12/4/2019

**AMERICUS REED, II**

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| The Whitney M. Young, Jr.  Professor of Marketing  The Wharton School  764 Jon M. Huntsman Hall  Philadelphia, PA 19104-6371 |  | 215.898.0651 (O)  215.898.2534 (F)  United States Citizen  amreed@upenn.edu |

**I. EDUCATIONAL BACKGROUND**

**A. Degrees**

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| --- | --- |
| Ph.D., 2000 | *University of Florida*, Warrington College of Business—Marketing Department |
| M.S., 1995  M.S., 1994 | *Georgia State University*  Marketing Department (Research Methods)  Management Department (Organizational Behavior) |
| B.B.A., 1992 | *Georgia State University* |

**II. TEACHING ACCOMPLISHMENTS**

**A. Teaching positions held**

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| 2012 – Present  2008 – Present  2007 – 2012  2004 – 2006  2000 – 2004 | *Full Professor*  *The Whitney M. Young, Jr. Chair*  *Associate Professor of Marketing (with Tenure)*  *Arthur Anderson Term Assistant Professor of Marketing*  *Assistant Professor of Marketing*  University of Pennsylvania, Wharton School of Business |
| **Other Positions** |  |
| 2006 – Present  1994 – 1995 | *Partner and Co-Founder* [Persona Partners](http://personapartnersltd.com/) LLC.  *Assistant Director*  Center for Business & Industrial Marketing, Georgia State University |
| 1993 – 1994 | *Marketing Analyst:* United Parcel Service |
| 1990 – 1995 | *Chief Marketing Officer:* Reed Communications, Inc. |
| 1990 – 1993 | *Strategic Coordinator:* National Telephone Company |

**B. Teaching Interests**

Customer Analysis, Consumer Behavior, Marketing Research, Marketing Management, Principles of Marketing, Organizational Behavior, Social Psychology.

**C. Courses Taught**

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|  |  |  |  |  |
| Undergraduate marketing research (University of Florida) |  |  |  |  |
| Undergraduate consumer behavior (Wharton) |  |  |  |  |
| MBA Customer Analysis (Wharton) |  |  |  |  |
| \*MBA Core Marketing Strategy (Wharton) \****Course Head*** |  |  |  |  |
| Global Consulting Practicum (Wharton) |  |  |  |  |
| Ph.D. Seminar on consumer behavior (Wharton) |  |  |  |  |
| Executive Education (Wharton)  MBA Consumer Behavior Elective (Wharton West & Wharton East Campuses |  |  |  |  |

**III. PUBLICATIONS AND RESEARCH**

**Research Interests:** Effects of social identity on consumer decisions; Consumer attitude generation and recruitment; Impact of social influence mechanisms on brand preference; Impression management and self-presentational behavior; Social identity and group dynamics: inter-group and intra-group conflict processes

**A. Publications**

**1. Articles published in refereed journals**

1. Shang, Jen, Americus Reed, II, Adrian Sargeant and Kathryn Carpenter (forthcoming), "Market Place Donations: The Role of Moral Identity Discrepancy and Gender," *Journal of Marketing Research*.
2. Reed II, Americus, Adam Kay, Stephanie Finnel, Karl Aquino and Eric Levy (2016), “I Don't Want the Money, I Just Want Your Time: How Moral Identity Overcomes the Aversion to Giving Time to Pro-Social Causes” *Journal of Personality and Social Psychology.* Vol 110(3), pp. 435-457.
3. Bolton, Lisa, Amit Bhattacharjee, and Americus Reed II (2015) “The Perils of Marketing Weight-Management Remedies and the Role of Health Literacy,” *Journal of Public Policy & Marketing*: Spring 2015, Vol. 34, No. 1, pp. 50-62.
4. Lenoir, Anne-Sophie, Stefano Puntoni, Americus Reed II and Peeter W.J. Verlegh (2013). “The impact of cultural symbols and spokesperson identity on attitudes and intentions,” *International Journal of Research in Marketing*, 30(4), 426-428.
5. Bhattacharjee, A., Jonathan Berman, and Americus Reed, II. (2013). “Tip of the hat, wag of the finger: How moral decoupling enables consumers to admire and admonish,” *Journal of Consumer Research*, 39(6), 1167-1184.
6. Reed, Americus II, Mark Forehand, Stefano Puntoni, & Luke Warlop (2012). “Identity-based consumer behavior,” *International Journal of Research in Marketing*, 29(4), 310-321
7. Finnel, Stephanie, Americus Reed II, and Karl Aquino (2011) "Promoting Multiple Policies to the Public: The Difficulties of Promoting War and Promoting Foreign Humanitarian Aid at the Same Time" *Journal of Public Policy and Marketing,* 30(2), 246-263.
8. Lodish, Len and Americus Reed II, (2011) “When is Less More and How Much More? Thoughts on the Psychological and Economic Implications of Online Targeting and Obtrusiveness,” Invited Discussant Paper, *Marketing Science*, 30(3), 405–408.
9. Forehand, Mark R., Andrew Perkins and Americus Reed II (2011), “When are automatic social comparisons not automatic? The effect of cognitive systems on user imagery-based self-concept activation.” *Journal of Consumer Psychology*, 21(1), 88-100.
10. Hardy, Sam, Amit Bhattacharjee, Americus Reed, II and Karl Aquino (2010) “Moral Identity and Psychological Distance: The Case of Adolescent Parental Socialization,” *Journal of Adolescent Research*. 33, 111-123.
11. Aquino, Karl, Dan Freeman, Americus Reed II, Vivien Lim and Will Felps (2009) “Testing a Social-Cognitive Model of Moral Behavior: The Interactive Influence of Situations and Moral Identity Centrality” Forthcoming, *Journal of Personality and Social Psychology,* 97(1), 123-144.
12. Verona, Edelyn, Naomi Sadeh, Steve Case, Americus Reed II and Amit Bhattacharjee (2008) “Self-Reported Use of Different Forms of Aggression in Late Adolescence and Emerging Adulthood” *Assessment*, 15 (4), 493-510.
13. Shang, Jen, Americus Reed, II and Rachel Croson (2008), “Identity Congruency Effects on Donations,” *Journal of Marketing Research*, 45(3), 351-361.
14. Bolton, Lisa E., Americus Reed II, Kevin Volpp and Katrina Armstrong (2008) “How Does Drug And Supplement Marketing Affect A Healthy Lifestyle?” *Journal of Consumer Research* 34(5), 713-726.
15. Aquino, Karl, Americus Reed II, Stefan Thau, and Dan Freeman (2007) “A Grotesque and Dark Beauty: How Moral Identity and Mechanisms of Moral Disengagement Influence Cognitive and Emotional Reactions to War,” *Journal of Experimental Social Psychology* 43, 385-392.
16. Reed II, Americus, Karl Aquino, and Eric Levy (2007) “Moral Identity and Judgments of Charitable Behaviors.” *Journal of Marketing* 71(1), 178-193.
17. Verona, Edelyn, Americus Reed II, John Curtin and Michele Pole (2007) “Gender differences in emotional and overt/covert aggressive responses to stress.” *Aggressive Behavior*, 33(1), 261-271.
18. Eder, Paul, Karl Aquino, Carl Turner and Americus Reed II (2006) “Punishing Those Responsible For the Prison Abuses at Abu Ghraib: The Influence of the Negative Reciprocity Norm (NRN).” *Political Psychology*, 27(6), 807-821. Lead Article.
19. Cohen, Joel B. and Americus Reed II (2006b) “Perspectives on Parsimony: How Long is the Coast of England? A Reply to Park and MacInnis (2006), Schwartz (2006), Petty (2006) and Lynch (2006)” *Journal of Consumer Research*, 33 (1), 28-30.
20. Cohen, Joel B. and Americus Reed II (2006a) “A Multiple Pathway Anchoring and Adjustment (MPAA) Model of Attitude Generation and Recruitment.” *Journal of Consumer Research*, 33(1), 1-15. Lead Article with invited commentaries. \* Winner 2009 JCR Best Article Award.
21. Aquino Karl, Marcus Stewart and Americus Reed II (2005) “How Social Dominance Orientation and Job Status Influence Perceptions of African-American Affirmative Action Beneficiaries.” *Personnel Psychology*, 58, 703-744.
22. Reed II, Americus and Lisa E. Bolton (2005) “The Complexity of Identity” *Sloan Management Review*, spring, Vol. 46, No. 3, 17-22.
23. Bolton, Lisa E and Americus Reed II (2004), "Sticky Priors: The Perseverance of Identity Effects on Judgment" *Journal of Marketing Research*, 41(4), November, 397-410.
24. Reed II, Americus (2004), “Activating the Self-Importance of Consumer Selves: Exploring Identity Salience Effects on Judgments” *Journal of Consumer Research*, 31, (2) 286-295. Honorable Mention for the Ferber Award, Best JCR paper based on a dissertation.
25. Wooten, David B. and Americus Reed II (2004), “Playing it Safe: Susceptibility to Normative Influence and Protective Self-Presentation.” *Journal of Consumer Research*. 31(3) 551-556.
26. Reed II, Americus and Karl Aquino (2003), “Moral identity and the expanding circle of moral regard towards out-groups.” *Journal of Personality and Social Psychology*. *84(6)* 1270-1286.
27. Aquino, Karl and Americus Reed II (2002). “The Self-importance of Moral Identity.” *Journal of Personality and Social Psychology*. *83(6),* 1423-1440*.*
28. Forehand, Mark R., Rohit Deshpande and Americus Reed II (2002). “Identity salience and the influence of differential activation of the social self-schema on advertising response.” *Journal of Applied Psychology*, 87(6) 1086-1099.
29. Reed II, Americus (2002). “Social Identity as a Useful Perspective for Self-concept based Consumer Research.” *Psychology and Marketing*, 19(3), Lead Article, 235-266.
30. Reed II, Americus, David B. Wooten and Lisa E. Bolton (2002). “The temporary construction of consumer attitudes”. *Journal of Consumer Psychology*. 12(4) 375-388.
31. Wooten, David B. and Americus Reed II (2000). “A Conceptual Overview of Self-Presentational Concerns and Response Tendencies in Focus Groups.” *Journal of Consumer Psychology*, 9(3), 141-153.
32. Wooten, David B. and Americus Reed II (1998). “Informational Influence and the Ambiguity of Product Experience: Order Effects on the Weighting of Evidence.” *Journal of Consumer Psychology*, 7(1), 79-99.
33. Aquino, Karl and Americus Reed II (1998). “A Social Dilemma Perspective on Cooperative Behavior in Organizations: The Effects of Scarcity, Communication, and Unequal Access on the Use of a Shared Resource.” *Group and Organization Management*. 23(4), 390-413.

**2a. Books**

1. Reed II, A. and Forehand, M. (2019) *Handbook of Research on Identity Theory in Marketing*. Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

**2b. Other articles**

*Chapters in books and Short Research Reports*

1. Reed, II Americus and Mark R. Forehand (2016), “The Ebb and Flow of Consumer Identities: The Role of Memory, Emotions and Threats,” In *Current Opinion in Psychology*, Volume 10, August, Pages 94–100.

1. Boegershausen, Johannes, Karl Aquino and Americus Reed II (2015). “Moral identity.” In *Current Opinion in Psychology, Volume 6:162–166.*

1. Reed, II Americus and Mark Forehand (2012). Consumer Identity and Purchase Behavior. In J. Alba (Ed.), *Consumer Insights: Findings from Behavioral Research, Marketing Science Institute* (MSI).
2. Angle, Justin W., Mark Forehand and Americus Reed II (2012), “When Does Identity Salience Prime Approach and Avoidance: A Balance Congruity Model,” In A. Ruvio and R. Belk, editors, *Identity and Consumption*.
3. Reed, II Americus, Joel B. Cohen and Amit Bhattacharjee (2009), “When brands are built from within: A social identity pathway to liking and evaluation.” Debbie MacInnis, C. Whan Park and Joe Priester, (Eds.) *New Frontiers in Branding: Attitudes, Attachments and Relationships: Advertising and Consumer Psychology Conference*.
4. Aquino, Karl, Americus Reed, II, Marcus Stewart and Debra Shapiro (2005), “Self-Regulatory Identity Theory and Reactions Toward Fairness Enhancing Organizational Policies.” S. Diener, Ed. *What Motivates Fairness in Organizations? Research in Social Issues in Management* pg. 129-148.
5. Bennett, Rebecca, Karl Aquino, Americus Reed II and Stefan Thau (2005), “The Normative Nature of Employee Deviance and the impact of Moral Identity.” In S. Fox and P. Spector (Eds.) *Counterproductive Work Behavior: Investigations of Actors and Targets.* Washington, DC: APA*.* Pg 107-125.

**3. Academic Cases**

1. Windows Phone Case—Code name Mango — (2013) Wharton Case #91
2. Bentley Systems: Resource Allocation Strategy — (2011) Wharton Case # 62; with Len Lodish.

**4. Articles submitted to refereed journals**

1. Reed II, Americus and Samuel Jones (2018), “Work Identity Theory (WIT): Mechanisms and Measurement,” to be submitted to the *Journal of Personality and Social Psychology* (1st round).
2. Jones, Samuel and Americus Reed, II (2018), “How does work identity form? The building blocks of effort, reflection, appraisal and fusion,” to be submitted to the *Journal of Personality and Social Psychology* (1st round).
3. Reed II, Americus and Samuel Jones (2018), “How Work Identity Relates to Calling,” to be submitted to the *Journal of Personality and Social Psychology* (1st round).
4. Reed II, Americus, Jen Shang, Adrian Sargeant and Kathryn Carpenter (2018) “Friends with Benefits: Effects of Psychological Distance and In-group Favoritism on Charitable Giving,” To be submitted to *Psychological Science* (1st Round).
5. Shang, Jen, Americus Reed, II, Adrian Sargeant and Kathryn Carpenter (2018), “Using Moral Primes to Trigger more Female Giving,” to be submitted to the *Journal of Experimental Psychology: Applied*. (1st round).
6. Rotman, Jeff, Andrew Perkins and Americus Reed, II (2018), “The Case for Virtual Peacocking: Outrage and Identity Signaling on Social Media,” to be submitted to *Journal of Consumer Psychology* (1st round).
7. Morgan, Carter, Keri Kettle and Americus Reed, II (2018), “Stronger-Agency Identities Promote Decision Confidence” invited revision at the *Journal of Consumer Research* (2nd round).
8. Levy, Eric, Sara Kim and Americus Reed, II (2018), “Moral Identity and Brand Anthropomorphism,” submitted to the *Journal of Marketing Research* (1st round).
9. Esther Uduehi and Americus Reed, II (2018), “When People Stop Being Nice and Start Getting Real: Use of Identity Labels for Stigmatized Groups,” to be submitted to *Journal of Marketing* (1st round).

**5. Invited papers**

1. *Invited lectures / presentations at conferences*

Society for Consumer Psychology, New Orleans, February 2008

Association for Consumer Research (Europe), Milan Italy 2007

Association for Consumer Psychology, Santa Monica California, June 2007

Association for Consumer Research, Orlando Florida, October 2006

Association for Consumer Research, Portland Oregon, October 2004

Association for Consumer Research, Toronto Canada, October 2003

Association for Consumer Research, Montreal Canada, October 1998

*b. Other presentations, seminars, and colloquia*

Meme Conference (Rutgers) 2018

University of Manitoba 2015

Rice University 2015

Washington State University 2015

Cornell University, March 2009

University of Washington, Foster School, December 2008

Northwestern University, Kellogg Marketing Colloquia, April 2007

Harvard Business School, Marketing Colloquia, February 2006

University of Chicago, Marketing Colloquia, April 2005

Zicklin Center for Business Ethics, Wharton School, March 2005

Duke University Fuqua Seminar Series, January 2003

Notre Dame Sharing Scholarship Series, July 2002.

**B. Research in Progress**

* Identity driven models of symbolic preference formation and identity salience, strength and reinforcement effects on consumption
* Identity maintenance and the social implications of product claims
* Identity as an information organizing heuristic and retrieval cue in attitude generation and recruitment
* Identity driven self-regulatory controls, negative affect and rumination effects on aggression
* Identity and the moral self, moral cognition and moral behavior
* Identity and self-image effects on medical protocol adherence and reactions to remedy messages

1. **Manuscripts in preparation**
2. “Identity Loyalty and Identity Defense”
3. “Identity Labels” and “The sell-out effect” with Esther Uduehi
4. “Identity-based vs. Object-based Evaluative Pathways: The Minimal Cognitive Overlap Assumption”
5. “Work Identity“ with Sam Jones
6. “Daddy Identity and Reactions to sexist and lewd marketing” with Kristina Durante
7. “Moral Identity and Warm Glow” with Ludovica Cesareo, Patti Williams and Nicole Verrochi.
8. “Moral Peacocking” with Jeff Rotman and Andrew Perkins
9. “Development of the Self Expression and Need for Self/Other Reinforcement (SENSOR) scale” with Nicole Verrochi
10. “Development of the Health Identity Scale (HIS)” with Suneal Bedi
11. “Brand Crisis Mitigation” with Suneal Bedi
12. “Brand Rejection” with Fang Wan and Wendy Yan
13. “Moral decoupling, political motivation, Gender bias and process implications” with Amit Bhattacharjee, Jon Berman and Will Le

**C. Editorial Activities / Reviewing**

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| **1. Editorial Review Boards**  *Journal of Consumer Research 2002 –2005; 2009–2015*  *Journal of Consumer Psychology 2000–2002; 2009—Present*  *Journal of Marketing 2005–2006 2018--Present*  *International Journal of Nonprofit and Voluntary Sector Marketing 2008 – Present*  **2. Ad hoc Reviewing**  *Journal of Marketing Research, Marketing Science*  *Journal of Public Policy and Marketing*  *Journal of Consumer Psychology,*  *Marketing Letters,*  *Journal of Advertising*  *Journal of Retailing* |  | **…Ad hoc Reviewing continued**  *Journal of Personality and Social Psychology*  *Psychological Science*  *Personality and Social Psychology Bulletin,*  *Health Psychology*  *Developmental Psychology*  *British Journal of Social Psychology*  *American Psychologist* | | |
| **IV. PROFESSIONAL ACTIVITIES**  **A. University-Related Activities**   * Wharton Promotion and Tenure Committee * Faculty Liaison Wharton MBA Marketing Club * MBA Marketing Concentration Co-Advisor * Dean’s Advisory Council * Undergraduate Marketing Concentration Advisor * AMA Interview and Recruiting Committee * Departmental Doctoral Program Committee * Lab, Computing & Web Site Committee |  | | **B. Professional Affiliations and Memberships**   * American Marketing Association * Association for Consumer Research * Society for Consumer Psychology * Association for Psychological Science * American Psychological Association * Academy of Management |

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| **V. GRANTS, HONORS, AND AWARDS**     * PhD Project MDSA Service, Leadership and Commitment Award * Wharton Excellence in Teaching Innovation (2011) * JCR Best Paper Award (2009) * Sheth AMA Doctoral Consortium Invited Faculty (2017, 2015, 2014, 2013, 2012, 2010, 2009, 2007, 2004) Student Representative (2000) * ACR Doctoral Symposium Faculty Fellow (2009) * Excellence in Undergraduate Teaching Award (2009) * Finalist: (2008) Helen Kardon Moss Anvil Award Excellence in MBA Teaching (2008) |  | * TCR: Inspiring Scholarship for Collective and Personal Well-Being: Best Paper Award 2007 * Joint Wharton / SMU Research Grant (2007-2010) * Fels Institute Grant for Ideas in Action Course * Ferber Award (Honorable Mention) best paper published in JCR based on dissertation 2005 * JCR Outstanding Reviewer Award (2003-2004) * MSI Young Scholar (2004) * Templeton Foundation Positive Psychology Young Scholars Award 2002 |