

## **Chris Janiszewski** **Farcy Professor of Marketing**

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### **Education**

- 1979-1980      University of Wisconsin - Whitewater, Whitewater, WI.
- 1981-1983      University of Wisconsin - Madison, Madison, WI.  
Degree: BBA - Marketing.
- 1983-1987      Northwestern University - Evanston, IL.  
Degree: Ph.D. in Marketing.  
Minor: Psychology and Communication.

### **Employment**

- 1987-1993      University of Florida, Gainesville, FL.  
Assistant Professor of Marketing.
- 1993-2002      University of Florida, Gainesville, FL.  
Associate Professor of Marketing.
- 2002              University of Florida, Gainesville, FL.  
Professor of Marketing.

### **Academic Honors**

UFRF Professorship Award 2008-2011.  
President Elect – Association for Consumer Research, 2008.  
University of Florida Doctoral Dissertation Advisor/Mentoring Award for 2007.  
Outstanding Reviewer Award, *Journal of Consumer Research*, 2000, 2004, 2006.  
Winner, MSI/Paul Root Award for Best Paper in *Journal of Marketing*, 1997  
Winner, University of Florida TIP Teaching Award, 1993-1994, 1996-97  
College of Business Administration Teaching of Year, 1995-96  
Robert Ferber Award for Consumer Research, Honorable Mention, Volume 15, 1988-1989  
AMA Consortium Faculty Participant, 1990, 2003, 2004, 2007, 2008  
AMA Consortium Student Participant, 1986  
Elected Phi Beta Kappa, 1982

## Research

### A. Refereed Journal Articles

- Roloff, Michael E., Chris A. Janiszewski, Mary Ann McGrath, Cynthia S. Burns and Lalita A. Manrai (1988), "Acquiring Resources from Intimates When Obligation Substitutes for Persuasion," *Human Communication Research*, 14 (Spring), 364-96.
- Janiszewski, Chris (1988), "Preconscious Processing Effects: The Independence of Attitude Formation and Conscious Thought," *Journal of Consumer Research*, 15 (September), 199-209. (**Ferber Award Honorable Mention**).
- Allen, Chris T. and Chris Janiszewski (1989), "Assessing the Role of Contingency Awareness in Attitudinal Conditioning with Implications for Advertising Research," *Journal of Marketing Research*, 26 (February), 30-43.
- Roloff, Michael E. and Chris A. Janiszewski (1989), "Overcoming Obstacles to Interpersonal Compliance: A Principle of Message Construction," *Human Communication Research*, 16 (Fall), 33-61.
- Janiszewski, Chris (1990), "The Influence of Print Advertisement Organization on Affect Toward a Brand Name," *Journal of Consumer Research*, 17 (June), 53-65.
- Janiszewski, Chris (1990), "The Influence of Nonattended Material on the Processing of Advertising Claims," *Journal of Marketing Research*, 27 (August), 263-278.
- Janiszewski, Chris and Luk Warlop (1993), "The Influence of Classical Conditioning Procedures on Subsequent Attention to the Conditioned Brand," *Journal of Consumer Research*, 20 (September), 171-189. [lead article]
- Janiszewski, Chris (1993), "Preattentive Mere Exposure Effects," *Journal of Consumer Research*, 20 (December), 376-392.
- Alba, Joseph, John G. Lynch, Jr., Barton Weitz, Chris Janiszewski, Richard Lutz, Alan G. Sawyer, and Stacy Wood (1997), "Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61 (July), 38-53. **MSI/Paul Root Award for Best Paper. 2005 Louis Stern Award for Best Paper in Channels and Distribution.**
- Janiszewski, Chris (1998), "The Influence of Display Characteristics on Visual Exploratory Search Behavior," *Journal of Consumer Research*, 25 (December), 290-301.
- Janiszewski, Chris and Donald Lichtenstein (1999), "A Range Theory Account of Price Perception," *Journal of Consumer Research*, 25 (March), 353-368.
- Janiszewski, Chris and Stijn van Osselaer (2000), "A Connectionist Model of Brand-Quality Associations," *Journal of Marketing Research*, 37 (August), 331-350.

- Janiszewski, Chris and Tom Meyvis (2001), "Effects of Brand Logo Complexity, Repetition, and Spacing on Processing Fluency and Judgment," *Journal of Consumer Research*, 28 (June), 18-32.
- van Osselaer, Stijn and Chris Janiszewski (2001), "Two Ways of Learning Brand Associations," *Journal of Consumer Research*, 28 (September), 202-223. **Finalist Best Paper Award.**
- Meyvis, Tom and Chris Janiszewski (2002), "Consumers' Beliefs about Product Benefits: The Effect of Obviously Irrelevant Product Information," *Journal of Consumer Research*, 28 (March), 618-635.
- Janiszewski, Chris, Hayden Noel, and Alan G. Sawyer (2003), "A Meta-Analysis of the Spacing Effect in Verbal Learning: Implications for Research on Advertising Repetition and Consumer Memory," *Journal of Consumer Research*, 30 (June), 138-149.
- Chakravarti, Amitav and Chris Janiszewski (2003), "The Influence of Macro-Level Motives on Consideration Set Composition in Novel Purchase Situations," *Journal of Consumer Research*, 30 (September), 244-258.
- Janiszewski, Chris, Tim Silk, and Alan D. J. Cooke (2003), "Different Scales for Different Frames: The Role of Subjective Scales and Experience in Explaining Attribute Framing Effects," *Journal of Consumer Research*, 30 (December), 311-325. [Lead article]
- Chakravarti, Amitav and Chris Janiszewski (2004), "The Influence of Generic Advertising on Brand Preference," *Journal of Consumer Research*, 30 (March), 487-502.
- Janiszewski, Chris and Marcus Cunha, Jr. (2004), "The Influence of Price Discount Framing on the Evaluation of a Product Bundle," *Journal of Consumer Research*, 30 (March), 534-546.
- van Osselaer, Stijn M. J., Chris Janiszewski, and Marcus Cunha, Jr. (2004), "Stimulus Generalization in Two Associative Learning Processes," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30 (May), 626-638.
- Cooke, Alan D. J., Chris Janiszewski, Suzanne A. Nasco, Marcus Cunha, Jr. and Els De Wilde (2004), "Stimulus Context and the Formation of Consumer Ideals," *Journal of Consumer Research*, 31 (June), 112-124.
- Meyvis, Tom and Chris Janiszewski (2004), "When are Broader Brands Stronger Brands? An Accessibility Perspective on the Formation of Brand Equity," *Journal of Consumer Research*, 31 (September), 346-357.
- Holzwarth, Martin, Chris Janiszewski, and Marcus Neumann (2006), "The Influence of Avatars on Online Consumer Shopping Behavior," *Journal of Marketing*, 70 (October), 19-36.
- Chakravarti, Amitav, Chris Janiszewski, and Gülden Ülkümen (2006), "The Neglect of Prescreening Information in a Two-Stage Decision Process," *Journal of Marketing Research*, 43 (November), 642-653.

- Janiszewski, Chris and Elise Chandon (2007), "Transfer Appropriate Processing, Response Fluency, and the Mere Measurement Effect," *Journal of Marketing Research*, 43 (May), 309-323.
- Janiszewski, Chris and Dan Uy (2008), "Anchor Precision Influences the Amount of Adjustment," *Psychological Science*, 19 (February), 121-127.
- Cunha, Marcus, Juliano Laran, and Chris Janiszewski (2008), "Protection of Prior Learning in Complex Consumer Learning Environments," *Journal of Consumer Research*, 34 (April), 850-864.
- Janiszewski, Chris, Donald Lichtenstein, and Julia Belyavsky (2008), "Judgments about Judgments: The Dissociation of Consideration Price and Willingness to Purchase Judgments," *Journal of Experimental Psychology: Applied*, 14 (June), 151-164.
- De Wilde, Els, Alan D. J. Cooke, and Chris Janiszewski (2008), "Attentional Contrast during Sequential Judgments: An Examination of the Number-of-Levels Effect," *Journal of Marketing Research*, 45 (August), 437-449.
- Laran, Juliano, Chris Janiszewski, and Marcus Cunha (2008), "Context-Dependent Effects of Goal Primes," *Journal of Consumer Research*, forthcoming.
- Chandon, Elise and Chris Janiszewski (2009), "The Influence of Causal Conditional Reasoning on the Acceptance of Product Claims," *Journal of Consumer Research*, forthcoming.
- Laran, Juliano and Chris Janiszewski (2009), "Behavioral Consistency and Inconsistency in the Resolution of Goal Conflict," *Journal of Consumer Research*, forthcoming.

B. Working Papers

- Brand Numbers (with Dan Uy). Invited revision, *Journal of Marketing Research*.
- Context Interdependence in Contingency Learning (with Marcus Cunha and Juliano Laran)
- Best of Both Worlds? Consumer Inferences about the Benefits of Hybrid Products (with Baler Bilgin)
- Goals, Memory, Learning, and Choice (with Stijn van Osselaer)
- Evaluative Conditioning 2.0: Referential versus Intrinsic Learning of Affective Value (with Steven Sweldens and Stijn van Osselaer)
- The Mere Choice and Mere Neglect Effects (with Nader Tavassoli and Andrew Kuo)
- Managing Mail-in Rebate Promotions (with Tim Silk).

C. Invited Papers

Chris Janiszewski and Stijn M. J. van Osselaer (2005), "Behavior Activation is Not Enough," *Journal of Consumer Psychology*, 15 (June), 218-224.

van Osselaer, Stijn M.J., Suresh Ramanathan, Margaret C Campbell, Joel B. Cohen, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo, Nadar T. Tavassoli (2005), "Choice Based on Goals," *Marketing Letters*, 16 (3/4), 335-346.

D. Book Chapters

Chris Janiszewski (2007), "Perception," in *Handbook of Consumer Psychology*, eds. Curt Haugtvedt, Frank Kardes, and Paul Herr, Sage, forthcoming.

Chris Janiszewski (2007), "Rethinking Visual Communication Research: Updating Old Constructs and Considering New Metaphors," in *Integrated Marketing Communication*, eds. Rik Pieters and Michel Wedel, Sage, forthcoming.

E. Conference Presentations

Allen, Chris T. and Chris Janiszewski (1986), "Bridging the Chasm between the Classical Conditioning and Consumer Research Tradition: On the Need for an Awareness Construct," Association for Consumer Research, Toronto.

Janiszewski, Chris (1989), "The Influence of Print Advertisement Organization on Preference for a Brand Name," Association for Consumer Research, New Orleans, LA.

Janiszewski, Chris (1991), "An Eye is Better than an Eye," Association for Consumer Research, Chicago, IL.

Janiszewski, Chris (1993), "Using Information Display to Sustain Attention: Encouraging Consumers to Look Longer," Association for Consumer Research, Nashville, TN.

Janiszewski, Chris (2000), "Two Ways of Learning Brand Associations." November 9, SMA, Orlando, FL.

Janiszewski, Chris (2001), "The Influence of Discount Framing on the Evaluation of a Product Bundle." 4<sup>th</sup> International Research Seminar on Marketing Communications and Consumer Behavior, June 8, La Londe, France.

Janiszewski, Chris (2003), "Metaphors in Consumer Research" AMA Doctoral Consortium, June 28, Minneapolis, MN.

Janiszewski, Chris and Tom Meyvis (2003), "When are Broader Brands Stronger Brands? An Accessibility Perspective on the Formation of Brand Equity," Marketing Science Institute

Conference on Branding, December 5, 2003.

Janiszewski, Chris (2004), "Processing Fluency and Consumer Behavior" AMA Doctoral Consortium, June 18, College Station, TX.

Janiszewski, Chris, Donald Lichtenstein, and Julia Belyavsky (2004), "The Influence of Advertised Reference Prices on Negotiated-Price Judgments" Association for Consumer Research, October 8, Portland, OR.

Chakravarti, Amitav, Chris Janiszewski and Gülden Ülkümen (2004), "Preference Reversals Induced by Screening: The Biasing Effects of a Two-Stage Decision Process," Association for Consumer Research, October 9, Portland, OR.

Chandon, Elise and Chris Janiszewski (2005), "Response Fluency and the Mere Measurement Effect," Society for Consumer Psychology, February 26, St. Petersburg, FL

F. Colloquia / Symposia

UCLA Mini-Symposium on Advertising, April 1991.

University of Colorado, February 1993.

University of Minnesota, May 1993.

Ohio State University, May 1993.

University of Michigan, February 1996.

Catholic University – Leuven, July 1996.

University of South Carolina, April 1997.

University of Kentucky, January 2000.

Vanderbilt University, February 2001.

University of Maryland, March 2001.

University of Minnesota, March 2001.

University of Chicago, February 2002.

Ohio State University, March 2002.

Columbia University, March 2002.

University of Washington, May 2002.

Tulane University, September 2002.

Dartmouth University, October 2002.

Cornell University, October 2002.

Tilburg University, May 2003.

Northwestern University, September 2003.

Wharton, October 2003.

Baruch University, February 2004.

New York University, May 2004.

National University of Singapore, January 2005.

INSEAD, January 2005.

HKUST, February 2005.

Duke, March 2005.

University of Colorado, April 2005.

UC Berkeley, April 2005.

University of Michigan, February 2006.

New York University, April 2006  
Georgetown University, April 2007  
University of Alberta, May 2007  
University of Arizona, February 2008

## **Professional Activities**

### Policy Board:

*Journal of Consumer Research* (2003 – Present, President in 2008)

### Editorial Review Board:

*Journal of Consumer Research* (1993 - Present)

*Journal of Marketing Research* (2003 – Present; Associate Editor 2006 - Present)

*Journal of Marketing* (July 2005 – Present)

*Journal of Consumer Psychology* (2001 – Present)

*Marketing Letters* (2001 - Present)

### Ad hoc reviewer for:

*Marketing Science*

*Journal of Advertising*

*Journal of Advertising Research*

*International Journal of Research in Marketing*

ACR Conference (1990 - Present)

AMA Educators Conferences (1991 - Present)

Association for Consumer Research Doctoral Symposium Coordinator 2003, Participant 2005, 2007

Association for Consumer Research: President Elect 2008

## **Teaching Experience**

Consumer Behavior (Undergraduate)

Marketing Management (Undergraduate)

Marketing Research (Undergraduate, MBA, Executive MBA)

Principles of Marketing (Undergraduate)

Graduate Seminar on Consumer Behavior (Ph.D.)

## **Service**

Graduate Coordinator (1993-2005)

Graduate Committee (1993-2005)

Graduate Advisory Committee (1999-Present)

Minority Mentor Program (1988-2003)

Recruiting Committee (1993 - Present)

Faculty Senate (1998-2001)

Advisor: American Marketing Association (1992-1994, 1998-1999)

Sabbatical Committee - Chair (1999)

Grinter Fellowship Selection Committee (1997, 1998)

Technology in the Classroom Committee (1998)

Teaching Committee (1997-1999)

CBA Teacher of the Year Selection Committee (1997, 1999)  
Undergraduate Committee (1996-1998)  
TIP Selection Committee (1995, 1998)  
Strategic Planning Committee (1995-1996)  
Strategic Planning Steering Board (1995-1996)  
Minority Affairs Committee (1992-1996, Chair 1993-1996)  
Undergraduate TQM Committee (1993-1996)  
Initiator and Director of Calculus Workshop (1994-1996)  
Behavioral Lab Coordinator (1989-1994)  
Advisor: Minority Business Society (1991-1997)  
CBA Teaching and Evaluation Committee (1989-91)

### **Doctoral Thesis Committees**

Chuck Areni (Marketing - 1991)  
Bob Veryzer (Marketing - 1993)  
Chris de Almedia (Decision and Information Systems)  
Luk Warlop (Marketing – 1995, Catholic University Leuven)  
Frances Hollman (Marketing – 1997, Pennsylvania State)  
Norma Mendoza (Marketing – 1998, Arkansas)  
John Pracejus (Marketing – 1998, Alberta)  
Pam Marek (Psychology - 1999)  
Stijn van Osselaer (Marketing – 1999, Chicago; 2004 Erasmus)  
Lisa Bolton (Marketing – 2000, Wharton)  
Tom Meyvis (Marketing – 2001, Chair, New York University)  
Hayden Noel (Marketing – 2002, Chair, Baruch; 2007, University of Illinois))  
Amitav Chakravarti (Marketing – 2002, Chair, New York University)  
Marcus da Cunha (Marketing – 2003, Chair, University of Washington)  
Els de Wilde (Marketing – 2003, Chair, HEC Montreal)  
Eduardo Andrade (Marketing - 2004, UC - Berkeley)  
Tim Silk (Marketing – 2004, Chair, University of South Carolina; 2006, U. of British Columbia)  
Wouter van Houche (Marketing, University of Central Florida)  
Elise Chandon (Marketing – 2006, Chair, Virginia Tech University)  
Ozgur Ince (Finance – 2006, Virginia Tech University)  
JoAndrea Hoegg (Marketing – 2006, University of British Columbia)  
Baler Bilgin (Marketing) (2007, Marketing, Chair, UC – Riverside))  
Mark House (Anthropology) (2007, Industry)  
Juliano Laran (2008, Marketing, Chair)  
Julia Belyavsky (2008, Marketing, Chair)  
Dan Rice (2008, Marketing)  
Jesse Itzkowitz (2008, Marketing, Chair)  
Andrew Kuo (1009, Marketing)  
Dan Uy (2010, Marketing, Chair)  
Alex Laskin (2010, Communication)  
Soo Hyun Jun (2010, Travel, Recreation, & Tourism)

### **Masters Committees**

Cecelia Keller (Food and Resource Economics)  
Brian Pekny (Chair)

Yingting Zhang  
Ashok Lalwani (Chair)

**Consulting Experience**

AT&T Universal Card

Blue Cross Blue Shield Florida

JCPenney

Florida Insurance News Service and Citizens Fraud Prevention and Education Fund.

Governor's Energy Office: PURC Energy Efficiency Incentives for Manufacturing Housing