

Christopher A. Summers

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ACADEMIC POSITIONS

2016— Assistant Professor of Marketing
Moore School of Business, University of South Carolina

EDUCATION

2016 Ph.D., Marketing
Fisher College of Business
The Ohio State University

2008 B.A., English
Pennsylvania State University

REFEREED JOURNAL PUBLICATIONS

Summers, Christopher A., Robert W. Smith, and Rebecca Walker Reczek (2016), "An Audience of One: Behaviorally Targeted Ads as Implied Social Labels," *Journal of Consumer Research*, 43 (June), 156-78.

- Selected Media Coverage: *Harvard Business Review*, *The Conversation*, *Business Insider*, *Yahoo! Finance*, *Gizmodo*, *ScienceDaily*, *Technology.org*, *Network*, *PhysOrg*, *Vocativ*, *Top of Mind with Julie Rose*, *WOSU Radio*, *B2B News*

Reczek, Rebecca Walker, Kelly L. Haws, and Christopher A. Summers (2014), "Lucky Loyalty: The Effect of Consumer Effort on Predictions of Randomly-Determined Marketing Outcomes," *Journal of Consumer Research*, 41 (December), 1065-77.

- Selected Media Coverage: *The Atlantic*, *Consumer Affairs*, *ScienceDaily*, *Cognitive Lode*, *Vanderbilt News*

HONORS AND AWARDS

- AMA-Sheth Foundation Doctoral Consortium Fellow, London Business School, 2015
- Oral Presenter, Hayes Graduate Research Symposium, The Ohio State University, 2015, 2014 (2nd Prize Winner)
- Fellow, Robert Mittelstaedt Doctoral Symposium, University of Nebraska, 2014, 2012

- Fellow, Haring Symposium, Indiana University, 2013

REVIEWING ACTIVITY

Ad-hoc reviewer for:

Journal of Consumer Research

Journal of Public Policy and Marketing

European Journal of Marketing

Journal of Business Research

CONFERENCE PRESENTATIONS (*DENOTES PRESENTER)

Summers, Christopher A.*, Robert W. Smith, and Rebecca Walker Reczek, "An Audience of One: Behaviorally Targeted Ads as Inferred Social Labels," Society for Consumer Psychology, Phoenix, AZ, February 2015.

Summers, Christopher A.* and Hyojin Lee*, "More for Me within P2P: The Impact of a Sharing Mindset on Consumption Estimates," poster presented at Society for Consumer Psychology, Phoenix, AZ, February 2015.

Summers, Christopher A.*, Robert W. Smith, and Rebecca Walker Reczek, "An Audience of One: Behaviorally Targeted Ads as Inferred Social Labels," Hayes Graduate Research Symposium, The Ohio State University, Columbus, OH, February 2015.

Summers, Christopher A.*, Robert W. Smith, and Rebecca Walker Reczek, "Learning about the Self through Advertising: The Effect of Behaviorally-Targeted Advertising on Consumer Self-Perceptions and Behavior," Association for Consumer Research, Baltimore, MD, October 2014.

Summers, Christopher A.* and Rebecca Walker Reczek, "Persuasion Mindset: The Effect of Persuasion on the Persuader," Society for Consumer Psychology, Miami, FL, March 2014.

Summers, Christopher A. * and Rebecca Walker Reczek, "Persuasion Mindset: The Effect of Persuasion on the Persuader," Hayes Graduate Research Symposium, The Ohio State University, Columbus, OH, February 2014.

Reczek, Rebecca W., Kelly L. Haws, and Christopher A. Summers*, "Earning Luckiness: The Effect of Active Loyalty Program Membership on Consumer Predictions of Randomly-Determined Marketing Outcomes," Association for Consumer Research, Chicago, IL, October 2013.

Summers, Christopher A.* and Rebecca Walker Reczek, "Persuasion Mindset: The Effect of Persuasion on the Persuader," poster presented at Association for Consumer Research, Chicago, IL, October 2013.

Reczek, Rebecca Walker, Kelly L. Haws, and Christopher A. Summers*, "Earning Luckiness: The Effect of Loyalty Program Membership on Perceptions of Luck," Society for Consumer Psychology, San Antonio, TX, February 2013.

Reczek, Rebecca Walker, Kelly L. Haws, and Christopher A. Summers*, "Getting Lucky: When Loyalty Status Makes You Feel Lucky," poster presented at Association for Consumer Research, Vancouver, British Columbia, October 2012.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making