Marketing Department**

- Represented department at Munch with the Majors, 2019, 2021
- New Faculty Search Committee Member (Marketing Department), 2019
- Organizer, Student and Alumni Workshop at Situation Interactive, University at Albany, 2018, 2019

### **School of Business**

- Member, Graduate Affairs Committee [now Academic Affairs Committee], 2022-present
- Speaker at Fall Preview Day for prospective students, 2021
- Chair, Teaching and Learning Committee, School of Business, University at Albany, 2021-2022
- Participated in direct admit reception 2018, 2020, 2022, 2023
- Chair, Research Committee, School of Business, University at Albany, 2019-2021
  - Supervised review of the college’s journal subscriptions
  - Started Faculty Research Brownbag
- Member, Undergraduate Recognition Ceremony Student Speaker Selection Committee, University at Albany, 2018, 2019
- Member, Undergraduate Affairs Committee, School of Business, University at Albany, 2017-2019

### **University at Albany, State University of New York**

- University Senate, 2022-present, Council on Libraries, Information Systems, & Computing
- Panelist, Statistics Instructors Learning Circle panel on “Activities for Teaching Statistics” 2022
- Nominated 2020 Winner of the University level Excellence in Entrepreneurship Alumni Award, Damian Bazadona.
- Member, Center for Undergraduate Research and Creative Engagement Review Committee for the Situation Prize for Research and the Sorrell Chesin Research Award, 2019, 2020
- Panelist, Institute for Teaching and Learning panel on “What I (and my Students) Learned from Re-Designing My Course” 2019

### *Professional Service*

- Ad Hoc Reviewer, *Psychology and Marketing*, 2020-present
- Ad Hoc Reviewer, *Journal of Business Research*, 2018-present
- Ad Hoc Reviewer, Association for Consumer Research Conference, 2018-present



- Ad Hoc Reviewer, Society for Consumer Psychology Conference, 2015-present
- Ad Hoc Reviewer, Academy of Marketing Science Conference, 2017-present

### **PROFESSIONAL AFFILIATIONS**

Association of Consumer Research, 2011-present  
Society for Consumer Psychology, 2012-present