

JAMES E. BURROUGHS

McIntire School of Commerce
Robertson Hall, 346
University of Virginia
Charlottesville, VA 22904
(434) 243-8679
(434) 924-7074 (fax)
burroughs@virginia.edu

EDUCATION

- Ph.D. University of Wisconsin—Madison, 1998
Major Area: Business/Marketing; Minor Area: Symbolism
- M.B.A. University of Wisconsin—Madison, 1993
Major Area: Marketing; Brand Management Specialization
- B.B.A. University of Wisconsin—Madison, 1988
Major Area: Marketing

ACADEMIC POSITIONS

Associate Professor of Commerce, McIntire School of Commerce, University of Virginia, 2006—present.
Visiting Professor of Marketing, HEC Paris, Spring 2011.
Assistant Professor of Commerce, McIntire School of Commerce, University of Virginia, 2000—2005.
Assistant Professor of Marketing, School of Business, Rutgers University, 1998—2000.

TEACHING

Courses Taught

Principles of Marketing (undergraduate); Introduction to Promotions (undergraduate); Consumer Behavior (undergraduate, Ph.D.); Marketing & Society (undergraduate, MBA).

Teaching Awards

Winner, Thomas H. Mott Jr. Teacher of the Year Award, Rutgers University, School of Business, 2000.

Finalist, Paul Nadler Teaching Excellence Award, Rutgers University, School of Business, 1999.

RESEARCH AND PUBLICATIONS

Journal Articles

- Burroughs, James E., Darren W. Dahl, Page Moreau, Amitava Chattopadhyay, and Gerald J. Gorn (2011), "Facilitating and Rewarding Creativity during New Product Development," *Journal of Marketing*, 75 (July), 53-67.
- Shrum, L.J., Jaehoon Lee, James E. Burroughs, and Aric Rindfleisch (2011), "An On-line Process Model of Second-order Cultivation Effects: How Television Cultivates Material Values and Its Consequences for Life Satisfaction," *Human Communication Research*, 37 (1), 34-57.
- Burroughs, James E. (2010), "Can Consumer Culture be Contained? Comment on 'Marketing Means and Ends for a Sustainable Society,'" *Journal of Macromarketing*, 30 (2), 127-132.
- Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2009), "The Safety of Objects: Materialism, Existential Insecurity and Brand Connection," *Journal of Consumer Research*, 36 (June), 1-16.*
- Shrum, L. J., James E. Burroughs and Aric Rindfleisch (2005), "Television's Cultivation of Material Values," *Journal of Consumer Research*, 32 (December), 473-479.
- Mick, David Glen, James E. Burroughs, Patrick Hetzel, and Mary Yoko Brannen (2004), "Pursuing the Meaning of Meaning in the Commercial World: An International Review of Marketing and Consumer Research Founded on Semiotics," *Semiotica*, 152 (1/4), 1-74.*
- Burroughs, James E. and David Glen Mick (2004), "Exploring Antecedents and Consequences of Consumer Creativity in a Problem-Solving Context," *Journal of Consumer Research*, 31 (September), 402-411.
- Rindfleisch, Aric and James E. Burroughs (2004), "Terrifying Thoughts, Terrible Materialism? Contemplations on a Terror Management Account of Materialism and Consumer Behavior," *Journal of Consumer Psychology*, 14 (3), 219-224.
- Wong, Nancy Y., Aric Rindfleisch, and James E. Burroughs (2003), "Do Reverse-Worded Items Confound Measures in Cross-Cultural Consumer Research? The Case of the Material Values Scale," *Journal of Consumer Research*, 30 (June), 72-91.
- Burroughs, James E. and Aric Rindfleisch (2002), "Materialism and Well-Being: A Conflicting Values Perspective," *Journal of Consumer Research*, 29 (December), 348-370.[†]
- Rindfleisch, Aric, James E. Burroughs, and Frank Denton (1997), "Family Structure, Materialism, and Compulsive Consumption," *Journal of Consumer Research*, 23 (March), 312-325.

* Lead article in issue.

[†] A summary of this research appeared in the *Science* section of the *New York Times*, February 2, 1999, and in the *Toronto Sun*, June 11, 1999. It was also featured in an article on consumerism in the *APA Monitor on Psychology*, June, 2004.

Book Chapters

- Burroughs, James E. and Aric Rindfleisch (2011), "What Welfare? On the Definition and Domain of Transformative Consumer Research and the Foundational Role of Materialism" in *Transformative Consumer Research for Personal and Collective Well-Being*, eds. David Glen Mick, Simone Pettigrew, Connie Pechmann, and Julie L. Ozanne, London: Taylor & Francis, forthcoming.
- Burroughs, James E. (2010), "Consumer Creativity," in *Consumer Behavior, Wiley International Encyclopedia of Marketing*, ed. Richard P. Bagozzi, New York: John Wiley & Sons, forthcoming.
- Rindfleisch, Aric, Nancy Wong, and James E. Burroughs (2010), "God and Mammon: The Influence of Religiosity on Brand Connections," in *The Connected Customer: The Changing Nature of Consumer and Business Markets*, eds., Stefan H.K. Wuyts, Marnik G. Dekimpe, Els Gijbrecchts, F. M. G. Rik Pieters, Mahwah, NJ: Lawrence Erlbaum, 163-201.
- Burroughs, James E., C. Page Moreau, and David Glen Mick (2008), "Toward a Psychology of Consumer Creativity," in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: Erlbaum, 1011-1038.
- Shrum, L. J., James E. Burroughs, and Aric Rindfleisch (2004), "A Process Model of Consumer Cultivation: The Role of T.V. is a Function of Type of Judgment," in *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, ed. L. J. Shrum, Mahwah, NJ: Erlbaum, 177-192.

Conference Proceedings

- Rindfleisch, Aric, James E. Burroughs and Nancy Wong (2005), "Religiosity and Brand Connections," in *European Advances in Consumer Research*, ed. Karin M. Ekström and Helene Brembeck, Duluth, MN: Association for Consumer Research, 228.
- Shrum, L.J., James E. Burroughs, and Aric Rindfleisch (2005), "Processes Underlying the Effects of Television Viewing on Materialism," in *Proceedings of the Society for Consumer Psychology 2005 Winter Conference*, ed. Anne M. Brumbaugh and Geraldine R. Henderson, St. Petersburg, FL: Society for Consumer Psychology, 105.
- Rindfleisch, Aric, James E. Burroughs and Nancy Wong (2005), "Religiosity and Brand Commitment: A Multicultural Perspective," in *Asia Pacific Advances in Consumer Research*, Vol. 6, ed. Young-Won Ha and Youjae Yi, 153-154.
- Burroughs, James E. and Page Moreau (2004), "Advances in the Study of Creative Cognition in Consumer Behavior," in *Advances in Consumer Research*, Vol. 31, ed. Barbara E. Kahn and Mary Francis Luce, Valdosta, GA: Association for Consumer Research, 404-404.
- Burroughs, James E., L.J. Shrum, and Aric Rindfleisch (2002), "Does Television Viewing Promote Materialism? Cultivating American Perceptions of the Good Life," in *Advances in Consumer Research*, Vol. 29, ed. Susan Broniarczyk and Kent Nakamoto, Valdosta, GA: Association for Consumer Research, 442-443.

- Burroughs, James E. and Cele Otnes (2001), "New Explorations in Consumer Creativity," in *2001 AMA Winter Educator's Conference: Marketing Theory and Applications*, Vol. 12, ed. Ram Krishnan and Madhu Viswanathan, Chicago: American Marketing Association, 54-55.
- Rindfleisch, Aric, Daniel Freeman and James E. Burroughs (2000), "Nostalgia, Materialism and Product Preference: An Exploratory Inquiry," in *Advances in Consumer Research*, Vol. 27, ed. Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research, 36-41.
- Mick, David Glen, James E. Burroughs, Patrick Hetzel and Mary Yoko Brannen (1999), "The Status and Future of a Semiotic Perspective on Consumer Behavior: Research, Education, and Practice," in *European Advances in Consumer Research*, Vol. 4, ed. Bernard Dubois, Tina M. Lowrey, L. J. Shrum, and Marc Vanhuele, Provo, UT: Association for Consumer Research, 4-6.
- Rindfleisch, Aric and James E. Burroughs (1999), "Materialism and Childhood Satisfaction: A Social Structural Analysis," in *Advances in Consumer Research*, Vol. 26, ed. Linda Scott and Eric J. Arnould, Provo, UT: Association for Consumer Research, 519-526.
- Burroughs, James E. and Aric Rindfleisch (1997), "Materialism as a Coping Mechanism: An Inquiry Into Family Disruption," in *Advances in Consumer Research*, Vol. 24, ed. Merrie Brucks and Deborah MacInnis, Provo, UT: Association for Consumer Research, 89-97.
- Rindfleisch, Aric, James E. Burroughs, and Frank Denton (1996), "Family Disruption and Consumer Attitudes and Behavior: An Exploratory Investigation," in *Advances in Consumer Research*, Vol. 23, eds. Kim P. Corfman and John G. Lynch, Provo, UT: Association for Consumer Research, 83-90.
- Rindfleisch, Aric and James E. Burroughs (1996), "The Changing American Family: Causes, Consequences, and Considerations for Consumer Research," in *Advances in Consumer Research*, Vol. 24, ed. Kim P. Corfman and John G. Lynch, Provo, UT: Association for Consumer Research, 81-82.
- Burroughs, James E. (1996), "Product Symbolism, Self Meaning, and Holistic Matching: The Role of Information Processing in Impulsive Buying," in *Advances in Consumer Research*, Vol. 23, ed. Kim P. Corfman and John G. Lynch, Provo, UT: Association for Consumer Research, 463-469.

Research in Progress

- Burroughs, James E., Lan Nguyen Chaplin, Mario Pandelaere, Michael Norton, Nailya Ordabayeva, Alex Gunz, and Leslie Dinauer, "Gaps and Opportunities for Research on Reducing Materialism: Overview, Agenda, and Policy Implications," in preparation for 3rd round of review at *Journal of Public Policy and Marketing*.
- Sundie, Jill M., Daniel J. Beal, and James E. Burroughs, "Until Debt Do Us Part: The Influence of Material Values on Household Financial Decisions," in preparation for the *Journal of Marketing Research*.
- Burroughs, James E. Baba Shiv and Aric Rindfleisch, "Cogitative Impulsivity: Explorations at the Boundaries of Conscious and Unconscious Process in Impulse Buying." Three studies completed and working paper completed. To be submitted to the *Journal of Consumer Research*.

Rindfleisch, Aric, Nancy Y. Wong, and James E. Burroughs, "Afterlife or End of Life? A New View on Terror Management Theory and Charitable Giving," four studies completed, targeted to *Journal of Consumer Research*.

Burroughs, James E., Christine Moorman, Marsha L. Richins and Aric Rindfleisch. "Health Consequences of a Material Lifestyle: Conceptual Foundations and Research Agenda." Targeted to the *Journal of Consumer Research*.

Rindfleisch, Aric and James E. Burroughs, "Existential Insecurity and the Self." Chapter in preparation to appear in *Identity and Consumption*, eds. Russell Belk and Ayalla Ruvio, New York: Routledge.

CONFERENCE PRESENTATIONS AND SPECIAL SESSIONS

Discussant, "Transformative Consumer Research: Between Realty and Utopia, An Agenda for Research, French Marketing Association, Annual Conference, Brussels, Belgium, 2011.

Contributed, "The Interaction of Creativity Training and Extrinsic Rewards on Intrinsic Motivation and New Product Ideation" to the special session, "Creativity: Identifying Situations that Foster Consumer Creative Efforts," Society for Consumer Psychology, Annual Conference, New Orleans, LA, 2008.

Presented, "A Life Out of Balance: Health Consequences of a Material Lifestyle," Transformative Consumer Research Conference," Tuck School of Business, Dartmouth, Hanover, NH, 2007 (winner of a "best paper/abstract" award at the conference).

Panelist, "Consequences and Prospects for Materialism Research," Midwest Materialism Conference, Champaign, IL, 2007.

Presented, "Seeking Certainty via Brands: An Examination of Materialism and Brand Resonance," Association for Consumer Research, North American Conference, Orlando, FL, 2006 (with Aric Rindfleisch, co-presenter, and Nancy Wong)

Presented, "Power Seekers and Pleasure Seekers: Two Types of Materialists," Midwest Materialism Conference, Champaign, IL, 2005 (with Aric Rindfleisch).

Contributed, "Processes Underlying the Effects of Television Viewing on Materialism," Winter Conference of the Society for Consumer Psychology, St. Pete Beach FL, 2005 (with L. J. Shrum, presenter, and Aric Rindfleisch).

Contributed, "Religiosity and Brand Commitment: A Multicultural Perspective," Asia-Pacific Conference of the Association for Consumer Research," Seoul, Korea, 2004 (with Aric Rindfleisch and Nancy Wong, presenters). Best paper award (2nd place).

Co-chaired special session, "Advances in the Study of Creative Cognition in Consumer Behavior," Annual Conference of the Association for Consumer Research, Toronto, Canada, 2003 (with Page Moreau).

- Presented, "Development of a Test of Metaphoric Thinking Ability and Initial Validation through a Creativity Experiment," Annual Conference of the Association for Consumer Research, Toronto, Canada, 2003 (with David Mick).
- Contributed, "Differing Mechanisms Underlying 1st and 2nd Order Cultivation Judgments: On-line vs. Memory-based Processing." Annual conference of the International Communication Association, San Diego, May 2003 (with L.J. Shrum, presenter, and Aric Rindfleisch). Best paper award (2nd place).
- Presented, "Does Television Viewing Promote Materialism? Cultivating American Perceptions of the Good Life," Annual Conference of the Association for Consumer Research, Austin TX, 2001 (with L.J. Shrum).
- Contributed, "A Cross Cultural Assessment of Materialism's Conceptualization, Characteristics, and Consequences," European Conference of the Association for Consumer Research, Berlin, Germany, 2001 (with Nancy Wong, presenter, and Aric Rindfleisch).
- Presented, "A Confluence Model of Creative Consumption: Theory and Evidence from a Problem-Solving Context," at the AMA Winter Educator's Conference, Scottsdale AZ, 2001.
- Co-Chaired special session, "New Explorations in Consumer Creativity," American Marketing Association, Winter Educator's Conference, Scottsdale AZ, 2001 (with Cele Otnes).
- Presented, "Nostalgia, Materialism and Product Preference: An Exploratory Inquiry," at the Annual Association for Consumer Research Conference, Columbus OH, 1999 (with Aric Rindfleisch and Daniel Freeman).
- Presented, "An Outline of Findings from a Global Review of Semiotic Consumer Research," European Conference of the Association for Consumer Research, Jouy-en-Josas, France, 1999 (with Patrick Hetzel).
- Co-Chaired special session, "The Status and Future of a Semiotic Perspective on Consumer Behavior: Research, Education, and Practice," European Conference of the Association for Consumer Research, Jouy-en-Josas, France, 1999 (with David Mick, Patrick Hetzel, and Mary Yoko Brannen).
- Presented, "Materialism and Childhood Satisfaction: A Social Structural Analysis," Annual Conference of the Association for Consumer Research, Montreal, Canada, 1998 (with Aric Rindfleisch).
- Presented, "Materialism as a Coping Mechanism: An Inquiry Into Family Disruption," Annual Conference of the Association for Consumer Research, Tucson, AZ, 1996 (with Aric Rindfleisch).
- Presented, "Product Symbolism, Self Meaning, and Holistic Matching: The Role of Information Processing in Impulsive Buying," Annual Conference of the Association for Consumer Research, Minneapolis, MN, 1995.
- Co-Chaired special session, "The Changing American Family: Causes, Consequences, and Considerations for Consumer Research," Annual Conference of the Association for Consumer Research, Minneapolis, MN, 1995 (with Aric Rindfleisch).

Presented, "Family Disruption and Consumer Attitudes and Behavior: An Exploratory Investigation," Annual Conference of the Association for Consumer Research, Minneapolis, MN, 1995 (with Aric Rindfleisch).

INVITED PRESENTATIONS AND SEMINARS

- Development of Material Values: Insights from 15 Years of Research, UVA Developmental Psychology Department, 2010.
- Seeking Certainty via Brands: An Examination of Materialism and Brand Resonance, Stellner Distinguished Scholar Series, College of Business, University of Illinois, 2006.
- Television's Cultivation of Material Values, Department of Psychology, University of Virginia, 2004.
- Materialism and Conflicting Values, McIntire School of Commerce, University of Virginia, 2002.
- Consumption, McIntire School of Commerce, University of Virginia, 1999.
- Symbolic Consumer Behavior in Marketing Ecologically Sustainable Products, School of Law, Rutgers University, 1999.
- Creative Consumption, Faculty of Management, Rutgers University, 1997.
- Creative Consumption, School of Business, University of Houston, 1997.

HONORS, AWARDS AND GRANTS

- Faculty Representative, Association for Consumer Research, Doctoral Symposium, St. Louis, MO, 2011.
- Faculty Representative, American Marketing Association, Doctoral Consortium, Ft. Worth, TX, 2010.
- Outstanding Reviewer, *Journal of Consumer Research*, 2006.
- Faculty Representative, Association for Consumer Research, Doctoral Symposium, San Antonio, TX, 2005.
- Young Scholar, Marketing Science Institute, Park City, UT, 2005.
- Fellow, American Marketing Association, Doctoral Consortium, Boulder, CO, 1996.
- Representative, CIBER—Internationalization Doctoral Consortium in Marketing, Austin, TX, 1995.
- Rutgers University, School of Business research grant—1999: \$3500.00
- University of Arizona research grant—1999: \$3,790.00
- University of Virginia/McIntire School of Commerce research grants: 2000: \$250.00, \$1300.00; 2001: \$400.00, \$2000.00; 2002: \$250.00; 2004: \$4000.00; 2006: \$2000.00
- University of Wisconsin—Madison, Center for International Business Education and Research (CIBER) research grant—2003: \$4000.00.
- Georgia Institute of Technology, Center for International Business Education and Research (CIBER), research grant—2003: \$3000.00.
- Association for Consumer Research, Transformative Consumer Research Grant—2006: \$4000.00

SERVICE

Service to the Profession

Journal Editing and Reviewing:

- Associate Editor, *Journal of Consumer Research*, 2011—
- Editorial Review Board, *Journal of Consumer Research*, 2005—2011.
- Editorial Review Board, *Journal of Public Policy and Marketing*, 2009—present.

- Ad Hoc Reviewing: *Journal of Marketing; Marketing Science, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Advertising, Journal of Retailing, Journal of Social and Clinical Psychology, Journal of Business Research, Journal of Applied Social Psychology, Social Forces, Journal of Consumer Culture.*

Conference Reviewing:

- Association for Consumer Research, North American Conference, 1996, 1998, 2000, 2001, 2002, 2004, 2005, 2006, 2007, 2008, 2010.
- Association for Consumer Research, European Conference, 2003.
- Association for Consumer Research, Asia-Pacific Conference, 2004.
- American Marketing Association, Winter Educators' Conference, 1997, 2000, 2007.
- American Marketing Association, Summer Educator's Conference, 2003, 2004; 2005.
- Society for Consumer Psychology (APA Division 23), Annual Conference, 1999, 2006.

Other Reviewing:

- Society for Consumer Psychology-Sheth Foundation Dissertation Proposal Competition, 2004, 2005.
- American Marketing Association-Howard Dissertation Competition, 2004.
- Marketing Science Institute-Clayton Dissertation Competition, 2005, 2006.
- Economic and Social Research Council, UK, grant review, 2006.
- Transformative Consumer Research Grant Competition, 2007.
- Canadian Research Council for the Humanities and Social Sciences, 2007.
- University of Virginia Medical School—Tobacco Research Program, 2008.

Other Service to the Profession

- Conference Chair (with Nil Ozcaglar-Toulouse), 4th Transformative Consumer Research Conference, Cerisy, France, 2013.
- Associate Editor, Association for Consumer Research Conference, Vancouver, BC, 2012.
- Roundtable Session Chair (with Derek Rucker), Association for Consumer Research, North American Conference, 2011.
- Track Chair (Materialism Track, with Lan Chaplin), Transformative Consumer Research Conference, Philadelphia, 2009.
- Program Committee, Association for Consumer Research, North American Conference, 2009, 2010.
- Association for Consumer Research, Constitution and By-Laws Task Force, 2007.

- Track Chair (Research Methods with Nancy Wong), American Marketing Association, Summer Educators' Conference, Washington DC, 2007.
- Association for Consumer Research, Annual Conference Program Committee, 2005, 2006, 2009.
- Association for Consumer Research, Advisory Board, 2005—2008.
- Board of Directors, American Marketing Association—New Jersey Chapter, 1999.

Service to the University

University and School Standing Committees, Task Forces, and Administrative Roles:

- Member, McIntire ICE Steering Committee, 2009—present.
- Faculty Team Leader, McIntire ICE (Integrated Core Experience) 3rd Year Curriculum, 2006—present.
- ARPT Committees: Schenone, re-appointment 2007; Schenone, tenure 2010 (chair); Yung, tenure, 2009.
- Member, McIntire International Task Force, 2007.
- Member, McIntire Undergraduate Admissions Committee, 2004—present.
- Coordinator of the Subject Pool, McIntire School of Commerce, 2003—2006.
- Member, Technology Advisory Committee; McIntire School of Commerce, 2002—2003.
- Faculty Advisor, McIntire School of Commerce, University of Virginia, 2001—present.
- Faculty Guest Speaker, Livingston College, Rutgers University, Tips for Successfully Pursuing a Business Education and Business Career, March 1999.
- Member, Marketing Department Bylaws Committee, Rutgers School of Business, 1998—1999.
- Member, Junior Faculty Issues Committee, Rutgers School of Business, 1998—2000.
- Member, Academic Standing Committee, Rutgers School of Business, 1997—2000.
- Faculty Coordinator, Marketing Internship Program, Rutgers University, 1998—1999.
- Faculty Advisor, Rutgers College, pre-business advisor to all targeted business majors in Rutgers college, 1998/1999.
- Advisor, R.A.M.A. (Rutgers' American Marketing Association), Student Chapter of the American Marketing Association, 1997—2000.
- Consultant, University of Virginia, School of Medicine, Market Segmentation and Public Health Initiative, 2009.

Doctoral Dissertation Committees:

- Minkyung Koo (Psychology, UVA), 2009.
- Patrick Seder (Psychology, UVA), 2010.

Media Interviews:

USA Today, WCAV television, KRLD Radio, Minnesota Public Radio, Wisconsin Public Radio, WVTF Virginia Public Radio, Women's Wear Daily, Voice of America, New York Times.

PROFESSIONAL ASSOCIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology [APA division 23]

INDUSTRY POSITIONS AND CONSULTING

- Healthcentral.com, 2010.
- National Home Equity Mortgage Association, 2004, 2005.
- USDA, Forest Products Laboratory, Madison, WI, 1992—1993.
- Young & Rubicam Advertising, New York, 1990—1991.
- Camadon Inc., Chicago, 1989—1990.