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APPOINTMENT

Leeds School of Business, University of Colorado Boulder

2016-present Associate professor, Marketing
2008-2016 Assistant professor, Marketing

EDUCATION

Ph.D. Yale University, Psychology, 2008
M. Phil. Yale University, Psychology, 2007

A.B. Harvard University, Psychology, 2002

HONORS AND AWARDS

- MBA Teaching Excellence Award - Elective, *Leeds School of Business, University of Colorado Boulder*
- Research Grant, *Marketing Science Institute*
- Impact Award, *Office of Diversity Affairs/Multicultural Business Students Association, Leeds School of Business, University of Colorado Boulder*
- Team Grant, *Undergraduate Research Opportunities Program, University of Colorado Boulder*
- Sterling-Rice Group Marketing Research Award, *University of Colorado Boulder*
- Seminar Grant, *Undergraduate Research Opportunities Program, University of Colorado Boulder*
- Whitebox Advisors Doctoral Fellow, *International Center for Finance, Yale University SOM*
- Graduate Research Fellowship, *National Science Foundation*

PEER REVIEWED PUBLICATIONS

1. Mead, Nicole L., and Lawrence E. Williams (2022). "The Pursuit of Meaning and the Preference for Less Expensive Options," *Journal of Consumer Research*.
2. Pomerance, Justin, Nicholas E. Light, and Lawrence E. Williams (2022), "In These Uncertain Times: Fake News Amplifies the Desires to Save and Spend in Response to COVID-19," *Journal of the Association of Consumer Research*, 7, 45-53.

3. Williams, Lawrence E., and T. Andrew Poehlman (2017), "Conceptualizing Consciousness in Consumer Research," *Journal of Consumer Research*, 44, 231-251.
4. Raison, Charles L., Matthew W. Hale, Lawrence E. Williams, Tor D. Wager, and Christopher A. Lowry (2015), "Somatic Influences on Subjective Well-Being and Affective Disorders: The Convergence of Thermosensory and Central Serotonergic Systems," *Frontiers in Psychology: Cognition*, 5, 1580-1601.
5. McGraw, A. Peter, Lawrence E. Williams, and Caleb Warren (2014), "The Rise and Fall of Humor: Psychological Distance Modulates Humorous Responses to Tragedy," *Social Psychological and Personality Science*, 5, 566-572.
6. Williams, Lawrence E., Randy Stein, and Laura Galguera (2014), "The Distinct Affective Consequences of Psychological Distance and Construal Level," *Journal of Consumer Research*, 40, 1123-1138.
7. McGraw, A. Peter, Caleb Warren, Lawrence E. Williams, and Bridget Leonard (2012), "Too Close for Comfort or Too Far to Care: Finding Humor in Distant Tragedies and Close Mishaps," *Psychological Science*, 23, 1215-1223.
8. Kang, Yoona, Lawrence E. Williams, John A. Bargh, Margaret Clark, and Jeremy R. Gray (2011), "Physical Temperature Effects on Trust Behavior: The Role of Insula," *Social Cognitive and Affective Neuroscience*, 6, 507-515.
9. Morsella, Ezequiel, Giles H. Feinberg, Sepeedeh Cigarchi, James W. Newton, and Lawrence E. Williams (2011), "Sources of Avoidance Motivation: Valence Effects from Physical Effort and Mental Rotation," *Motivation and Emotion*, 35, 296-305.
10. Williams, Lawrence E., John A. Bargh, Christopher C. Nocera and Jeremy R. Gray (2009), "On the Unconscious Regulation of Emotion: Nonconscious Reappraisal Goals Modulate Emotional Reactivity," *Emotion*, 9, 847-854.
11. Williams, Lawrence E., Julie Y. Huang and John A. Bargh (2009), "The Scaffolded Mind: Higher Mental Processes are Grounded in Early Experience with the Physical World," *European Journal of Social Psychology*, 39, 1257-1267.
12. Williams, Lawrence E. and John A. Bargh (2008), "Experiencing Physical Warmth Promotes Interpersonal Warmth," *Science*, 322, 606-607.
13. Williams, Lawrence E. and John A. Bargh (2008), "Keeping One's Distance: The Influence of Spatial Distance Cues on Affect and Evaluation," *Psychological Science*, 19, 302-308.
14. Litz, Brett T., Lawrence Williams, Julie Wang, Richard Bryant, and Charles C. Engel, Jr. (2004), "A Therapist-Assisted, Internet Self-Help Program for Traumatic Stress," *Professional Psychology: Research and Practice*, 35, 628-634.

OTHER PUBLICATIONS

15. Ackerman, Joshua M., Wilson N. Merrell and Lawrence E. Williams (forthcoming), "Consumer Psychology," in *Oxford Handbook of Social Cognition*, ed. Donal Carlston and Kerri Johnson.
16. Mead, Nicole L., and Lawrence E. Williams (2022). "Can't Buy Me Meaning? Lay Theories Impede People from Deriving Meaning and Well-Being from Consumption," *Current Opinion in Psychology*, 46, 101332.
17. Poehlman, T. Andrew, and Lawrence E. Williams (2017), "The Case for Considering Consciousness Second (Response to invited commentary)," *Journal of Consumer Research*, 44, 276-282.
18. Williams, Lawrence E. (2015), "The Building Blocks of Design: Conceptual Scaffolding as an Organizing Framework for Design," in *The Psychology of Design: Creating Consumer Desire*, ed. Rajeev Batra, Colleen Seifert, and Diann Brei, New York, Routledge, 26-39.
19. Williams, Lawrence E. (2014), "Improving Psychological Science Requires Theory, Data, and Caution: Reflections on Lynott et al. (2014)," *Social Psychology*, 45, 321-323.
20. McGraw, A. Peter, Lawrence E. Williams, and Caleb Warren (2014), "Psychological Distance," in *Encyclopedia of Humor Studies*, ed. Salvatore Attardo, Los Angeles, CA: Sage, 602-604.
21. Williams, Lawrence, and Joshua Ackerman (2011), "Please Touch the Merchandise," *Harvard Business Review (HBR.org)*, <https://hbr.org/2011/12/please-touch-the-merchandise/>.
22. Bargh, John A., Lawrence E. Williams, Julie Y. Huang, Hyunjin Song, and Joshua A. Ackerman (2010), "From the Physical to the Psychological: Mundane Physical Experiences Influence Social Judgment and Interpersonal Behavior," *Behavioral and Brain Sciences*, 33, 267-268.
23. Huang, Julie Y., Lawrence E. Williams and John A. Bargh (2009), "Conceptual Scaffolding: Further Thoughts on the Relation between the Physical and Social Worlds," *European Journal of Social Psychology*, 39, 1276-1277.
24. Bargh, John A. and Lawrence E. Williams (2007), "The Nonconscious Regulation of Emotion," in *Handbook of Emotion Regulation*, ed. James J. Gross, New York: Guilford, 429-445.

IN PROGRESS

1. "Theory Hacking: A Threat to Scientific Integrity," (with A.P. McGraw). Manuscript in preparation.

2. “Meaningful Consumption Demands Larger Time Investments,” (with E.P. Carter and N. Light). Manuscript in preparation.
3. “The Black Experience in the American Marketplace: Lessons for Marketing Science and Practice,” (with T.A. Poehlman). Manuscript in preparation.
4. “Give Goods for the Greater Good? Schematic Fit Drives Consumers’ Preference for Costly Donations,” (with S.M. Jones). Manuscript being revised.
5. “All About Me: Why Consumer Curation Reduces the Persuasive Impact of Social Cues,” (with H.L. Min). Manuscript being revised.
6. “Hype Narrowly Benefits but Broadly Hurts Consumer Well-Being,” (with E.P. Carter and A.P. McGraw). Manuscript being revised.

CHAired SYMPOSIA

1. “Splash Out or Cheap Out? Motivational Influences on Consumers’ Management of Tradeoffs” (co-chaired with N.L. Mead). Session conducted at the 50th annual meeting of the *Association for Consumer Research* (2020).
2. “Beyond p-Hacking: Combatting Academic Misconduct at the Theoretical Level” (co-chaired with A.P. McGraw). Roundtable session conducted at the 48th annual meeting of the *Association for Consumer Research*, Dallas, TX (2018).
3. “Conceptualizing Consciousness in Consumer Research: A Holistic Look at Consumers’ Mental Lives.” Roundtable session conducted at the 46th annual meeting of the *Association for Consumer Research*, Berlin, Germany (2016).
4. “The Depths of Pleasure, the Throes of Despair: Exploring the Multifaceted Nature of Hedonic Emotional Experiences.” Session conducted at the 44th annual meeting of the *Association for Consumer Research*, Baltimore, MD (2014).
5. “Beyond Construal: Examining Broad Implications of Psychological Distance and Consumer Judgment” (co-chaired with A.P. McGraw). Session conducted at the 14th annual meeting of the *Society for Consumer Psychology*, Atlanta, GA (2011).
6. “The ‘Nature’ of Life: How the Physical World Colors Impressions, Informs Decisions, and Shapes Who We Are” (co-chaired with J.A. Ackerman). Session conducted at the 40th annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
7. “Unlocking the Unconscious: Implications for Executive Functioning, Reasoning, and Self-Regulation” (co-chaired with E.J. Masicampo). Symposium conducted at the 9th annual meeting of the *Society for Personality and Social Psychology*, Albuquerque, NM (2008).

PRESENTATIONS

1. “Why the Predictive Value of Conscious Thought Is Exaggerated,” Invited talk for Unreasonable Conference, Young and Laramore (2022).
2. “The Pursuit of Meaning and the Preference for Less Expensive Options”
Behavioral Marketing Seminar Series, Stanford GSB, Stanford University (2021).
Marketing Seminar Series, Owen GSM, Vanderbilt University (2021).
Marketing Seminar Series, Wharton School, University of Pennsylvania (2022).
3. “The Nature of Meaningful Consumption.” Invited talk for the Marketing Department Seminar, Schulich School of Business, York University (2021).
4. “The Pursuit of Meaning Demands High Time Investments.” Presentation for Marketing Department Ph.D. Student Workshop, Lundquist College of Business, University of Oregon (2020).
5. “Meaning and Money Don’t Mix: The Link between Meaningful Consumption and Frugality” (w. N. Mead). Paper presented at the annual meeting of the *INFORMS Marketing Science Conference*, Rome, Italy (2019).
6. “The Nature of Meaningful Consumption.”
Marketing Seminar Series, Stern School of Business, New York University (2018).
ERIM Research Seminar in Marketing, RSM, Erasmus University (2018).
Doctoral Student Research Seminar in Marketing, INSEAD (2018).
Marketing Camp, Lindner College of Business, University of Cincinnati (2019).
7. “The Distinct Affective Consequences of Psychological Distance.” Invited talk for the Developmental Cognitive Neuroscience NRG Seminar, Department of Psychology, University of Denver (2018).
8. “Who Cares What It Costs, as Long as It Fits! Why Consumers Prefer Material to Cash Donations,” (w. S.M. Jones).” Paper presented at the Marketing Brown Bag Working Paper Series, RSM, Erasmus University (2018).
9. “Consider Consciousness Second,” Paper presented in *The Role of Consciousness in Consumer Behavior Symposium*, RSM, Erasmus University (2018).
10. “Who Cares What It Costs, as Long as It Fits! Why Consumers Prefer Material to Cash Donations,” (w. S.M. Jones). Paper presented at the 21st annual meeting of the *Society for Consumer Psychology*, Dallas, TX (2018).
11. “Emotions as Self-Regulatory Resources: Current Perspectives and Future Directions.” Paper presented at the *JACR Goals and Motivation Invitational Conference*, Miami, FL (2017).

12. "Conceptualizing Consciousness in Consumer Research: Past Trends and Future Directions." Paper presented at the annual meeting of the *Society for Marketing Advances*, Louisville, KY (2017).
13. "The Nature of Meaningful Consumption," (w. E.P. Carter). Paper presented at the 47th annual meeting of the *Association for Consumer Research*, San Diego, CA (2017).
14. "Prolonging the Search for Meaning: Distinguishing Hedonic and Eudaimonic Consumption," Invited Talk for the Marketing Department Seminar, Smith School of Business, University of Maryland (2015).
15. "Donor Behavior and Earmarked Donations," (w A. Pedraza-Martinez). Presentation at the *National Science Foundation Workshop on Disaster Response Logistics*, Washington DC (2014).
16. "The Distinct Affective Consequences of Psychological Distance," Invited talk for the Marketing Department Seminar, College of Business and Behavioral Science, Clemson University (2014).
17. "The Building Blocks of Design: Conceptual Scaffolding as an Organizing Framework for Design." Paper presented at the *Psychology of Design* Conference, Ross School of Business, University of Michigan (2014).
18. "The Psychophysics of Humor: Psychological Distance Modulates Humorous Responses to Tragedy," (w. A.P. McGraw and C. Warren). Paper presented at the 43rd annual meeting of the *Association for Consumer Research*, Chicago, IL (2013).
19. "Beyond Construal: Specifying the Distinct Emotional Consequences of Psychological Distance and Abstract Thought," Invited talk for the Marketing Department Seminar, Sloan School of Management, MIT (2012).
20. "Beyond Construal: Disentangling the Cognitive and Emotional Consequences of Distance," (w. R. Stein and L. Galguera). Paper presented at the 13th annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA (2012).
7. "Diamonds Cut Diamonds: The Unique Benefits of Conscious and Nonconscious Emotion Regulation," (with D. Fernandes and C. Kan). Paper presented at the 13th annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA (2012).
21. "The Scaffolded Mind: How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Booth School of Business, University of Chicago (2011).
22. "When Distance Does Not Equal Construal: Dissociable Effects of Distance and Construal on Charity," (w. R. Stein and L. Galguera). Paper presented at the 14th annual meeting of the *Society for Consumer Psychology*, Atlanta, GA (2011).

23. "Physical Temperature Effects on Trust: The Role of Insula," (with Y. Kang, M. Clark, J.R. Gray, and J.A. Bargh). Paper presented at the 16th annual meeting of the *European Association of Social Psychology*, Stockholm, Sweden (2011).
24. "The Scaffolded Mind: How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Graduate School of Business, Stanford University (2010).
25. "Physical Distance Effects on Judgment and Decision-Making." Invited talk for the Center of Behavioral Decision Sciences Seminar, Carnegie Mellon University (2010).
26. "The Scaffolded Mind: How Physical Shape Judgment and Decision-Making." (with J.A. Ackerman). Paper presented at the 40th annual meeting of the *Association for Consumer Research*, Embodiment Preconference, Jacksonville, FL (2010).
27. "I Am Where I Am: Physical Distance Fractures the Self," (with A.Sedlovskaya, V.P. Vaughns and J.A. Bargh). Paper presented at the 40th annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
28. "Distance Makes the Will Grow Weaker: When Distance Hinders Self-Control," (with A.T. Tran and J.A. Bargh). Paper presented at the 40th annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
29. "How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Ross School of Business, University of Michigan (2010).
30. "From Warming Hearts to Boiling Rage: Nonconsciously Navigating Everyday Life." Invited talk for Café Scientifique, Denver, CO (2010).
31. "The Benefits of Nonconscious Emotion Regulation," (w. J. Bargh, C. Nocera, and J. Gray). Paper presented at the 21st annual meeting of the *Association for Psychological Science*, San Francisco, CA (2009).
32. "Closeness is for Caring: Physical Closeness Cues Strengthen Helping Attitudes," (w. R. Stein and L. Garcia). Paper presented at the 21st annual meeting of the *Association for Psychological Science*, San Francisco, CA (2009).
33. "How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Department of Psychology Colloquium Series, San Francisco State University (2009).
34. "Experiencing Physical Warmth Promotes Interpersonal Warmth," (w. J. Bargh). Paper presented at the 38th annual meeting of the *Association for Consumer Research*, San Francisco, CA (2008).

35. "The Benefits of Nonconscious Self-Regulation," (w. J. Bargh, C. Nocera, and J. Gray). Paper presented at the 9th annual meeting of the *Society for Personality and Social Psychology*, Albuquerque, NM (2008).
36. "Metaphor priming effects on judgments and decisions." Invited talk for the Marketing Area Seminar, Johnson School, Cornell University (2008).
37. "Mating and metaphors: Evolutionary psychology meets priming effects," (with. J. Bargh and J. Huang). Paper presented at the annual meeting of the *Society for Experimental Social Psychology*, Chicago, IL (2007).
38. "Metaphor priming effects on judgment"
Anderson School of Management, UCLA (2007)
Leeds School of Business, University of Colorado Boulder (2007)
Wharton School, University of Pennsylvania (2007)
39. "Metaphor priming: How basic perceptual experiences nonconsciously shape decisions and evaluations." Invited talk for the Marketing Unit Seminar, Harvard Business School (2007).
40. "Moderators of the enjoyment of aversive media: Power, empathy, and self-construal," (w. S. Hennessey, E. Gregorio, L. Ihrig, and J.A. Bargh). Poster presented at the 8th annual meeting of the *Society for Personality and Social Psychology*, Memphis, TN (2007).
41. "Hidden ability: Nonconscious mastery goals attenuate resource-depletion effects," (w. J.A. Bargh). Paper presented at the *Four-College Social Psychology Student Conference*, New York University (2006).

TEACHING EXPERIENCE

Instructor

Business Analytics (Executive MBA)
Market Intelligence (MBA and Evening MBA Elective)
Psychological Approaches to Consumer Research (Ph.D. Seminar)
Advertising and Promotion Management
Buyer Behavior
Topics in Consumer Decision Making (Seminar; Yale University)

Teaching Fellow

Emotional Intelligence, Yale University, Spring 2007
Statistics, Yale University, Fall 2006
Social Psychology, Yale University, Spring 2006

Dissertation Committee Service

Chris Mellinger (Psychology), 2020
Lauren Min (Marketing, Chair), 2018

Erin Percival Carter (Marketing, Co-Chair), 2017
Katie Wolsiefer (Psychology), 2017
Julie Schiro (Marketing), 2016
Sarah Banchesfsky (Psychology), 2015
Daniel Gustavson (Psychology), 2015
Mark Travers (Psychology), 2015
Bridget Leonard (Marketing), 2013
Jason Gwinn (Psychology), 2013
Keith Senholzi (Psychology), 2013
Ji Hoon Jhang (Marketing), 2012
Adam Hahn (Psychology), 2012
Kelly Herd (Marketing), 2011
Ethan Pew (Marketing), 2010
Jeni Kubota (Psychology), 2010

Undergraduate Honors Thesis Advisor

Samantha Hennessey (Psychology), Yale University, 2008

SERVICE

Associate Editor

Journal of Consumer Research (2021-)

Editorial Review Boards

Journal of Consumer Research (2015-2017, 2017-present)

Journal of Marketing Research (2014-2016, 2016-2021)

Ad hoc Review

Cognition and Emotion

Emotion

European Journal of Marketing

European Journal of Social Psychology

Journal of Consumer Research

Journal of Consumer Psychology

Journal of Experimental Psychology: General

Journal of Experimental Social Psychology

Journal of Marketing

Journal of Marketing Research

Journal of Personality and Social Psychology

Perspectives in Psychological Science

Psychological Bulletin

Psychological Science

Social Psychological and Personality Science

Departmental Service

Marketing Division Ph.D. Program Director, 2018-2021

Marketing Division Executive Committee, 2011-2015, 2018-present
Marketing Division Ph.D. Committee, 2014-present
Subject Pool Faculty Coordinator, 2008-2009, 2012-2015, 2017

School Service

Chair, Professional Effectiveness Division, 2020-2022
Early Career Faculty Program, Faculty Director, Leeds School of Business, 2019-2020
Selection Committee, Frasca Teaching Award, Leeds School of Business, 2012
Executive Committee, Leeds School of Business, 2012-2013, 2015-2017, 2019-present
Diversity Committee, Leeds School of Business, 2013-2018

University Service

Leeds Dean Search Advisory Committee, 2022-2023
Advisory Board, Undergraduate Research Opportunities Program, 2010-2016

Service to the Field

Doctoral Consortium Co-Chair, *Society for Consumer Psychology*, 2022
Doctoral Symposium Co-Chair, *Association for Consumer Research*, 2022