

Christina Kan

University of Connecticut
(720) 473-2534 | christina.kan@uconn.edu
www.christinakan.com

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	2015
Sauder School of Business, University of British Columbia Bachelor of Commerce, Marketing and International Business	2006

AWARDS, GRANTS AND HONORS

Marketing for Higher Education SIG Best Paper in the Marketing to Evolving Consumers
Special Session, AMA, 2023, with Ph.D. student Justin Sieow
Think Forward Initiative Grant for How Temporal Separation in Budgeting Affects Spending
Behavior, 2019, with Ph.D. student Yuna Choe
Co-winner, *Journal of Consumer Research* 2018 Best Article Award
Mittelstaedt Doctoral Symposium Faculty Representative, 2018
Marketing Science Institute (MSI) Research Accelerator Grant for Budgeting and Consumer
Financial Decision Making, 2017, with John G. Lynch and Philip M. Fernbach
University of Houston Marketing Doctoral Symposium Faculty Representative, 2016
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, 2010,
with A. Peter McGraw and Caleb Warren

PUBLICATIONS * Denotes Ph.D. student advisee

Kan, Christina, Yan Liu, Donald R. Lichtenstein, and Chris Janiszewski (forthcoming), “The
Negative and Positive Consequences of Placing Nonpromoted Products Next to Promoted
Products,” *Journal of Marketing*.

* Choe, Yuna, Christina Kan, and Evan Polman (forthcoming), “Divergent Effects of Budgeting
for Gift- and Personal-Purchases,” *Journal of Consumer Research*.

Lynch, John G., Jr., Philip M. Fernbach, and Christina Kan (2023), “Auditing the Value of Empirical Audits,” *Proceedings of the National Academy of Sciences*, doi: 10.1073/pnas.2213200120.

* Choe, Yuna, and Christina Kan (2021), “Budget Depreciation: When Budgeting Early Increases Spending,” *Journal of Consumer Research*, 47 (April), 937-958.

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

Katz, Daniel, Christina Kan, Jiabi Wang, and Abigail Sussman, “The Impact of Payment Plans on Feelings of Financial Constraint.” Invited for second round review at *Journal of Consumer Research*

RESEARCH IN PROGRESS * Denotes Ph.D. student advisee

* Sieow, Justin, and Christina Kan, “The Negative Influence of Product Gendering on Consumer Preferences,” In progress, finalizing for submission to *Journal of Consumer Psychology*.

Koley, Shruti, Christina Kan, and Chiraag Mittal, “How the Stress of Losing Possessions Impacts Subsequent Spending for the Wealthy and the Poor,” In progress, manuscript in preparation.

Kan, Christina, Matthew Meister, Philip M. Fernbach, and John G. Lynch Jr. (2023), “Component Effects of Budget Tracking,” In progress, at the data analysis stage.

Wang, Jiabi, Daniel Katz, Christina Kan, and Abigail Sussman, “Buy-Now-Pay-Later Plans and Retail Patronage,” In progress, at the data collection stage.

CONFERENCE PRESENTATIONS

Kan, Christina, Donald R. Lichtenstein, Chris Janiszewski, and Yan Liu, “The Negative and Positive Consequences of Placing Products Next to Promoted Products.” Paper in a

special session presented at the Association for Consumer Research; Paris, France (virtual conference). Oct 2020

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 British Columbia, Sauder School of Business, 2022

University of California-Riverside, School of Business, 2019

University of Connecticut, School of Business, 2019

University of Louisville, College of Business, 2019

University of Virginia, McIntire School of Commerce, 2019

University of Chicago, Booth School of Business, 2018

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

Texas A&M University, Marketing Department Research Camp, 2017

Texas A&M University, Mays Business School, 2014

Texas Christian University, Neeley School of Business, 2014

University of Florida, Warrington College of Business, 2014

University of Hong Kong, Business School, 2014

University of Oregon, Lundquist College of Business, 2014

University of Toronto, Rotman School of Management, 2014

TEACHING EXPERIENCE

School of Business, University of Connecticut Instructor, Introduction to Marketing (Undergraduate)	Spring 2021 –
Mays Business School, Texas A&M University Instructor, Consumer Behavior (Undergraduate)	Spring 2016 – 2020
Mays Business School, Texas A&M University Instructor, Services Marketing (Masters)	Spring 2019
Leeds School of Business, University of Colorado Boulder Instructor, Buyer Behavior (Undergraduate)	Fall 2011 – 2013
Leeds School of Business, University of Colorado Boulder Teaching Assistant, Experimental Design (PhD), John Lynch	Spring 2013
Leeds School of Business, University of Colorado Boulder Teaching Assistant, Market Intelligence (MBA), John Lynch	Spring 2012

DOCTORAL DISSERTATION COMMITTEES

Ph.D. Dissertation Committee – Advisor / Co-Advisor

1. Justin Sieow (University of Connecticut Marketing, expected 2024), Co-Chair
2. Yuna Choe (Texas A&M Marketing, 2021. Placement: University of North Texas, honorable mention AMS Mary Kay Dissertation Competition), Chair

Ph.D. Dissertation Committee - Member

1. Kristen Ferguson (University of Connecticut Marketing, 2023. Placement: University of Notre Dame), Member
2. Huseyn Abdulla (Texas A&M Information & Operations Management, 2022. Placement: University of Tennessee-Knoxville), Member
3. Brady Hodges (Texas A&M Marketing, 2019. Placement: University of Missouri), Member
4. Dian Wang (Texas A&M Marketing, 2018. Placement: University of Texas-San Antonio), Member
5. Katie Brown (Texas A&M Sport Management, 2018. Placement: Texas Tech University), Member
6. Brittney Becker (Texas A&M Psychology, 2017), Member

SERVICE TO THE UNIVERSITY

Member; Undergraduate Policy Committee (Freshman/Sophomore Experience), University of Connecticut, 2021 –
Member; Behavioral Lab Committee, University of Connecticut, 2021 –
Member; Faculty Recruiting Committee, University of Connecticut, 2021
Member; Ph.D. Program Committee, University of Connecticut, 2020 –

Member; Ph.D. 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 Consumer Psychology
Journal of the Academy of Marketing Science
International Journal of Research in Marketing
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
MSI Alden G. Clayton Dissertation Proposal Competition
AMS Review Doctoral Competition for Conceptual Articles
Shankar-Spiegel Best Dissertation Award

Conference Program Committees:

Society for Consumer Psychology Annual Conference
Association for Consumer Research Working Paper Review Team
Boulder Summer Conference on Consumer Financial Decision-Making