

## **Marcus V. M. da Cunha Jr.**

Last Updated (January 2025)

Terry College of Business  
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### **EDUCATION**

Ph.D., University of Florida, Warrington College of Business,  
*Marketing*, August 2003

M.Sc., Universidade Federal do Rio Grande do Sul, Brazil  
*Marketing*, May 1998

BSBA., Universidade Federal do Rio Grande do Sul, Brazil  
*Business Administration* (Major: Marketing, Minor: Finance), December 1995

### **EMPLOYMENT**

**2017 to present – Professor of Marketing**  
University of Georgia, Terry College of Business

**2011 to 2017 – Associate Professor of Marketing**  
University of Georgia, Terry College of Business

**2010 to 2011 – Michael G Foster Fellow Associate Professor of Marketing**  
University of Washington, Foster School of Business, Seattle

**2009 to 2011 – Associate Professor of Marketing** (with tenure)  
University of Washington, Foster School of Business, Seattle

**2003 to 2009 - Assistant Professor**  
University of Washington, Foster School of Business, Seattle

**1999 to 2003 - Research Assistant**  
University of Florida, Gainesville, FL

**1995 to 1999 - Partner at Freitas e Cunha Consultores, Porto Alegre, RS, Brazil**

Company provided consulting services in marketing research and marketing intelligence to major national (e.g., Petrobras - state owned oil company, Globo TV – Largest South American Broadcast Company) and international (e.g., Arthur Andersen, MTV) companies in Brazil.

**1993 to 1995 - Undergraduate Research Assistant**

Universidade Federal do Rio Grande do Sul (Brazil)

**RESEARCH INTERESTS**

Consumer information processing; Learning, Memory and Perception; Information Integration; Context effects; Pricing, Branding, and Advertising.

**HONORS AND AWARDS**

- Terry Outstanding Faculty Award: Teaching Excellence Award (2019)
- Hugh O. Nourse Outstanding MBA Teacher award (MBA electives, 2016).
- Recognized for Outstanding Teaching by the Office of Academic Affairs and Provost (University of Georgia, 2012 and 2013)
- Recognized by UGA’s career center for greatly contributing to the development of UGA students (2015-2021)
- AMA Doctoral Consortium Faculty Fellow (2012)
- Recognized for superior teaching by the Dean’s office (University of Washington, 2010)
- Awarded the Michael G. Foster Endowed Professorship
- AMA Doctoral Consortium Fellow (2012)
- Grinter Fellow, University of Florida, 1999 – 2003
- Graduated with Great Distinction - Master Degree
- Best paper award in the ANPAD conference (Brazil, 2000)
- Runner up in the PROVAR national competition on academic papers about retailing (Brazil, 1998 & 1999)
- CNPq (Brazil’s research funding agency) Master of Science fellowship (1996-1998)
- CNPq (Brazil’s research funding agency) Undergraduate research fellowship (1993-1995)

**RESEARCH**

**Papers forthcoming/published in refereed journals**

\*\* Denotes equal authorship when order is not alphabetical

Shulman, Jeffrey D., Marcus Cunha Jr., and Julian Saint-Clair (Forthcoming) “Consumer Uncertainty and Purchase Decision Reversals: Theory and Evidence, (peer-reviewed rejoinder)” *Marketing Science*, XX (X), XX-XX. Accepted on 08/19/2024

- Saint Clair, Julian and Marcus Cunha Jr (2024) “The Instrumentality Mindset: When Learning Negative Brand Associations Leads to Positive Evaluations of Effectiveness,” *Journal of Consumer Research*, 51(3), 497–519. Accepted on 12/14/2023
- Caldieraro, Fabio and Marcus Cunha Jr. (2022), “Consumer’s Response to Weak Unique Selling Propositions: Implications for Optimal Product Recommendation Strategy,” *International Journal of Research in Marketing*, 39(3). Accepted on 11/9/2021
- He, Yang and Marcus Cunha Jr. (2020), “Love Leads to Action: Short-Term Mating Mindset Mitigates the Status-Quo Bias by Enhancing Promotion Focus,” *Journal of Consumer Psychology*, 30(4), 573-784. Accepted on 5/19/2020.
- Min, Dong-Jun and Marcus Cunha Jr (2019), “The Influence of Horizontal and Vertical Product Attribute Information on Decision Making under Risk: The Role of Perceived Competence,” *Journal of Business Research*, 97 (April), 174-183. Accepted on 12/31/2018.
- \*\*Caldieraro, Fabio, Jonathan Zhang, Marcus Cunha Jr and Jeffrey D Shulman (2018), “Strategic Information Transmission In Peer-To-Peer Lending Markets?” *Journal of Marketing*, 82(2), 42-63. Accepted on 11/7/2017
- Cunha, Marcus, Jr., Mark Forehand and Justin Angle (2015) “Riding Coattails: When Co-branding Helps versus Hurts Less-known Brands,” *Journal of Consumer Research*, 41 (February), 1284-1300. Accepted on 8/18/2014
- \*\* Shulman, Jeffrey D., Marcus Cunha Jr and Julian Saint-Clair. (2015). Consumer Uncertainty and Purchase Decision Reversals: Theory and Evidence,” *Marketing Science*, 34(4), 590-605. Accepted on 10/26/2014
- \*\*Caldieraro, Fabio, Ling-Jing Kao and Marcus Cunha Jr (2015), “Harmful Upward Line Extensions: Can the Launch of Premium Products Result in Competitive Disadvantages?” *Journal of Marketing*, 79(6), 50-70. Accepted on 8/3/2015
- Cunha, Marcus, Jr. and Jeffery D. Shulman (2011), “Assimilation and Contrast in Price Evaluations”, *Journal of Consumer Research*, 37 (February), 822-835.
- Boyd, D. Eric, Rajesh Chandy, and Marcus Cunha Jr. (2010), “When Do Chief Marketing Officers Impact Firm Value? A Customer Power Explanation,” *Journal of Marketing Research*, 47 (December), 1162-1176.
- Cunha, Marcus, Jr. and Fabio Caldieraro (2010), “On the Observability of Purely Behavioral Sunk-Cost Effects: Theoretical and Empirical Support for the BISC model”, *Cognitive Science*, 34 (8), 1384-1387.
- Cunha, Marcus, Jr. and Juliano Laran (2009), “Asymmetries in the Sequential Learning of Brand Associations: Implications for the Early Entrant Advantage,” *Journal of Consumer Research*, 35 (February), 788-799.

Cunha, Marcus, Jr. and Fabio Caldieraro (2009), "Sunk-Cost Effects on Purely Behavioral Investments," *Cognitive Science*, 33 (1), 105-113.

\*\*Laran, Juliano, Chris Janiszewski and Marcus Cunha Jr. (2008), "Context-Dependent Effects of Priming," *Journal of Consumer Research*, 35 (December), 653-667.

Cunha, Marcus, Jr., Chris Janiszewski, and Juliano Laran (2008), "Protection of Prior Learning in Complex Consumer Learning Environments," *Journal of Consumer Research*, 34 (April), 850-64.

Cooke, Alan D. J., Chris Janiszewski, Marcus Cunha, Jr., Suzanne A. Nasco, and Els De Wilde (2004), "Stimulus Context and the Formation of Consumer Ideals," *Journal of Consumer Research*, 31 (June), 112-24.

Janiszewski Chris and Marcus Cunha Jr. (2004), "The Influence of Price Discount Framing on the Evaluation of a Product Bundle," *Journal of Consumer Research*, 30 (March), 534-546.

van Osselaer, Stijn M., Chris Janiszewski, and Marcus Cunha, Jr. (2004), "Stimulus Generalization in Two Associative Learning Processes," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30 (3), 626-38.

### **Papers under Review/Revision**

Nakos, Krissa, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack, "Inferences from Intensity: Color Saturation Signals Product Potency," *invited for 2<sup>nd</sup> round review at the Journal of Marketing*

### **Working Papers and Research in Progress**

- "Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise" with Krissa Nakos, Sokiente W. Dagogo-Jack. Data collection completed. Manuscript in preparation for submission to the *Journal of Consumer Psychology*.
- "Additive vs. Subtractive Change and Product Improvement Perceptions" with Krissa Nakos, Sokiente W. Dagogo-Jack. Data collection in progress, targeting the *Journal of Marketing Research*.
- "Abstract vs. Concrete Scent Names: The Conflicting Roles of Certainty and Uniqueness Motives" with Krissa Nakos and Sokiente W. Dagogo-Jack. Data collection in progress, targeting the *Journal of Consumer Research*.
- "The Effect of Perceived Redundancy of Promotional Sequences on Consumer Preference" with Dong-Jun Min. being prepared for submission to the *International Journal of Research in Marketing*.
- "When Comparing Explanatory Scopes Biases Consumers' Preference between Competing Hypotheses," in final preparation for submission to the *Journal of Marketing Research*.

- “The Moderating Effect of Memory Processing on the Advertising Spacing Effect”, with Dong-Jun Min (WP).
- “Context Interdependence in Contingency Learning,” with Juliano Laran and Chris Janiszewski (WP)
- “Asymmetric Food Associations and their Influence on Food Choices,” with Juliano Laran (WP).

### **Invited Presentations**

Kellogg School of Management (NWU), University of Western Ontario, University of Arizona, Emory University, Rice University, University of South Florida, University of Georgia, University of Miami, Georgia Institute of Technology, Vanderbilt University, University of Washington, UFRGS (Brazil), PUCRS (Brazil)

### **Conference Proceedings/Presentations**

- “Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise,” *Association for Consumer Research*, September (2024), Paris, France.
- “The Vividness of Strength: Color Saturation Influences Product Potency Perceptions,” *Society for Consumer Psychology*, March (2024), Nashville, TN.
- “Effects of Color Saturation on Perceived Product Performance,” *Association for Consumer Research*, October (2023), Seattle, WA.
- “When Negative Observations Broaden Generalization of Product Attributes to Novel Products,” *Association for Consumer Research*, October (2018), Dallas, TX.
- “When Negative Observations Broaden Generalization of Product Attributes to Novel Products,” *Association for Consumer Research*, October (2018), Dallas, TX.
- “When Negative Observations Broaden Generalization of Product Attributes to Novel Products,” *Association for Consumer Research*, October (2018), Dallas, TX.
- “Mistrial by Combat: When Inferences Spill Over to Uncorrelated Product Hypotheses,” *Association for Consumer Research*, October (2017), San Diego, CA.
- “The Action Hero: Mating Motive Mitigates Omission Bias,” *Society for Consumer Psychology*, February (2016), St. Petersburg, FL.
- “Consumers’ Choice Formulation Under Risk: A Competence-Based Perspective,” *Association for Consumer Research*, October (2013), Chicago, IL.
- “Riding Coattails: When Co-branding Helps versus Hurts Less-known Brands”, *Association for Consumer Research*, October (2013), Chicago, IL.
- “When Partnering with a Well-Known Brand Hurts You: An Associative Learning Perspective”, *American Psychological Association Chapter 23*, August (2012), Orlando, FL.

- “The Moderating Effect of Construal Level on Price Judgments” with Jeff Shulman and Julian Saint-Clair, *Society for Consumer Psychology*, February (2012), Las Vegas, NV.
- “The Moderating Effect of Construal Level on Price Judgments” with Jeff Shulman and Julian Saint-Clair, *Association for Consumer Research*, October (2011), Saint Louis, MO.
- “Asymmetric Food Associations and their Influence on Food Choices” with Juliano Laran, *Association for Consumer Research*, October (2010), Jacksonville, FL.
- “Can We Help Consumers Make Healthier Food Choices? The Role of Product Associations” with Juliano Laran, *Society for Consumer Psychology*, February (2010), St. Petersburg, FL.
- “Assimilation and Contrast in Price Evaluations: The Role of Category Representation,” with Jeff Shulman, *Society for Consumer Psychology*, February (2009), San Diego, CA.
- “Protection of Prior Learning in Complex Consumer Learning Environments,” *Association for Consumer Research*, October (2007), Memphis, TN.
- “Prior Relevance and Irrelevance in Multiple Outcome Learning” with Juliano Laran and Chris Janiszewski, *Society for Consumer Psychology*, February (2007), Las Vegas, NV.
- “Making the Case for Restrictive Product Return Policies: an Information Processing Perspective,” with D. Eric Boyd, *Society for Consumer Psychology*, February (2007), Las Vegas, NV.
- “Cue competition, Attention Shifting, and the Highlighting Effect,” with Juliano Laran, *Association for Consumer Research*, September 2006, Orlando, FL.
- “Consumers’ Extraction of Hidden Information from Product Recommendations,” with Fabio Caldieraro, *Marketing Science* conference, June (2006), Pittsburgh, PA.
- “Memory Representation in Two Associative Learning Processes”, with Stijn van Ossaelar and Chris Janiszewski. *Society for Consumer Psychology*, February (2003), New Orleans, LA.
- “Cue Interaction and Configurality in Two Associative Learning Processes”, with Stijn van Ossaelar and Chris Janiszewski. *Association for Consumer Research*, October (2001), Austin, TX.
- “Marketing Strategy and Organizational Performance in Highly Turbulent Economies,” with Fernando Luce and Luiz Lund. *American Marketing Association*, February 2006, San Antonio, TX.

## TEACHING

### University of Georgia

2015	Lowe’s Corporation and F&W Forestry (Executive Teaching)
2015 – 2018	Advanced School of Marketing Research
2011 – 201	MARK4600
2020 – present	MARK7400 (MMR)

2011 – present      MARK7720 (MBA)  
2018 – Present      MARK7220 (MMR)

**University of Washington, Seattle, WA**

2003-2005    Marketing Concepts (MKTG 301)  
2006-2011    Advertising (MKTG 340)  
2005-2011    Advertising and Promotion Management (MKTG 540)    MBA

**University of Florida, Gainesville, Florida**

Course: Marketing Management - undergraduate course  
Course: Programming Experiments using Authorware and Perl for PhD students

**Pontificia Universidade Catolica do Rio Grande do Sul (Brazil)**

Course: Business Strategy - undergraduate level course (1997-1999)  
Course: Marketing Management - undergraduate level course (1997-1999)

**Universidade Federal do Rio Grande do Sul (Brazil)**

Course: Retail Marketing Management – undergraduate level course (1997)  
Course: Quantitative Business Analysis module – Full Time MBA (1999)

**Universidade do Oeste de Santa Catarina (Brazil)**

Course: Marketing Information Systems module – Executive MBA (1997)

**SERVICE**

**Professional:**

- Editorial Review Board:
  - Journal of Marketing Research      (2021-present)
  - Journal of Consumer Psychology      (2010-present)
  - Journal of Business Research      (2016-present)
  - Journal of Consumer Research      (2011-2021)
  
- Adhoc reviewer:
  - Marketing Science
  - Management Science
  - International Journal of Research in Marketing
  - Journal of Retailing
  - OBHDP
  - Psychological Science
  - Cognitive Science,
  - Journal of Neuroscience,
  - Psychology and Economics
  - Applied Cognitive Psychology

- Journal of Economic Psychology
- Conference Associate Editor
  - ACR North America, October (2023), Seattle, WA.
  - ACR North America, October (2021), Seattle, WA.
  - AMA Winter Educator’s Conference, February (2018), New Orleans, LA
- Conference Track Chair
  - AMA Winter Educator’s Conference Consumer Behavior Track, February (2012), St. Petersburg, FL
- Program committee member
  - ACR North America, October (2017), Pittsburgh, PA.
  - SCP North America, February (2013), San Antonio, TX
  - SCP North America, February (2012), Las Vegas, NV
  - SCP North America, February (2010), St. Petersburg, FL
  - ACR North America, October (2009), Pittsburgh, PA.
  - ACR Latin America, January (2006), Monterrey, Mexico.
- Reviewer for the following conferences:
  - Association for Consumer Research (ACR – North American and Latin American)
  - Society for Consumer Psychology
  - LaLonde Conference

### **Dissertation Committees**

Katie Mercurio	(2011)
Justin Angle	(2012)
Julian Saint Clair	(2013)
Don Jun Min	(Chair, 2015)
Eun Sook Kwon	(2016 Grady school of journalism)
Yang He	(Chair, 2016)
Rui (Aray) Chen	(Chair, 2018)
Kevin Sample	(2019)
Lana Waschka	(Chair, 2022)
Lan Anh Ton	(Expected 2024)
Lindsay Loomer	(Expected Spring 2025)
Nicole Davis	(Expected Spring 2024)
Krissa Nakos	(Chair - Expected Spring 2025)

### **Department Level Service**

*University of Georgia*

- Grade appeal committee chair (2023)
- Tanner chair selection committee chair (2023)
- Program Director - Master of Marketing Research (2017 – present)
- Graduate Coordinator - Master of Marketing Research (2015 – present)
- Recruiting Committee (2013, 2017, 2023, 2024)
- Recruiting Committee Chair (2014, 2015, 2016)
- Marketing department lecturer recruiting committee chair (2024)
- Marketing department lecturer recruiting committee (2014, 2023)
- Terry Chair Recruiting Committee (2013)
- Faculty Recruiting Committee (2011, 2012, 2013, 2018, 2019, 2023)
- PhD Recruiting Committee (2016-2020)
- Third Year Faculty Review Committee (2011-14)

### **School Level Service**

#### *University of Georgia*

- PRAC committee chair (MIS Department 2023-24)
- PRAC committee chair (BBA Griffin campus 2023-24)
- Terry Sanford Committee (2023)
- Research Excellence Award Committee (2022)
- College-level grade appeal committee chair
- PRAC committee chair (Entrepreneurship program 2022-23)
- Dean's Advisory Council (2018-2020, 2022-2024)
- Reappointment and Promotion of Lecturers Committee (2019)
- Teaching Award Review Committee & Service Award Committee (2018)
- Tenure and Promotion Committee (2017-2018)
- MBA Advisory Board (2016-2018)
- PRAC committee (assessment of the ILSRE department - 2016-17)
- PRAC committee (assessment of the Institute for Leadership Advancement - 2015-16)
- Application Reader for the Institute for Leadership Advancement (2015)
- Nalley Chair search Committee (2013-2014)
- Chair of the Terry Chair Search Committee (2013)
- Faculty Concerns Committee (2012-2016)

### **University Level Service**

University Council (2019-2021)

### **Department Level Service**

#### *University of Washington*

- Subject pool administrator (2006-2011)

- Subject pool co-administrator (2003-05)
- Faculty advisor of the University of Washington Ad club (2006-07)
- MIB Recruiting Committee (2007-08)
- PhD program revision committee (2006-07)
- International Business Senior Lecturer recruitment committee (2007-08)

### **School Level Service**

#### *University of Washington*

- Faculty Council (2009 - 2011)
- Undergraduate Program Committee (2009 - 2011)
- Faculty in charge of the Technology Management MBA study trip to Brazil (March 2008)
- MKTG301 curriculum review committee (2007-08)
- Faculty advisor for the case night competition (May 2006)
- Judge for the Ikea case competition (2005)
- Research presentation to the Faculty Subcommittee members of the Business School Advisory Board (2003).

#### Professional Affiliations

Association for Consumer Research, Society for Consumer Psychology