

Christina Kan

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EMPLOYMENT

School of Business, University of Connecticut Assistant Professor of Marketing	2020 –
Mays Business School, Texas A&M University Assistant Professor of Marketing	2015 – 2020

EDUCATION

Leeds School of Business, University of Colorado Boulder Ph.D. Marketing (Thesis: Two Essays on Coping with Constraint)	2015
Sauder School of Business, University of British Columbia Bachelor of Commerce, Marketing and International Business	2006

AWARDS, GRANTS AND HONORS

Think Forward Initiative Grant for How Temporal Separation in Budgeting Affects Spending Behavior, Dec 2019, with Yuna Choe
Co-winner, Journal of Consumer Research 2018 Best Article Award
Marketing Science Institute (MSI) Research Accelerator Grant for Budgeting and Consumer Financial Decision Making, Aug 2017, with John G. Lynch and Philip M. Fernbach
University of Colorado Boulder Graduate School Fellowship, Summer 2013
AMA Sheth Doctoral Consortium Fellow, 2012
Gerald Hart Fellowship, University of Colorado Boulder, Summer 2011, 2012
Marketing Science Institute (MSI) Research Grant for Humorous Consumer Complaining, Dec 2010, with A. Peter McGraw and Caleb Warren

PUBLICATIONS

Fernbach, Philip M., Christina Kan, and John G. Lynch, Jr. (2015), “Squeezed: Coping with Constraint Through Efficiency and Prioritization,” *Journal of Consumer Research*, 41 (February), 1204 – 1227.
Co-winner Journal of Consumer Research 2018 Best Article Award

McGraw, A. Peter, Caleb Warren, and Christina Kan (2015), “Humorous Complaining,” *Journal of Consumer Research*, 41 (February), 1153 – 1171. (Lead article)

Kan, Christina, Donald R. Lichtenstein, Susan Jung Grant and Chris Janiszewski (2014), “Strengthening the Influence of Advertised Reference Prices Through Information Priming,” *Journal of Consumer Research*, 40 (April), 1078-1096.
Also featured in *Journal of Consumer Research Curations: Behavioral Pricing* (Winter 2017/2018). Curator: Lisa E. Bolton

MANUSCRIPTS IN THE REVIEW PROCESS (*student coauthors italicized*)

Choe, Yuna, and Christina Kan, “Budget Depreciation: When Budgeting Early Leads to Increased Spending.” Conditionally accepted at *Journal of Consumer Research*.

Choe, Yuna, Christina Kan and Evan Polman, “Divergent Effects of Budgeting for Gift- and Personal-Purchases,” under 1st round review at *Journal of Consumer Research*.

Kan, Christina, Philip M. Fernbach, and John G. Lynch. “Component Effects of Budget Tracking on Consumer Spending.” Reject and resubmit at *Journal of Consumer Research*. Being revised for resubmission to *JCR*.

Kan, Christina, Donald R. Lichtenstein, Chris Janiszewski, and Yan Liu, “The Negative and Positive Consequences of Placing Products Next to Promoted Products.” Under 2nd round review at *Journal of Marketing*.

RESEARCH IN PROGRESS (*student coauthors italicized*)

“The Impact of Payment Plans on Feelings of Financial Constraint.” With *Danny Katz* and Abigail Sussman.

“Keeping Up with the Joneses in Debt.” With Joey Hoegg and Darren Dahl.

“Consumers' Future Orientation and Health-Prevention Behaviors.” With *Yuna Choe* and Chiraag Mittal

CONFERENCE PRESENTATIONS

Kan, Christina, Philip M. Fernbach, and John G. Lynch. “Personal Budgeting: Does it work?” Paper in a special session presented at the Association for Consumer Research; Dallas, TX. Oct 2018.

Kan, Christina, John G. Lynch, and Philip M. Fernbach. “Budgeting and Consumer Financial Decision Making.” Talk presented at Marketing Strategy Meets Wall Street V AMA pre-conference; San Francisco, CA. Aug 2017.

Fernbach, Philip M., Christina Kan, and John G. Lynch, Jr. “Squeezed: Coping with Constraint Through Efficiency and Prioritization,” Invited presentation at the FCAC National Research Symposium on Financial Literacy; Moncton, New Brunswick. Nov 2016.

Kan, Christina, John G. Lynch, and Philip M. Fernbach. “Budgeting and Consumer Financial Decision Making.” Paper in a special session presented at the Association for Consumer Research; New Orleans, LA. Oct 2015.

Kan, Christina, John G. Lynch, and Philip M. Fernbach. “Budgeting and Consumer Financial Decision Making.” Invited presentation at the ESRC Seminar Series Financial Services and Consumers; London, UK. Sept 2015.

McGraw, A. Peter, Christina Kan, and Caleb Warren. "Humorous Complaining." Competitive paper presented at the Association for Consumer Research; Vancouver, BC. Oct 2012.

Kan, Christina, Caleb Warren, and A. Peter McGraw. "Humorous Complaining." Poster presented at the Behavioral Decision Research in Management Conference; Boulder, CO. June 2012

Kan, Christina, Caleb Warren, and A. Peter McGraw. "Humorous Complaining." Poster presented at the Association for Consumer Research; St. Louis, MO. Oct 2011.

INVITED TALKS

University of Virginia, McIntire School of Commerce, April 2019

University of Chicago, Booth School of Business, May 2018

University of Houston, C.T. Bauer College of Business, Feb 2018

Texas A&M Marketing Department Research Camp, March 2017

TEACHING EXPERIENCE

Mays Business School, Texas A&M University Spring 2016 - 2020
Instructor, Consumer Behavior (Undergraduate)

Mays Business School, Texas A&M University Spring 2019
Instructor, Services Marketing (Masters)

Leeds School of Business, University of Colorado Boulder Fall 2011 - 2013
Instructor, Buyer Behavior (Undergraduate)

Leeds School of Business, University of Colorado Boulder Spring 2013
Teaching Assistant, Experimental Design (PhD), John Lynch

Leeds School of Business, University of Colorado Boulder Spring 2012
Teaching Assistant, Market Intelligence (MBA), John Lynch

DOCTORAL DISSERTATION COMMITTEES

PhD student dissertation committees:

Huseyn Abdulla (Texas A&M Information & Operations Management, expected 2022)

Yuna Choe (Texas A&M Marketing, co-chair, expected 2021)

Brady Hodges (Texas A&M Marketing, 2019)

Dian Wang (Texas A&M Marketing, 2018)

Katie Brown (Texas A&M Sport Management, 2018)

Brittney Becker (Texas A&M Psychology, 2017)

SERVICE TO THE UNIVERSITY

Member; PhD Program Committee, Texas A&M, 2015 – 2020
Member; Junior Faculty Recruiting Committee, Texas A&M, 2016 – 2017
Member; Senior CB Faculty Recruiting Committee, Texas A&M, 2016 - 2018
Coordinator; Consumer Behavior Brownbag, Texas A&M, 2016 - 2019
Coordinator; Marketing Research Seminar Series, Texas A&M, 2016 – 2019

REVIEWING

Journals: Ad hoc reviewer for *Journal of Consumer Research*, *Journal of Marketing Research*,
Journal of the Association for Consumer Research, *Current Psychology*

Grants: External reviewer for *Social Sciences and Humanities Research Council of Canada*

Competitions:

John A. Howard / AMA Doctoral Dissertation Award, 2017, 2018, 2019

MSI Alden G. Clayton Dissertation Proposal Competition, 2019

AMS Review Doctoral Competition for Conceptual Articles, 2017, 2018

Shankar-Spiegel Best Dissertation Award, 2017

Conference Program Committee:

Society for Consumer Psychology Annual Conference 2019, 2020

Association for Consumer Research Working Paper Review Team 2019, 2020

Boulder Summer Conference on Consumer Financial Decision-Making 2018