

# Freeman Wu

Owen Graduate School of Management  
Vanderbilt University  
401 21<sup>st</sup> Ave. S.  
Nashville, TN 37203

[freeman.wu@vanderbilt.edu](mailto:freeman.wu@vanderbilt.edu)  
Telephone: (615) 343-7552  
[www.freeman-wu.com](http://www.freeman-wu.com)  
Citizenship: Canadian

## EMPLOYMENT

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Vanderbilt University, Owen Graduate School of Management June 2018 – Present  
*Assistant Professor of Marketing*

## EDUCATION

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Ph.D.	Marketing, Arizona State University, W.P. Carey School of Business	2018
M.S.	Marketing, Arizona State University, W.P. Carey School of Business	2014
B.Sc.	Psychology, University of British Columbia	2011

## RESEARCH INTERESTS

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Aesthetics and Product Design, Social Influence and Persuasion, Consumer Inference Making

## PUBLICATIONS

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Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2017), “It’s Too Pretty to Use! When and How Enhanced Product Aesthetics Discourage Usage and Lower Consumption Enjoyment,” *Journal of Consumer Research*, 44 (3), 651–72.

- **Dissertation Essay 1**
- Media Coverage: Fox News, NPR, ABC News, Barron’s, Phys.org, Canvas8, Smart Company, Wharton Radio

## MANUSCRIPTS IN THE REVIEW PROCESS

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Samper, Adriana, Freeman Wu, Daniele Mathras, and Andrea C. Morales, “Consumers with Stars in their Eyes: The Influence of Celebrity Seeding on Brand Evaluations and Engagement,” Revising for second-round resubmission, *Journal of Consumer Research*.

White, Andrew E., Freeman Wu, Andrea C. Morales, Douglas T. Kenrick, and Robert B. Cialdini, “How Resource Scarcity Impacts the Effectiveness of Reciprocity Appeals,” Revising for second-round resubmission, *Journal of Consumer Research*.

## WORKING PAPERS

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Wu, Freeman, Adriana Samper, Andrea C. Morales, and Darren W. Dahl, “Don’t Try to Compliment Me When You Look Like That: The Impact of Employee Attractiveness on Consumer Responses to Flattery,” Preparing for submission, *Journal of Consumer Research*.

## SELECT RESEARCH IN PROGRESS

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Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "The Pleasure and Pain of Paying: Understanding How Payment Aesthetics Influence the Purchase Experience."

- **Dissertation Essay 2**

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "That's Just Plain Creepy: Understanding Consumer Responses to Personalized Products that Resemble People."

Sample, Kevin L., Freeman Wu, and Kelly L. Haws, "The Messy Satiation Effect: The Benefits of Eating Like a Pig."

Otterbring, Tobias, Freeman Wu, and Per Kristensson, "Too Close for Comfort? Examining the Impact of Salesperson-Customer Proximity on Consumers' Purchase Behavior."

## INVITED PRESENTATIONS

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American University, Kogod School of Business (October 2017)

McGill University, Desautels Faculty of Management (October 2017)

Vanderbilt University, Owen Graduate School of Management (October 2017)

The Hong Kong University of Science and Technology (September 2017)

The Hong Kong Polytechnic University (September 2017)

Rice University, Jones Graduate School of Business (September 2017)

University of Houston, Bauer College of Business (April 2016)

University of Houston, Bauer College of Business (April 2015)

## REFERRED CONFERENCE PRESENTATIONS (\*Presenter)

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Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "That's Just Plain Creepy: Understanding Consumer Responses to Personalized Food Products that Resemble People," Association for Consumer Research Annual Conference, October 2018.

Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "It's Too Pretty to Use! When Enhanced Product Aesthetics Discourage Consumption and Lower Enjoyment," Society for Consumer Psychology Winter Conference, February 2017. **Symposium Chair.**

White, Andrew, Freeman Wu, Andrea C. Morales\*, Douglas T. Kenrick, and Robert B. Cialdini, "The Effectiveness of Reciprocity Appeals in Economic Booms and Busts," Society for Consumer Psychology Winter Conference, February 2017.

Samper, Adriana, Freeman Wu\*, Andrea C. Morales, and Daniele Mathras, "Consumers with Stars in their Eyes: The Influence of Celebrity Seeding on Brand Perceptions and Behaviors," Association for Consumer Research Annual Conference, October 2016.

Wu, Freeman\*, Adriana Samper, and Andrea C. Morales, "The Impact of Employee Appearance on Consumer Responses to Flattery," Association for Consumer Research Annual Conference, October 2015. **Symposium Chair.**

Wu, Freeman\*, Adriana Samper, and Andrea C. Morales, "Are Salespeople or Signs more Persuasive? The Moderating Role of SES on Consumer Responses to Verbal vs. Written Product Claims," Society for Consumer Psychology Winter Conference, February 2015.

Samper, Adriana, Daniele Mathras\*, Andrea C. Morales, and Freeman Wu, "Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors," Society for Consumer Psychology Winter Conference, February 2015.

## **POSTER PRESENTATIONS (\*Presenter)**

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Wu, Freeman\*, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, "It's Too Pretty to Use! When Aesthetics Discourage Consumption of Nondurable Products," Society for Judgment and Decision Making Annual Conference, November 2016.

Wu, Freeman\*, and Adriana Samper, "What is it That You're Holding? The Impact of Shopping Bags in the Retail Environment," Society for Consumer Psychology Winter Conference, February 2015.

Wu, Freeman\*, Naomi Mandel, and Derek D. Rucker, "The Psychological Downsides of Power," Society for Consumer Psychology Winter Conference, March 2014.

Hall, D. Geoffrey\*, Stella Christie, Freeman Wu, Angelina Lee, Kristan Marchak, and Virginie Cousineau, "Nike Shoes and Running Shoes: Children's Representations of Brand Concepts and Kind Concepts," The Biennial Meeting of the Society for Research in Child Development, April 2013.

## **HONORS AND AWARDS**

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Michael D. and Rita M. Hutt Doctoral Scholarship	2017
ASU Graduate and Professional Student Association Individual Travel Grant	2016
Ken Coney Research Excellence Award	2016
AMA Sheth Doctoral Consortium Fellow, London Business School	2015
Southwest Doctoral Consortium Award	2014
Alfred H. Schmidt Scholar	2013, 2014, 2016, 2017
Dean's Honor List	2009-2011
Go Global International Learning Programs Award	2009
British Columbia Government Scholarship	2006
President's Entrance Scholarship	2006

## **TEACHING**

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### *Courses Taught*

Arizona State University, W.P. Carey School of Business

Online Guest Lecturer, "Consumer Behavior," Undergraduate Marketing Program 2016

Instructor, “Marketing Research,” Undergraduate Marketing Program 2015, 2018  
*Overall course evaluation: 6.6 /7.0*

Instructor, “Essentials of Marketing,” Undergraduate Marketing Program 2013  
*Overall course evaluation: 6.3 /7.0*

## **SERVICE**

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Ad-hoc Reviewer, SCP Annual Conference 2014-present  
Ad-hoc Reviewer, ACR Annual Conference 2014-present  
JCR Trainee Reviewer 2016  
W.P. Carey Ph.D. Student Leadership Team 2015

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making

## **DOCTORAL COURSEWORK**

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<i>Marketing</i>	Advanced Marketing Research	Naomi Mandel
	Marketing Strategy	Michael Hutt
	Consumer Behavior	Andrea Morales
	Social Psychology with Business Applications	Naomi Mandel
	Services Science	Amy Ostrom
	Marketing Models	Ruth Bolton
	Special Topics in Consumer Behavior	Andrea Morales
	Consumer Behavior Proseminar	Monika Lisjak, Naomi Mandel, Andrea Morales, and Kirk Kristofferson
<i>Psychology</i>	Psychology of Judgment and Decision-Making	Virginia Kwan
	Advanced Social Psychology – Interpersonal Processes	Michelle Shiota
	Advanced Social Psychology – Intrapersonal Processes	Steven Neuberg
<i>Statistics and Methods</i>	Multiple Regression in Psychological Research	Leona Aiken
	Analysis of Variance	David Mackinnon
	Statistical Mediation Analysis	David Mackinnon

## REFERENCES

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**Andrea C. Morales (co-advisor)**

*Lonnie L. Ostrom Chair in Business and  
Professor of Marketing*  
W.P. Carey School of Business  
Arizona State University  
[acmorales@asu.edu](mailto:acmorales@asu.edu)  
Telephone: (480) 965-6122

**Darren W. Dahl**

*B.C. Innovation Council Professor of  
Marketing and Behavioral Science*  
Sauder School of Business  
University of British Columbia  
[darren.dahl@sauder.ubc.ca](mailto:darren.dahl@sauder.ubc.ca)  
Telephone: (604) 822-1890

**Naomi Mandel**

*Yellow Corporation Professor of Marketing*  
W.P. Carey School of Business  
Arizona State University  
[naomi.mandel@asu.edu](mailto:naomi.mandel@asu.edu)  
Telephone: (480) 727-7274

**Adriana Samper (co-advisor)**

*Assistant Professor of Marketing*  
W.P. Carey School of Business  
Arizona State University  
[asamper@asu.edu](mailto:asamper@asu.edu)  
Telephone: (480) 965-2939

**Gavan J. Fitzsimons**

*Edward S. & Rose K. Donnell  
Professor of Marketing and Psychology*  
Fuqua School of Business  
Duke University  
[gavan@duke.edu](mailto:gavan@duke.edu)  
Telephone: (919) 660-7793