

## Nicole Votolato Montgomery

McIntire School of Commerce, University of Virginia  
Rouss & Robertson Halls, Charlottesville, VA 22904  
Office: 434.243.2154, Mobile: 757.880.3875  
nvmontgomery@virginia.edu

### EDUCATION

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**THE OHIO STATE UNIVERSITY** Columbus, OH  
**Fisher College of Business**  
Ph.D. in Marketing, 2007  
M.A. in Marketing, 2005  
B.S. Business Administration, 2001  
*Marketing, Logistics, & Operations Management, Summa Cum Laude*

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY** Cambridge, MA  
**Sloan School of Management**  
Executive Course in Digital Marketing & Analytics, 2020

### ACADEMIC EMPLOYMENT

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**UNIVERSITY OF VIRGINIA** Charlottesville, VA  
**McIntire School of Commerce**  
Bank of America Emerging Scholar, 2020-present  
Professor, Marketing Area, 2021-present  
Associate Professor, Marketing Area, 2015-2021  
C. Coleman McGehee Emerging Scholar, 2015-2018  
Assistant Professor, Marketing Area, 2013-2015

**COLLEGE OF WILLIAM & MARY** Williamsburg, VA  
**Mason School of Business**  
Assistant Professor, Marketing Area, 2007-2013

### PROFESSIONAL EXPERIENCE

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**USTA, MID-ATLANTIC SECTION**  
Board of Directors, At-Large Member, 2020-present

**NICHOLNOTES**  
Advisory Board Member, 2020-present

**HUBSPOT**  
Founding Member, Education Partner Program, 2017-present  
Research Contributor, 2017-present

## PUBLICATIONS

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### REFEREED JOURNAL ARTICLES

Cowen, A. P., Montgomery, N. V., & Shropshire, C. 2021. Choosing sides: CEO gender and investor support for activist campaigns. *Journal of Applied Psychology*, forthcoming.

Montgomery, N. V. & Cowen, A. P. 2020. How leader gender influences external audience response to organizational failures. *Journal of Personality and Social Psychology*, 118(4), 639-660.

Cowen, A. P. & Montgomery, N. V. 2020. To be or not to be sorry? How CEO gender impacts organizational apologies. *Journal of Applied Psychology*, 105(2), 196-208.

Bhargave, R. P., Montgomery, N. V., & Redden, J. P. 2018. The collective satiation effect: How co-experience accelerates a decline in hedonic judgments. *Journal of Personality and Social Psychology*, 114(4), 529-546.

Montgomery, N. V., Raju, S., Desai, K. K., & Unnava, H. R. 2018. When good consumers turn bad: Psychological contract breach in committed brand relationships. *Journal of Consumer Psychology*, 28(3), 437-449.

Montgomery, N. V. & Rajagopal, P. 2018. Motivated reconstruction: The effect of brand commitment on false memories. *Journal of Experimental Psychology: Applied*, 24(2), 159-179.

Bhargave, R. P. & Montgomery, N. V. 2015. My recency, our primacy: How social connection influences evaluations of sequences. *Journal of Behavioral Decision Making*, 28(4), 382-394.

Bhargave, R. & Montgomery, N. V. 2013. The social context of temporal sequences: Why first impressions shape shared experiences. *Journal of Consumer Research*, 40(3), 501-517.

Rajagopal, P. & Montgomery, N. V. 2011. I Imagine, I experience, I like: The false experience effect. *Journal of Consumer Research*, 38(3), 578-594.

Montgomery, N. V. & Unnava, H. R. 2009. Temporal sequence effects: A memory framework. *Journal of Consumer Research*, 36(1), 83-92.

Raju, S., Unnava, H. R., & Montgomery, N. V. 2009. The effect of brand commitment on the evaluation of nonpreferred brands: A disconfirmation process. *Journal of Consumer Research*, 35(5), 851-863.

Raju, S., H. Unnava, H. R., & Montgomery, N. V. 2009. The moderating effect of brand commitment on the evaluation of competitive brands. *Journal of Advertising*, 38(2), 21-35.

Votolato, N. L. & Unnava, H. R. 2006. Spillover of negative information on brand alliances. *Journal of Consumer Psychology*, 16(2), 196-202.

**BOOK CHAPTERS**

Rajagopal, P. & Montgomery, N. V. 2017. The stories we tell: A reconstructive view of consumer memory. In D. Maheswaran & T. Puliyl (Eds.), *Understanding Indian Consumers*. (pp. 119-129). New Dehli: Oxford University Press.

Montgomery, N. V. & Bhargave, R. P. 2016. Indirect social influence at work: The effect of anticipated discussion on thinking style. In D. J. Howard (Ed.), *The Psychology of Consumer and Social Influence: Theory and Research*. New York, NY: Nova Science Publishers.

Montgomery, N. V. & Unnava, H. R. 2007. The role of consumer memory in advertising. In G. J. Tellis & T. Ambler (Eds.), *The SAGE Handbook of Advertising* (pp. 105-119). London: Sage Publications.

**CONFERENCE PROCEEDINGS**

Bhargave, R. & Montgomery, N. V. 2014. Congruent attributes in complementary consumption: The role of the experience social context. *NA - Advances in Consumer Research*, 42, 415-416.

Bhargave, R. & Montgomery, N. V. 2012. Together or alone: How the social setting of experiences impacts preferences for improving versus declining sequences. *NA - Advances in Consumer Research*, 40, 663-664.

Rajagopal, P. & Montgomery, N. V. 2012. Remembering better or remembering worse: Age effects on false memory. *NA - Advances in Consumer Research*, 40, 928.

Montgomery, N. V. & Rajagopal, P. 2012. Remembering the best of times or the worst of times? The moderating role of brand commitment on false product experience memories. *NA - Advances in Consumer Research*, 40, 32-36.

Raju, S., Desai, K., Unnava, H. R., & Montgomery, N. V. 2011. Can brand commitment be harmful to the brand? The moderating role of psychological contracts. *NA - Advances in Consumer Research*.

Rajagopal, P. & Montgomery, N. V. 2009. The effects of imagery, false memory and experience on attitude confidence. *NA - Advances in Consumer Research*.

Montgomery, N. V. & Unnava, H. R. 2007. Temporal sequence effects: A memory framework. *NA - Advances in Consumer Research*.

Ujic, C., Beaulieu, K., Votolato, N. L., & Unnava, H. R. 2006. Why we give: An investigation of the donor decision process. *Advances in Consumer Research – Asia-Pacific Conference Proceedings*.

**OTHER ARTICLES**

Montgomery, N. V. 2021. How a leader's gender impacts a company's ability to recover from failures. *Lead Read Today*.

Montgomery, N. V. 2018. How consumers want to engage with brands on social media: A framework. *HubSpot Research*.

Rajagopal, P. & Montgomery, N. V. 2011, June 10. How ads create false memories. *The Mark News*.

## SELECTED POPULAR PRESS CITATIONS

*BBC Radio, Daily Mail, FoxBusiness, Kiplinger's Personal Finance, MarketWatch, Newsweek, NPR, Psychology Today, Scientific American, The Independent, USA Today, U.S. News & World Report, Wall Street Journal, Wired, Yahoo! Finance*

## REFEREED CONFERENCE PRESENTATIONS AND INVITED TALKS

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“Managing Our Children’s Use of Technology,” Invited talk at Albemarle County Public Schools, January 2020

“To be or not to be sorry? How CEO gender impacts organizational apologies,”  
- *SMS Strategic Leadership Conference*, March 2019  
- Invited talk at Case Western Reserve University, September 2019

“Digital Marketing & Analytics in the UK and Ireland,” Invited talk for Ireland’s Ambassador to the United States, His Excellency Daniel Mulhall, April 2019

“The role of gender in retail investors’ reactions to proxy contests,”  
- *Strategic Management Society*, September 2018  
- *SMS Strategic Leadership Conference*, March 2019

“The social CEO: Conceptualizing CEOs’ use of social media,” *SMS Strategic Leadership Conference*, March 2019

“Falling Off the Glass Cliff: How CEO Gender Affects Consumer Response to Company Failure,” Invited talk at Imperial College, March 2017

“The collective satiation effect: How co-experience accelerates a decline in hedonic judgments,” invited talk at The Ohio State University, December 2016

“Cues of congruity in complementary consumption: The role of analytic versus holistic processing,” *Association for Consumer Research*, October 2014

“First impressions matter more when co-experiencing with others: Temporal sequences in joint versus solo contexts,”  
- *Association for Consumer Research*, October 2012  
- *Society for Consumer Psychology*, February 2013

“Remembering the best of times or the worst of times? The moderating role of brand commitment on false product experience memories,”  
- *Society for Applied Research in Memory and Cognition*, January 2017  
- *Association for Consumer Research*, October 2012  
- Marketing Academic Research Colloquium, Georgetown University, May 2014

“Remembering better or remembering worse: Age effects on false memory,”  
- *Society for Applied Research in Memory and Cognition*, January 2017  
- *Association for Consumer Research*, October 2012

“Can brand commitment be harmful to the brand? The moderating role of psychological contracts,” *Association for Consumer Research*, October 2010

“I imagine, I experience, I like: The false experience effect,”

- *Society for Consumer Psychology*, February 2010
- JDM Preconference Poster, *Society for Personality and Social Psychology*, January 2011
- Invited talk at Central Virginia American Marketing Association, March 2016

“The effects of imagery, false memory, and experience on attitude strength,” *Association for Consumer Research*, October 2008

“Temporal sequence effects: Extensions of a memory framework,” invited talk at The Ohio State University, April 2008

“Temporal sequence effects: A memory framework,”

- *Haring Symposium*, Indiana University, March 2006
- *Behavioral Decision Research in Management*, June 2006
- *Association for Consumer Research*, September 2006

“Why we give: An investigation of the donor decision process,” *Society for Consumer Psychology*, February 2006

“The effectiveness of comparative advertising: The role of the relationship between the consumer and the comparison brand,”

- *Haring Symposium*, Indiana University, April 2004
- Edward F. Hayes Graduate Research Forum, The Ohio State University, April 2004

“When two brands attack each other: A comparative advertising examination,” *Society for Consumer Psychology*, February 2004

“Spillover of negative information on brand alliances,”

- Midwest Marketing Camp, The Ohio State University, June 2003
- *Society for Consumer Psychology*, February 2004

## HONORS AND AWARDS

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The Mead Endowment Jack Lindgren Award, 2018-2019  
Alfred N. Page Undergraduate Teaching Award, College of William and Mary, 2010  
William R. Davidson Doctoral Fellowship in Marketing, The Ohio State University, 2005-2007  
Fellow, AMA Sheth Foundation Doctoral Consortium, University of Maryland, 2006  
Graduate Associate Teaching Award Nominee, The Ohio State University, 2004, 2006  
Fellow, Albert Haring Symposium, Indiana University, 2004, 2006  
Second Place, Edward F. Hayes Graduate Research Forum, The Ohio State University, 2004  
Robert Bartels Fellowship, The Ohio State University, 2002-2005  
Pace Setter Award for academic excellence, The Ohio State University, 2000  
Presidential Academic Scholar, The Ohio State University, 1997-2001

## RESEARCH GRANTS

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**Social Security Administration** funded Financial Literacy Research Consortium Grant for *Center for Interdisciplinary Behavioral Finance Research*, **Total Direct Costs: \$525,000**, 2009-2011  
**Social Security Administration** funded Financial Literacy Research Consortium Grant for “Temporal Distance to Retirement and Communication Framing: Enhancing Retirement Financial Decision Making for the Young,” **Total Direct Costs: \$87,000**, 2010-2011  
**Social Security Administration** Intergovernmental Personnel Assignment for “Affective Forecasting Errors in the Retirement Decision,” **Total Direct Costs: \$43,000**, 2011-2012

## ACADEMIC SERVICE

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Ad hoc reviewer: *Acta Psychologica*, *Journal of Advertising*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Experimental Psychology: Applied*, *Journal of Experimental Psychology: General*, *Journal of Experimental Psychology: Learning, Memory and Cognition*, *Journal of Marketing Research*, *Management Research News*, *Memory & Cognition*, *Organization Science*, *Quarterly Journal of Experimental Psychology*, *Social Influence*  
Undergraduate Admissions Committee, 2020-present  
Undergraduate Programs Committee, University of Virginia, 2016-2020  
Chair, ARPT Task Force, University of Virginia, 2018-2019  
NYC Marketing, Analytics, & Start-Up Trip, University of Virginia, 2019-2020  
ARPT Subcommittee, University of Virginia 2015-present  
Global Commerce Scholars Thesis Advisor, University of Virginia, 2014-present  
Subject Pool Coordinator, University of Virginia, 2014-2016  
Marketing Area Curriculum Committee, University of Virginia, 2013-2014

## **TEACHING EXPERIENCE**

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### **MCINTIRE SCHOOL OF COMMERCE, UNIVERSITY OF VIRGINIA**

Marketing Strategy, MS in MIT Executive Education, 2021-present

Digital Strategy & Analytics, Undergraduate & Graduate, 2016-present

Digital Marketing & Analytics in the UK & Ireland, Undergraduate, 2017-2019

Global Immersion Experience in East Asia, 2016

Principles of Marketing, Undergraduate Integrated Core Experience, 2013-2015

Consumer Behavior, 2013-2014

### **MASON SCHOOL OF BUSINESS, COLLEGE OF WILLIAM AND MARY**

Consumer Behavior, Undergraduate, 2010-2013

Principles of Marketing, Undergraduate, 2007-2012

International Consumer Behavior, Undergraduate, taught in Budapest, Hungary, 2011

Field Consultancy, Graduate, 2010-2011

### **FISHER COLLEGE OF BUSINESS, THE OHIO STATE UNIVERSITY**

Consumer Behavior, 2002-2005