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Education

PhD, Vanderbilt University, 1988.
Marketing Management

MBA, Vanderbilt University, 1985.
Major: Marketing Management

MS, Vanderbilt University, 1985.
Major: General Psychology

BA, *Summa cum laude*, Bucknell University, 1981.
Major: Psychology/Spanish

Professional Positions

Professor, Paul Merage School of Business, UC Irvine (2003-present).
Adjunct Professor, Environmental Health, Science and Policy, UC Irvine (2003-2006).
Associate Adjunct Professor, Environmental Health, Science and Policy, UC Irvine (1997-2003).
Associate Professor, Paul Merage School of Business, UC Irvine (1995-2003).
Assistant Professor, Paul Merage School of Business, UC Irvine (1988-1995).
Assistant Professor of Marketing, California State University - Fullerton, School of Business
Administration and Economics. (September 1, 1986 - June 30, 1988).

Professional Memberships

American Academy of Advertising (AAA).
American Marketing Association (AMA).
American Psychological Association (APA).
American Public Health Association (APHA).
Association for Consumer Research (ACR).
Society for Consumer Psychology (SCP).

Awards and Honors

Who's Who. (Numerous years and volumes).
Associate Editor, Journal of Marketing (term begins 2011)
Journal of Consumer Psychology, Top 10 Reviewer Award, 2009-2010
Association for Consumer Research Doctoral Consortium Faculty Member. (2009).
Chair of Dante Pirouz's dissertation, winner of Marketing Science Institute Alden G. Clayton
dissertation proposal award. (2009).
Chair of Dante Pirouz's dissertation, winner of SCP-Sheth dissertation proposal award. (2009).
Journal of Marketing "Outstanding Reviewer" Award. (2009).
Richard W. Pollay Prize for Intellectual Excellence in Research on Marketing in the Public
Interest. (2009).
Association for Consumer Research Doctoral Consortium Faculty Member. (2008).
Nominated to be President of the Association of Consumer Research. (2008).

2 person slate.
Chair of Liangyan Wang's dissertation, co-winner of ACR-Sheth dissertation proposal award. (2006).
Association for Consumer Research Doctoral Consortium Faculty Member. (2005).
Best Paper in 2002, Journal of Consumer Research. (2005).
Co-Chair of Association for Consumer Research Conference. (2005).
Chair of Terry Zhao's dissertation, runner-up for SCP-Sheth dissertation proposal award. (2004).
Exceptional Contribution by Reviewer, Journal of Public Policy & Marketing. (2004).
Exceptional Faculty Service Award, UCI Graduate School of Management. (2004).
Best Elective Course in Full Time MBA program, Graduate School of Management. (2003).
List of Top 50 Marketing Scholars (Based on citation counts). (2003).
Chair of Dipayan Biswas' dissertation, winner of ACR-Sheth dissertation proposal award. (2002).
Who's Who in Economics, Fourth Edition (Based on citation counts). (2002).
American Marketing Association Doctoral Consortium Faculty Member. (2001).
Business 2.0 "Key Professor" List, Article on 20 Top Technology-Savvy Business Schools. (2001).
Charles and Twyla Martin Excellence in Teaching Award, University of California, Irvine, Graduate School of Management. (2001).
Association for Consumer Research Doctoral Consortium Faculty Member. (2000).
BusinessWeek, B-Schools Rankings & Profiles, "Most Popular Electives" Listing. (2000).
BusinessWeek, B-Schools Rankings & Profiles, "Most Popular Professors" Listing. (2000).
Conexant Teaching Award, University of California, Irvine, Graduate School of Management. (2000).
Journal of Consumer Research "Outstanding Reviewer" Award. (2000).
Lincoln Mercury Marketing Lab Sponsorship, University of California, Irvine, Graduate School of Management. (2000).
\$500,000
Journal of Public Policy & Marketing "Exceptional Contribution by Reviewer" Award. (1999).
American Marketing Association Doctoral Consortium Faculty Member. (1997).
American Marketing Association Doctoral Consortium Faculty Member. (1993).
Marketing Science Institute Alden G. Clayton dissertation proposal award. (1987).
American Marketing Association Doctoral Consortium Fellow. (1986).
Alpha Lambda Delta National Honor Society in Psychology. (1981).
Beta Gamma Sigma National Honor Society, in Management. (1981).
Bucknell University Rhodes Scholar Nominee. (1981).
President, Phi Beta Kappa National Honor Society. (1981).

RESEARCH

Publications

Book Chapters, Peer-Reviewed

10. Mick, D., Pettigrew, S., Pechmann, C., Ozanne, J. (2012). The Origins, Qualities and Envisionments of Transformative Consumer Research. In D. Mick, S. Pettigrew, C. Pechmann, J. Ozanne (Eds.), *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers*. (Forthcoming). NY, NY: Routledge.
9. Pechmann, C., Biglan, A., Grube, J. W., Cody, C. (2012). Transformative Consumer Research for Addressing Tobacco and Alcohol Consumption. In D. Mick, S. Pettigrew, C. Pechmann, J. Ozanne (Eds.), *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers*. (Forthcoming). NY, NY: Routledge.

8. Pechmann, C., Andrews, C. (2011). Methodological Issues and Challenges in Conducting Social Impact Evaluations. In P. N. Bloom, E. Skloot (Eds.), *Scaling Social Impact: New Thinking*. (Forthcoming). NY, NY: Palgrave Macmillan.
7. Pechmann, C., Andrews, J. C. (2011). Copy Test Methods to Pretest Advertisements. In M. Belch, G. Belch (Eds.), *Wiley International Encyclopedia of Marketing*. Chapter 4, Integrated Marketing Communication. (Forthcoming). Chichester, UK. Wiley.
6. Pechmann, C., Slater, M. D. (2005). Social Marketing Messages That May Motivate Irresponsible Consumption Behavior. In D. Mick, S. Ratneshwar (Eds.), *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*. (pp. 185-207). London, UK. Routledge.
5. Pechmann, C., Fitzsimons, L., Chamie, A. (2003). Using Geographic Information Systems for Marketing Research. In A. Parasuraman, D. Grewal, R. Krishnan (Eds.), *Marketing Research*. Chapter 5. (pp. 128-155). Houghton Mifflin Co.
4. Pechmann, C. (2002). Changing Adolescent Smoking Prevalence: Impact of Advertising Interventions. In D. Burns (Ed.), *Changing Adolescent Smoking Prevalence: Where It Is and Why*. (pp. 171-181). Silver Spring, MD: National Cancer Institute.
3. Pechmann, C. (1997). Does Antismoking Advertising Combat Underage Smoking? A Review of Past Practices and Research. In M. E. Goldberg, M. Fishbein, S. Middlestadt (Eds.), *Social Marketing: Theoretical and Practical Perspectives*. (pp. 189-216). Hillsdale, NJ: Lawrence Erlbaum Associates.
2. Pechmann, C., Stewart, D. W. (1994). The Psychology of Comparative Advertising. In E. M. Clark, T. C. Brock, D. W. Stewart (Eds.), *Attention, Attitude and Affect in Response to Advertising*. (pp. 79-96). Hillsdale, NJ: Lawrence Erlbaum Associates.
1. Pechmann, C., Stewart, D. W. (1988). The Multidimensionality of Persuasive Communication: Theoretical and Empirical Foundations. In A. Tybout, P. Cafferata (Eds.), *Cognitive and Affective Responses to Advertising*. (pp. 31-65). Lexington, MA: Lexington Press.

Book Sections

3. Pechmann, C. (211) Does Advertising Make Smoking Cool? In *Advertising Principles and Practice*, 9th ed, Sandra Moriarty and Nancy Mitchell, 2011, Prentice Hall.
2. Pechmann, C. (2009). CB as I See It. In S. Askegaard, M. Hogg, G. Bamossy (Eds.), *Consumer Behaviour: A European Perspective*. New Jersey: Pearson/Prentice Hall.
1. Pechmann, C. (2008). CB as I See It. In Solomon, M., *Consumer Behavior: Buying, Having, and Being*. 7th Edition. New Jersey: Prentice Hall.

Books Edited

3. Mick, D., Pettigrew, S., Pechmann, C., Ozanne, J. (Eds.), (2012). *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers*. NY, NY: Routledge.
2. Pechmann, C., Price, L. (Eds.), (2006). *Advances in Consumer Research*. 33. Duluth, MN: Association for Consumer Research.
1. Grewal, D., Pechmann, C. (Eds.), (1998). *American Marketing Association Winter Educators' Conference Proceedings: Marketing Theory and Applications*. 9. Chicago, Illinois: American

Marketing Association.

Conference/Workshop/Symposium Proceedings, Peer-Reviewed

CONFERENCE PROCEEDINGS

38. Pirouz, D. M., Pechmann, C., Rodriguez, P.F. (2010). The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising, *Conference Proceedings, Interdisciplinary Symposium on Decision Neuroscience*, Philadelphia, PA, forthcoming.
37. Pirouz, D. M., Pechmann, C., Rodriguez, P.F. (2010). The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising, *Conference Proceedings, Society for Neuroeconomics*, Evanston, IL, forthcoming.
36. Pirouz, D. M., Pechmann, C., Rodriguez, P.F. (2010). The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising, *Conference Proceedings, Addictions*, Arlington, VA, forthcoming.
35. Pezzuti, T. Pechmann, C., Borges, A., Pirouz, D. (2010). Sunglasses, Hierarchy, and Negotiations: Gender Differences in Eye Gaze During Interpersonal Communication. In D. W. Dahl, G. V. Johar, S. M. J. van Osselaer (Eds.), *Advances in Consumer Research. Association for Consumer Research*, Vol. 38, Jacksonville, FL, forthcoming.
34. Pirouz, D. M., Pechmann, C., Rodriguez, P.F. (2010). The Dark Side Of Product Attachment: An fMRI Study of Reactivity of Users and Non-Users to Addictive Advertising Cues. In D. W. Dahl, G. V. Johar, S. M. J. van Osselaer (Eds.), *Advances in Consumer Research. Association for Consumer Research*, Vol. 38, Jacksonville, FL, forthcoming.
33. Zhao, T., Pechmann, C. (2010). An Empirical Study of the Effectiveness of Charity Advertising Appeals in the Context of Volunteerism. *Summer Educators' Conference Proceedings, American Marketing Association*, Boston, MA, forthcoming.
32. Davis, B., Pechmann, C. (2010). Research and Public Policy Perspectives on Risky Consumption Behavior Among Adolescents. *Marketing and Public Policy Conference Proceedings, American Marketing Association*, Denver, CO, forthcoming.
31. Pechmann, C., Andrews, C. (2010). Contributions by Marketing Scholars to the Emerging Field of Social Entrepreneurship, *Marketing and Public Policy Conference Proceedings, American Marketing Association*, Denver, CO, forthcoming.
30. Biswas, D., Pechmann, C. (2009). What Do these Clinical Trial Results Mean? How Personally Relevant Decisions are Affected by Data Framing, Partitioning, and Quantification. In M. Campbell, J. Inman, R. Pieters (Eds.), *Advances in Consumer Research. Association for Consumer Research*, Vol. 37, Pittsburg, PA, <http://www.acrwebsite.org/volumes/display.asp?id=15136> .
29. Brennan, D., Pechmann, C. (2009). Place, Prosocial Activity, and Unhealthy Consumption. In M. Campbell, J. Inman, R. Pieters (Eds.), *Advances in Consumer Research. Association for Consumer Research*, Vol. 37, Pittsburg, PA, <http://www.acrwebsite.org/volumes/display.asp?id=15118>.
28. Pezzuti, T., Pechmann, C., Pirouz, D., Borges, A., Werle, C. (2009). The Effect of Referent Age on Interpersonal Influence in Domains Related to Factual Information, Values, and Style. In M. Campbell, J. Inman, R. Pieters (Eds.), *Advances in Consumer Research. Association for Consumer Research*, Vol. 37, Pittsburg, PA, <http://www.acrwebsite.org/volumes/display.asp?id=15402>.
27. Pechmann, C., Pirouz, D., Pezzuti, T. (2009). Symbolic Interactionism and Adolescent Reactions to

- Cigarette Advertisements. In M. Campbell, J. Inman, R. Pieters (Eds.), *Advances in Consumer Research*. Association for Consumer Research, Vol. 37, Pittsburg, PA, <http://www.acrwebsite.org/volumes/display.asp?id=15458>.
26. Biswas, D., Pechmann, C. (2009). Personally Relevant Decisions for Product Efficacies: The Effects of Framing, Partitioning and Quantification. *Summer Educators' Conference Proceedings, American Marketing Association*, Chicago, IL, forthcoming.
 25. Leslie, F., Levine, L., Loughlin, S., Pechmann, C. (2009). Adolescents' Psychological and Neurobiological Development and Implications for Digital Marketing. Berkeley, CA: Berkeley Media Studies Group, http://digitalads.org/documents/Leslie_et_al_NPLAN_BMSG_memo.pdf.
 24. Pechmann, C., Wang, L. (2008). The Use of Entertainment Education to Deter Youth Smoking: Does Balance, Transformation, and a Public Service Announcement Epilogue Help or Hurt?. In A. Lee, D. Soman (Eds.), *Advances in Consumer Research*. Association for Consumer Research, Vol. 35, (pp. 146-148). Memphis, TN.
 23. Pechmann, C. (2008). Analysis of the Regulatory Environment for Direct-to-Consumer Prescription Drug Ads: A Case Study of Vioxx. In A. Lee, D. Soman (Eds.), *Advances in Consumer Research*. Association for Consumer Research, Vol. 35, (pp. 106-108). Memphis, TN.
 22. Pechmann, C., Johnson, E. (2007). Grant Funding Opportunities and Challenges for Transformative Consumer Research. In G. Fitzsimons, V. Morwitz (Eds.), *Advances in Consumer Research*. Association for Consumer Research, Vol. 34, Orlando, FL.
 21. Pechmann, C., Wang, L. (2007). Entertainment Education or Entertainment Degradation? The Efficacy of Commercial Television at Conveying Smoking Prevention Messages. In *Public Policy and Marketing Conference Proceedings*. American Marketing Association, Long Beach, CA.
 20. Pechmann, C., Pirouz, D. (2007). The Dark Side of Attachment: Addiction, New Frontiers in Branding: Attitudes, Attachments, and Relationships. In J. Priester, D. MacInnis, C. W. Park (Eds.), *26th Advertising and Consumer Psychology Conference Proceedings*. Society for Consumer Psychology, Vol. 76, (pp. 76). Santa Monica, CA.
 19. Pechmann, C., Wang, L. (2007). Entertainment Education to Deter Youth Smoking. *TRDRP Investigator Conference, Abstract Booklet*, (pp. 45-46). Sacramento, CA. (<http://www.trdrp.org/publications/conferences/2007/CON7absrtbk.pdf>).
 18. Zhao, G., Pechmann, C. (2006). Regulatory Focus, Feature Positive Effect, and Message Framing. In C. Pechmann, L. Price (Eds.), *Advances in Consumer Research*. Association for Consumer Research, Vol. 33, (pp. 100). San Antonio, TX.
 17. Pechmann, C., Reibling, E. T. (2003). Research on Antismoking Advertising Messages for Youth. *American Public Health Association 2003 Conference Abstracts*. (http://apha.confex.com/apha/131am/techprogram/paper_59362.htm).
 16. Pechmann, C., Goldberg, M. E., Reibling, E. T., Zhao, G. (2001). Antismoking Advertising Campaigns Targeting Youth in the U.S. and Canada. In C. R. Taylor (Ed.), *Proceedings of the 2001 Conference of the American Academy of Advertising*. Villanova, PA: Villanova University.
 15. Pechmann et al. (2001). Adolescents and Cigarette Advertising in Popular Magazines: The Fifteen Percent Rule and Beyond. In *Marketing and Public Policy Conference Proceedings*. (pp. 47-51). Chicago, Illinois: American Marketing Association.

14. Pechmann, C., Goldberg, M. E. (1999). Should Anti-smoking Ads Attempt to Denormalize Tobacco Use? Alternative Perspectives and Theoretical Frameworks. In E. Arnold, L. Scott (Eds.), *Advances in Consumer Research*, Vol. 26, (pp. 410-411). Provo, Utah: Association for Consumer Research.
13. Pechmann, C., Shih, C. F. (1997). How Smoking in Movies and Antismoking Ads Before Movies may Affect Teenagers' Perceptions of Peers who Smoke. In M. Brucks, D. J. MacInnis (Eds.), *Advances in Consumer Research*, Vol. 24, (pp. 62-63). Provo, Utah: Association for Consumer Research.
12. Pechmann, C., Knight, S. J. (1996). Cigarette Ads, Anti-Smoking Ads and Peers: Why Do Underage Youths Start Smoking Cigarettes?. In K. P. Corfman, J. Lynch (Eds.), *Advances in Consumer Research*, Vol. 23, (pp. 267). Provo, Utah: Association for Consumer Research.
11. Pechmann, C. (1995). When and How Extraneous Reference Prices Deter Choice of Competitors: Alternative Mediational Paths and Implications for Consumer Deception. In F. R. Kardes, M. Sujan (Eds.), *Advances in Consumer Research*, Vol. 21, (pp. 430-431). Provo, Utah: Association for Consumer Research.
10. Ratneshwar, S., Pechmann, C., Shocker, A. D. (1994). Consumer Consideration Sets and Choice Across Nominal Categories: The Role of Individual and Situational Goals. In C. T. Allen, D. Roedder John (Eds.), *Advances in Consumer Research*, Vol. 22, (pp. 589). Provo, Utah: Association for Consumer Research.
9. Pechmann, C., Ratneshwar, S. (1993). Smoking-Related Advertising and Its Effects on Preteens: A Social Cognitive Perspective. In L. McAlister, M. Rothschild (Eds.), *Advances in Consumer Research*. Vol. 20, (pp. 265). Provo, Utah: Association for Consumer Research.
8. Pechmann, C., Esteban, G. (1991). How Comparative Ads Affect Persuasion: The Moderating Role of Prior Motivation. In *Proceedings of the Society for Consumer Psychology*. (pp. 11). Washington, DC: American Psychological Association.
7. Pechmann, C. (1990). How Do Consumer Inferences Mediate the Effectiveness of Two-Sided Messages?. In M. Goldberg, G. Gorn, R. Pollay (Eds.), *Advances in Consumer Research*. Vol. 17, (pp. 337-341). Provo, Utah: Association for Consumer Research.
6. Pechmann, C., Ratneshwar, S. (1990). The Use of Comparative Advertising for Positioning Unfamiliar Brands: The Moderating Role of Attribute Typicality. In *Proceedings of the Society for Consumer Psychology*. (pp. 35-36). Washington, DC: American Psychological Association.
5. Pechmann, C., Stewart, D. W. (1989). A Learning Perspective of How Advertising Works: The Accumulation Model of Advertising Response. In *Proceedings of the Division of Consumer Psychology*. (pp. 97-99). Washington, DC: American Psychological Association.
4. Pechmann, C., Stewart, D. W. (1989). Nonverbal Communication in a Natural Context: Consumer Markets. In *Proceedings of the Division of Consumer Psychology*. (pp. 68-71). Washington, DC: American Psychological Association.
3. Stewart, D. W., Hickson, G. B., Ratneshwar, S., Pechmann, C., Altemeier, W. (1985). Information Search and Decision Strategies Among Health Care Consumers. In E. C. Hirschman, M. B. Holbrook (Eds.), *Advances in Consumer Research*. Vol. 12, (pp. 252-257). Provo, Utah: Association for Consumer Research.
2. Stewart, D. W., Pechmann, C., Ratneshwar, S., Stroud, J., Bryant, B. (1985). Advertising Evaluation:

A Review of Measures. In M. J. Houston, R. J. Lutz (Eds.), *Marketing Communications - Theory and Research*. (pp. 3-6). Chicago, IL: American Marketing Association.

1. Pechmann, C. (1983). A System For Assessing Use of Time in Clinic. In *Diabetes*. (pp. 20). New York, NY: American Diabetes Association.

Interviews

Pechmann, C. (2009). The marketing of cigarettes in South Korea. [Televised interview for Munhwa Broadcasting Corporation (MBC), a major national [South Korean television](#) network].

Pechmann, C. (2009). Allergan and Latisse. [Interview with Vita Reed of the Orange County Business Journal].

Pechmann, C. (2009). Case Study of the National Youth Anti-drug Ad Campaign. [Interview for the Department of Communication, George Mason University, Fairfax, VA].

Pechmann, C. (2009). Where there's smoke. Marketing professor Connie Pechmann has become the go-to expert on deterring teens from cigarettes [Interview with Bold, K., of UCI University Communications].

Pechmann, C. (2009). Alumna wins Pollay prize [Interview with Johns, H., of Bucknell Alumni News].

Pechmann, C. (2008). How kids make the choice not to smoke (and make it stick) [Interview with Sparling, P., of Current Health 1 Magazine]. (published monthly by Weekly Reader and used in schools nationwide).

Pechmann, C. (2007). Pechmann to speak at FDA public workshop. UCI Brief.

Pechmann, C. (2007). Teens urged to beware of tobacco's role in movies [Interview with Hernandez, M., of Ventura County Star].

Pechmann, C. (2006). Silent bits may scream. Teens are susceptible to marketing and advertising of tobacco products [Interview with Groves, L., of University of California, Irvine, Transdisciplinary Tobacco Use Research Center].

Pechmann, C. (2006). Can teens handle the anti-smoking truth? [Interview with Baker, S., of Kansas City Star].

Pechmann, C. (2005). Will "Clueless" give clues about which anti-smoking messages work with teens? [Interview with Ismael, K., of iMagazine]. University of California, Irvine, Graduate School of Management. (Fall issue).

Pechmann, C. (2005). Antismoking Messages in TV Sitcoms. Interviewed on REAL ORANGE, KOCE-TV.

Pechmann, C. (2005). Pechmann to Research Impact of Anti-Smoking Messages in Sitcoms. UCI Brief.

Pechmann, C. (2005). Effectiveness of anti-smoking messages in sit coms [Interview with Beirne, M., of Brandweek.com].

Pechmann, C. (2004). Groundbreaking research on antismoking ads [Interview with Gregory, J., of

- iMagazine, University of California, Irvine Graduate School of Management]. (Winter issue).
- Pechmann, C. (2003). Certain themes in anti-smoking ads deter teens [Interview with Burton, S., of Marketing News].
- Pechmann, C. (2002). Study slams Philip Morris ads telling teens not to smoke [Interview with Fairclough, G., of Wall Street Journal].
- Pechmann, C. (2002). Ahead of the curve [Interview with Newman, D., of Daily Pilot, a division of the Los Angeles Times].
- Pechmann, C. (2001). A Q&A With Connie Pechmann. Interviewed for Prevention File Orange County California Edition.
- Pechmann, C. (2001). Diversity comes with division [Interview with Martelle, S., Yi, D., of Los Angeles Times].
- Pechmann, C. (2000). Butt-Kicking advertising [Interview with Dill, M., of AdWeek].
- Pechmann, C. (2000). Messages that cut through the smoke [Interview with Rose, J., of Los Angeles Times].
- Pechmann, C. (2000). Prime story, Report on antismoking advertising campaigns targeting youth. Interviewed on Orange County Newschannel.
- Pechmann, C. (2000). Study dissects anti-smoking campaigns' effect on teens [Interview with Johansson, C., of Irvine Spectrum News].
- Pechmann, C. (2000). Movie ratings board gets an 'F' on smoking [Interview with Morgan, J., of USA Today.com].
- Pechmann, C. (2000). Rendezvous with Cornelia (Connie) Pechmann [Interview with Boucher, P., of Rendezvous, www.tobacco.org].
- Pechmann, C. (2000). Silver smoke screen. Reality bites back [Interview with Pollay, J., of Brill's Content].
- Pechmann, C. (1999). Antismoking ads that curb teen smoking [Interview with Azar, B., of American Psychological Association Monitor].
- Pechmann, C. (1998). US anti-smoking drive falling short [Interview with Garvey, M., of Los Angeles Times].
- Pechmann, C. (1997). Anti-smoke screen: L. A. county films ads to counter cigarettes' 'cool' movie image --but few theaters show them [Interview with Gellene, D., of Los Angeles Times].
- Pechmann, C. (1997). Depictions of smoking in movies. Interviewed by Canadian Broadcast Service, Sunday Morning News Show.
- Pechmann, C. (1997). Depictions of smoking in movies. Interviewed for ABC World News This Morning.

Pechmann, C. (1997). Studios asked to deglamorize smoking: State legislator wants films to stop gratuitous tobacco use [Interview with Russell, S., of San Francisco Chronicle].

Pechmann, C. (1997). Depictions of smoking in movies. Interviewed for KABC-TV, Los Angeles.

Pechmann, C. (1997). Lawmaker targets on-screen smoking [Interview with Vanzi, M., of Los Angeles Times].

Pechmann, C. (1997). Is anybody getting the picture? Despite ads, teen-age smoking is unabated [Interview with Adelson, A., of The New York Times].

Pechmann, C. (1997). Push against smoking opens on silver screen [Interview with Parker-Pope, T., of Wall Street Journal].

Pechmann, C. (1997). California takes on the tobacco industry with a \$22 million campaign to discourage smoking [Interview with Adelson, A., of The New York Times].

Pechmann, C. (1997). Teens pick up on movie smoking. Study: turn them off with anti-tobacco ads [Interview with Peterson, K., of USA Today].

Pechmann, C. (1996). Up in Smoke [Interview with Alsberg, P., of The Washington Post].

Pechmann, C. (1996). Anti-tobacco Ads 'Inoculate' teen filmgoers in UCI study [Interview with Archibold, R. C., of Los Angeles Times].

Pechmann, C. (1995). New California antismoking ads. Televised press conference by California Department of Health Services, and Rogers and Associates.

Journal Articles, Peer-Reviewed

33. Pechmann, C. et al. (2011). Learning about At-risk Consumers: Research Challenges and Opportunities. *Journal of Public Policy and Marketing*, forthcoming.
32. Carpenter, C., Pechmann, C. (2011). Exposure to 'Above the Influence' Anti-Drug Advertisements and Youth Marijuana Use in the US, 2006-2008. *American Journal of Public Health*, forthcoming.
31. Kelly, K., Pechmann, C., Reibling, E.T. (2011). The Opportunities and Challenges of School-Based Research for Social Marketers. *Social Marketing Quarterly*, forthcoming.
30. Pechmann, C. (2011). Smoking in Movies, *Health Communication*, forthcoming.
29. Pechmann, C., Wang, L. (2010). Effects of Directly and Indirectly Competing Reference Group Messages and Persuasion Knowledge: Implications for Educational Placements. *Journal of Marketing Research*, 47(February), 134-145.
28. Zhao, G., Pechmann, C. (2007). The Impact of Regulatory Focus on Adolescents' Response to Antismoking Advertising Campaigns. *Journal of Marketing Research*, 44(November), 671-687. (Summary posted on the Brand Science Institute's Research Blog, www.b-s-i.org/blog).
27. Pechmann, C., Reibling, E. T. (2006). Antismoking Advertisements for Youth: An Independent Evaluation of Health, Counter-industry, and Industry Approaches. *American Journal of Public Health*, 96(May), 906-913. (Included in staff training materials, Durham, NC Region Health Dept. 2007).

26. Pechmann, C., Levine, L., Loughlin, S., Leslie, F. (2005). Impulsive and Self-conscious: Adolescents' Vulnerability to Advertising and Promotion. *Journal of Public Policy and Marketing*, 24(Fall), 202-221.
25. Foley, D., Pechmann, C. (2004). The National Youth Anti-Drug Media Campaign Copy Test System. *Social Marketing Quarterly*, X-Special Issue(2-Summer), 34-42.
24. Pechmann, C., Zhao, G., Goldberg, M. E., Reibling, E. T. (2003). What to Convey in Antismoking Advertisements for Adolescents? The Use of Protection Motivation Theory to Identify Effective Message Themes. *Journal of Marketing*, 67(April), 1-18.
23. Pechmann, C., Knight, S. J. (2002). An Experimental Investigation of the Joint Effects of Advertising and Peers on Adolescents' Beliefs and Intentions about Cigarette Consumption. *Journal of Consumer Research*, 29, 5-19. (Selected Best Paper by Journal of Consumer Research. Reprinted in "Consumer Behavior II: The Meaning of Consumption, Volume 4 Advertising and Consumption" Margaret K. Hogg ed., London, UK: Sage Publications, 2006, pages 261-287. Listed in "Essential Readings in Marketing" McAlister, Bolton and Rizley eds., Cambridge, MA: Marketing Science Institute, 2006. Presented during trial of U.S. Attorney General versus tobacco firms, 2005. ANOVA tables published in Reading Statistics and Research, 4th edition, S. Huck, Allyn & Bacon, 2003).
22. Pechmann, C. (2002). Overview of the Special Issue on Social Marketing Initiatives. *Journal of Public Policy and Marketing*, 21, 1-2.
21. Kelder, S., Pechmann, C., Slater, M. D., Worden, J. K., Levitt, A. (2002). The National Youth Anti-drug Media Campaign. *American Journal of Public Health*, 92(8), 1211-1212. (letter).
20. Ratneshwar, S., Barsalou, L. W., Pechmann, C., Moore, M. (2001). Goal-Derived Categories: The Role of Personal and Situational Goals in Category Representations. *Journal of Consumer Psychology*, 10(3), 147-158.
19. Pechmann, C. (2001). A Comparison of Health Communication Models: Risk Learning Versus Stereotype Priming. *Media Psychology*, 3(2), 189-210.
18. Pechmann, C., Reibling, E. T. (2000). Planning an Effective Anti-Smoking Mass Media Campaign Targeting Adolescents. *Journal of Public Health Management and Practice*, 6(3), 80-94.
17. Pechmann, C., Reibling, E. T. (2000). Anti-Smoking Advertising Campaigns Targeting Youth: Case Studies from USA and Canada. *Tobacco Control, Supplement II, Volume 9*, ii18-ii31.
16. Pechmann, C., Shih, C. F. (1999). Smoking Scenes in Movies and Antismoking Advertisements Before Movies: Effects on Youth. *Journal of Marketing*, 63, 1-13. (Presented at California legislative hearings on smoking in movies. Presented to National Association of Attorneys General. Presented to National Association of Theater Owners. Measurement scales published in the Marketing Scales Handbook Vol. IV (2003), G. C. Bruner).
15. Pechmann, C., Dixon, P., Layne, N. (1998). An Assessment of the United States and Canadian Smoking Reduction Objectives for Year 2000. *American Journal of Public Health*, 88, 1362-1367.
14. Pechmann, C. (1996). Do Consumers Overgeneralize One-sided Comparative Price Claims and Are More Stringent Regulations Needed?. *Journal of Marketing Research*, 33, 150-162.
13. Ratneshwar, S., Pechmann, C., Shocker, A. D. (1996). Goal-Derived Categories and the Antecedents of Across-Category Consideration. *Journal of Consumer Research*, 23, 240-250.

12. Pechmann, C., Esteban, G. (1994). Persuasion Processes Associated with Direct Comparative and Noncomparative Advertising and Implications for Advertising Effectiveness. *Journal of Consumer Psychology, 2(4)*, 403-432.
11. Pechmann, C., Ratneshwar, S. (1994). The Effects of Anti-Smoking and Cigarette Advertising on Young Adolescents' Perceptions of Peers Who Smoke. *Journal of Consumer Research, 21*, 236-251.
10. Pechmann, C., Ratneshwar, S. (1992). Consumer Covariation Judgments: Theory or Data Driven?. *Journal of Consumer Research, 19*, 373-386.
9. Pechmann, C. (1992). Predicting When Two-Sided Ads Will Be More Effective Than One-Sided Ads: The Role of Correlational and Correspondent Inferences. *Journal of Marketing Research, 29*, 441-453.
8. Pechmann, C., Stewart, D. W. (1991). How Direct Comparative Ads Promoting Low, Moderate and High Share Brands Affect Brand Choice. *Journal of Advertising Research, 31*, 47-55.
7. Pechmann, C., Ratneshwar, S. (1991). The Use of Comparative Advertising for Brand Positioning: Association versus Differentiation. *Journal of Consumer Research, 18*, 145-160.
6. Pechmann, C., Stewart, D. W. (1990). The Effects of Comparative Advertising on Attention, Memory, and Purchase Intentions. *Journal of Consumer Research, 17*, 180-191.
5. Stewart, D. W., Hickson, G. B., Pechmann, C., Koslow, S., Altemeier, W. A. (1989). Information Search and Decision Making in the Selection of Family Health Care. *Journal of Health Care Marketing, 9(2)*, 29-39.
4. Pechmann, C., Stewart, D. W. (1988). Advertising Repetition: A Critical Review of Wearin and Wearout. *Current Issues and Research in Advertising, 285-330*.
3. Pichert, J. W., Hanson, S. L., Pechmann, C. (1985). A System For Assessing Use of Patients' Time. *Evaluation and The Health Professions, 8(1)*, 39-54.
2. Stewart, D. W., Pechmann, C., Ratneshwar, S., Stroud, J., Bryant, B. (1985). Methodological and Theoretical Foundations of Advertising Copytesting: A Review. *Current Issues and Research in Advertising, 1-74*.
1. Pichert, J. W., Hanson, S. L., Pechmann, C. (1984). Modifying Dieticians' Use of Patient Time. *The Diabetes Educator, 10(1)*, 43-46.

Newsletters

Pechmann, C. (2006). Cigarette ads prime adolescents' beliefs about smokers. *American Academy of Advertising Newsletter, 2*, 4-5.

Pechmann, C. (2002). A powerful tool for improving marketing strategies. *University of California, Irvine, Graduate School of Management Newsletter, Focus on Change in a Technology-Driven Economy*. (August issue).

Pechmann, C. (1999). Unselling tobacco: An overview of counteradvertising campaigns. *TRDRP Newsletter, News from Tobacco-Related Disease Research Program, 2*, 6-8.

Pechmann, C. (1999). Identifying enemy is key theme in JM. *Marketing News*, 45.

Technical Reports

Pechmann, C., Goldberg, M. E. (1998). *Evaluation of Ad Strategies for Preventing Youth Tobacco Use*. California Tobacco Related Disease Research Program.. (Highlighted in Tobacco-Related Disease Research Program "Report of Research 1990 – 2000," p. 20).

Current Working Papers

Silk, T., Pechmann, C. A Multi-Party Analysis of Consumer Rebates: Controversies and Research-Based Policy Recommendations. (Invited revision, *Journal of Public Policy and Marketing*).

Biswas, D., Pechmann, C. What Do these Clinical Trial Results Mean? How Product Efficacy Judgments are Affected by Data Partitioning, Framing, and Quantification. (Invited revision, *Organizational Behavior and Human Decision Processes*)

Pechmann, C. Lessons from Vioxx – Loopholes in the FDA Review of Prescription Drug Promotions (targeted at *Journal of Public Policy and Marketing*).

Published Working Papers

Pechmann, C., Ratneshwar, S. (1993). Advertising Versus Prior Beliefs: Does Anti-Smoking and Cigarette Advertising Alter Young Adolescents' Perceptions of Smokers?. *Marketing Science Institute*.

Pechmann, C., Stewart, D. W. (1990). Advertising Repetition: A Critical Review of Wear-In and Wear-Out. *Marketing Science Institute*.

Pechmann, C., Stewart, D. W. (1990). The Development of a Contingency Model of Comparative Advertising. *Marketing Science Institute*.

Presentations Given

Pechmann, C. "What Faces Tell? The Effects of Referent Age on Interpersonal Influence in Different Decision Domains," University of Western Ontario, Canada. (November 2010).

Pechmann, C. "What Faces Tell? The Effects of Referent Age on Interpersonal Influence in Different Decision Domains," Guelph University, Canada. (November 2010).

Pechmann, C., UCI Early Start Program. (August 2010).

Pechmann, C., Marketing and Public Policy Conference. 2 papers. (May 2010).

Pechmann, C. Meeting on "Digital Marketing," National Institute for Child Health and Human Development. (April 2010).

Pechmann, C., Association for Consumer Research Conference. 4 papers. (October 2009).

Pechmann, C., Meeting on "Developing a New Mobile Therapy: Twitter for Tobacco Tweetment", National Institute on Drug Abuse. (September 2009).

Pechmann, C., Antai Management School, Shanghai Jiao Tong University, China. talk to faculty and PhD students. (August 2009).

- Pechmann, C. (Keynote Speaker), Conference of Business School Deans and Marketing Dept. Chairs, Antai Management School, Shanghai Jiao Tong University, China. (August 2009).
- Pechmann, C., Second Research Colloquium on Social Entrepreneurship, Duke University Fuqua School of Business. (June 2009).
- Pechmann, C., Second Transformative Consumer Research Conference, Villanova University. (June 2009).
- Pechmann, C., The Second NPLAN/BMSG Meeting on "Digital Media and Marketing to Children", National Policy & Legal Analysis Network to Prevent Childhood Obesity & Berkeley Media Studies Group, Berkeley. California. (June 2009).
- Pechmann, C., UCLA/USC/UCI/UCR Marketing Colloquium, University of California, Los Angeles. (April 2009).
- Pechmann, C., Pollay Prize Presentation and PhD Master Class, University of British Columbia, Canada. (March 2009).
- Pechmann, C., American Marketing Association Conference. (August 2008).
- Pechmann, C., "Adolescent OTC Drug Product Use: A Public Workshop," Food and Drug Administration, National Institutes of Health, & Consumer Healthcare Products Assoc. (December 2007).
- Pechmann, C., Tobacco-Related Disease Research Program, Annual Investigator Meeting. (December 2007).
- Pechmann, C., Association for Consumer Research Conference. (October 2007).
- Pechmann, C., Transformative Consumer Research Conference, Dartmouth College. (July 2007).
- Pechmann, C., Conference on "Beneficial Consumption", Boston College, School of Management. (June 2007).
- Pechmann, C., Advertising and Consumer Psychology Conference. (April 2007).
- Pechmann, C., Baylor University, School of Business. (March 2007).
- Pechmann, C., California State University Northridge. (February 2007).
- Pechmann, C., High School Journalism Competition, Simi Valley, CA. (February 2007).
- Pechmann, C., Conference on "Social Marketing, Looking Forward", University of Arizona. (November 2006).
- Pechmann, C., Oklahoma State University. (November 2006).
- Pechmann, C., Association for Consumer Research Conference. (October 2006).
- Pechmann, C., Research on Risk, Public Policy & Marketing Preconference, University of Southern California. (June 2006).
- Pechmann, C., Public Policy and Marketing Conference. (May 2006).

- Pechmann, C., BUZZ, An Executive Women's Think Tank. (February 2006).
- Pechmann, C., Reims Management School, Reims France. (February 2006).
- Pechmann, C., Stanford University, Department of Marketing. (January 2006).
- Pechmann, C., Association for Consumer Research Conference. (October 2005).
- Pechmann, C., American Marketing Association Conference. (August 2005).
- Pechmann, C., HCEMBA luncheon talk, University of California Irvine. (July 2005).
- Pechmann, C., INSEAD, France, Department of Marketing. (April 2005).
- Pechmann, C., University of Southern California, Annenberg School for Communication. (January 2005).
- Pechmann, C., Colorado State University, Ft. Collins, Marketing Dept. (November 2004).
- Pechmann, C., University of Missouri, Columbia, Marketing Dept. (October 2004).
- Pechmann, C., American Marketing Association Conference. (August 2004).
- Pechmann, C., Researching Risk Workshop, University of Utah. (May 2004).
- Pechmann, C., American Public Health Association Conference. (November 2003).
- Pechmann, C., University of California, Irvine Transdisciplinary Tobacco Use Research PhD trainee program. (April 2003).
- Pechmann, C., Conference on "Reducing Adolescent Risk", University of Pennsylvania, Annenberg Center. (June 2002).
- Pechmann, C., UCLA/USC/UCI Marketing Colloquium, University of California, Los Angeles. (April 2002).
- Pechmann, C., University of Oregon, Department of Marketing. (April 2002).
- Pechmann, C., University of California, Irvine Transdisciplinary Tobacco Use Research undergraduate class. (October 2001).
- Pechmann, C., Corporate Partners, University of California, Irvine, Graduate School of Management. (May 2001).
- Pechmann, C., Public Policy and Marketing Conference. (May 2001).
- Pechmann, C., Talks on tobacco research and information technology for marketing, Pennsylvania State University, Dept. of Marketing. (May 2001).
- Pechmann, C., American Academy of Advertising Conference. (March 2001).
- Pechmann, C., University of California, Irvine Transdisciplinary Tobacco Use Research undergraduate class. (October 2000).

Pechmann, C., University of California, Irvine, Psychology & Social Behavior Dept., School of Social Ecology. (October 2000).

Pechmann, C., Institute for Health Promotion & Disease Prevention Research, University of Southern California. (July 2000).

Pechmann, C., Public Policy and Marketing Conference. (May 2000).

Pechmann, C., Georgetown University, School of Business. (April 2000).

Pechmann, C., Tri-County Regional Team, Tobacco Education and Prevention, Ventura CA. (March 2000).

Pechmann, C., Health Research Seminar, University of California, Irvine, School of Social Ecology. (January 2000).

Pechmann, C., Tobacco Control Policies Project, University of California, San Diego. (May 1999).

Pechmann, C., Marketing Camp, University of California, Los Angeles. (January 1999).

Pechmann, C., Tobacco-Related Disease Research Program, Annual Investigator Meeting. Plenary Session. (December 1998).

Pechmann, C., University of Alabama, Department of Marketing. (December 1998).

Pechmann, C., High School Journalism Competition, Simi Valley, CA. (November 1998).

Pechmann, C., Association for Consumer Research Conference. (October 1998).

Pechmann, C., California State Senate Judiciary Committee Hearing on "Antismoking Advertising". (October 1998).

Pechmann, C., American Psychological Association Conference. (August 1998).

Pechmann, C., The Depiction of Tobacco and Illicit Drug Use in Entertainment Forum, Centers for Disease Control and Prevention. (June 1998).

Pechmann, C., Project Directors' Meeting, California Department of Health Services. (May 1998).

Pechmann, C., University of Pennsylvania, Wharton School of Business Administration. (April 1998).

Pechmann, C., Tobacco Research Mini-Conference, University of California, Irvine. (March 1998).

Pechmann, C., Dartmouth University, Medical School, Cancer Center. (December 1997).

Pechmann, C., Tobacco-Related Disease Research Program, Annual Investigator Meeting. (December 1997).

Pechmann, C., California State Senate Judiciary Committee Hearing on "Smoking in the Movies". (October 1997).

Pechmann, C., Seminar on Conducting Applied Research, California Dept. of Health Services. (April 1997).

- Pechmann, C., University of Houston, Department of Marketing. (April 1997).
- Pechmann, C., Society for Consumer Psychology Conference. (February 1997).
- Pechmann, C., National High School Journalism Convention, California Dept. of Health Services, and Rogers and Assoc. (1996).
- Pechmann, C., Association for Consumer Research Conference. (October 1996).
- Pechmann, C., Association for Consumer Research Conference. (October 1995).
- Pechmann, C., Ph.D. Student Information Session, Association for Consumer Research Conference. (October 1995).
- Pechmann, C., UCLA/USC/UCI Marketing Colloquium, University of Southern California. (June 1995).
- Pechmann, C., University of California, Irvine. Graduate School of Management, Corporate Partners and Faculty Speaker Series. (June 1995).
- Pechmann, C., Advertising and Consumer Psychology Conference. (April 1995).
- Pechmann, C., University of Washington, Department of Marketing. (March 1995).
- Pechmann, C., Association for Consumer Research Conference. (October 1994).
- Pechmann, C., American Psychological Association Conference. (August 1994).
- Pechmann, C., Public Policy and Marketing Conference. (May 1994).
- Pechmann, C., Tobacco-Related Disease Research Program, Annual Investigator Meeting. (December 1993).
- Pechmann, C., Tobacco-Related Disease Research Program, First Scientific Conference. (December 1993).
- Pechmann, C., Association for Consumer Research Conference. (October 1993).
- Pechmann, C., Washington State University, Department of Marketing. (January 1993).
- Pechmann, C., University of Southern California, Institute for Health Promotion & Disease Prev. Research. (November 1992).
- Pechmann, C., Association for Consumer Research Conference. (October 1992).
- Pechmann, C., American Psychological Association Conference. (August 1992).
- Pechmann, C., American Academy of Advertising Conference. (March 1992).
- Pechmann, C., Association for Consumer Research Conference. (October 1991).
- Pechmann, C., American Psychological Association Conference. (August 1991).
- Pechmann, C., UCLA/USC/UCI Marketing Colloquium, University of Southern California. (June 1991).

- Pechmann, C., Association for Consumer Research Conference. (October 1990).
- Pechmann, C., American Psychological Association Conference. (August 1990).
- Pechmann, C., University of California, Santa Barbara, Department of Psychology. (May 1990).
- Pechmann, C., Association for Consumer Research Conference. (October 1989).
- Pechmann, C., American Psychological Association Conference. (August 1989).
- Pechmann, C., American Academy of Advertising Conference. (March 1989).
- Pechmann, C., American Marketing Association Conference. (February 1989).
- Pechmann, C., Association for Consumer Research Conference. (October 1988).
- Pechmann, C., American Marketing Association Conference. (February 1988).
- Pechmann, C., Association for Consumer Research Conference. (October 1987).
- Pechmann, C., Advertising and Consumer Psychology Conference. (April 1987).
- Pechmann, C., American Marketing Association Conference. (February 1987).
- Pechmann, C., American Marketing Association Conference. (February 1986).
- Pechmann, C., Advertising and Consumer Psychology Conference. (April 1985).
- Pechmann, C., American Marketing Association Conference. (February 1985).
- Pechmann, C., American Diabetes Association Conference. (1983).
- Pechmann, C., Evaluation Network/Evaluation Research Society Conference. (1982).
- Pechmann, C., American Psychological Association Conference. (August 1982).

Contracts, Grants and Sponsored Research

Grants

- Pechmann, Cornelia (Co-Principal Investigator), Timberlake, David, "Marketing Smokeless Tobacco for Harm Reduction: Are Smokers the Targeted Audience," University of California, Irvine Council on Research, Computing and Libraries, \$16,000.00. (September 1, 2009 - August 31, 2010).
- Pechmann, Cornelia (Principal Investigator), Pirouz, Dante, "Reactivity of Addicted Users to Advertising Cues," UC Tobacco-Related Disease Program, \$30,000.00. (July 1, 2009 - June 30, 2010).
- Pechmann, Cornelia (Principal Investigator), "Use of Entertainment Education on TV to Deter Youth Smoking," UC Tobacco-Related Disease Program, \$479,500.00. (July 1, 2005 - June 30, 2009).

Pechmann, Cornelia (Principal Investigator), "Use Of Entertainment Education On TV To Deter Youth Smoking - Hopper Supplement," UC Tobacco-Related Disease Program, \$29,820.00. (July 1, 2005 - June 30, 2009).

Pechmann, Cornelia (Principal Investigator), Zhao, Guangzhi, "Regulatory Focus and Framing of Antismoking Ads," UC Tobacco-Related Disease Program, \$25,000.00. (July 1, 2003 - June 30, 2004).

Pechmann, Cornelia (Principal Investigator), "Regulatory Focus and Adolescent Smoking Prevention," University of California, Irvine Transdisciplinary Tobacco Use Research Center, \$25,000.00. (January 1, 2003 - December 31, 2003).

Pechmann, Cornelia (Principal Investigator), "Dissuading At-risk Youths from Smoking via Mass Media," UC Tobacco-Related Disease Program, \$590,375.00. (July 1, 2000 - December 31, 2003).

Pechmann, Cornelia (Principal Investigator), "Antismoking Ads in Movie Theaters," UC Tobacco-Related Disease Program, \$10,000.00. (January 1, 1999 - December 31, 1999).

Pechmann, Cornelia (Principal Investigator), "Evaluation of Ad Strategies for Preventing Youth Tobacco Use," UC Tobacco-Related Disease Program, \$136,953.00. (July 1, 1997 - June 30, 1998).

Pechmann, Cornelia (Principal Investigator), "Smoking Trends in Canada," Palmer Jarvis Advertising (for Health Canada), \$3,759.00. (January 1, 1996 - December 31, 1996).

Pechmann, Cornelia (Principal Investigator), "Ad and Movie Imagery and Teens' Perceptions of Smokers," UC Tobacco-Related Disease Program, \$192,570.00. (July 1, 1993 - June 30, 1995).

Pechmann, Cornelia (Principal Investigator), "Faculty Research Grant," University of California, Irvine Graduate School of Management, \$3,667.00. (July 1, 1993 - June 30, 1994).

Pechmann, Cornelia (Principal Investigator), "Smoking-Related Advertising and Pre-Teens' Social Perception," UC Tobacco-Related Disease Program, \$72,837.00. (July 1, 1991 - June 30, 1992).

Pechmann, Cornelia (Principal Investigator), "Faculty Career Development Grant," University of California, Irvine, Graduate School of Management, \$8,563.00. (July 1, 1990 - June 30, 1991).

Pechmann, Cornelia (Principal Investigator), "Faculty Research Grant," University of California, Irvine, Graduate School of Management, \$3,600.00. (July 1, 1990 - June 30, 1991).

Pechmann, Cornelia, "Undergraduate Research Grant," National Institute of Mental Health, \$5,000.00. (May 1976 - August 1976).

Professional Service

Academy of Marketing Science, American Marketing Association, John A. Howard Dissertation Competition, SCP-Sheth Foundation Dissertation Proposal Competition, Marketing Science Institute, Procter & Gamble, Reviewer.

American Journal of Public Health, Health Psychology, Health Education Research, International Journal of Research in Marketing, Journal of Advertising, Journal of Business Research,

Journal of American Medical Association (JAMA), Journal of Communication, Journal of Health Communication, Journal of International Marketing, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, Marketing Letters, National Cancer Institute, Nicotine and Tobacco Research, Preventive Medicine, Prevention Research Center, Psychology and Marketing, Sloan Management Review, Tobacco Control, Ad Hoc Reviewer.

Association for Consumer Research, American Marketing Association, American Academy of Advertising, Academy of Marketing Science, Public Policy and Marketing, Society for Consumer Psychology, Advertising and Consumer Psychology, Reviewer.

National Institutes of Health, National Science Foundation, Louisiana Health Excellence Fund, Social Sciences and Humanities Research Council of Canada, Ontario Tobacco Research Unit, Canada Council for the Arts, Hong Kong Health and Health Services Research Fund, Extramural Funding Reviewer.

Prentice Hall, Harper Collins, South-Western Publishing Company, Textbook Reviewer.

Journal of Consumer Psychology, Best Paper Award Reviewer (2009).

Journal of Marketing, Editorial Review Board Member. (2008 - Present).

Journal of Consumer Psychology, Editorial Review Board Member. (2005 - Present).

Current Issues and Research in Advertising, Editorial Review Board Member. (1998 - Present).

Journal of Public Policy and Marketing, Editorial Review Board Member. (1993 - Present).

Journal of Consumer Research, Editorial Review Board Member. (1992 - Present).

Journal of Services Marketing, Editor. (2008 - 2009).

Social Influence, Editor. (2008).

Association of Consumer Research, Board of Directors, Elected. (2006 - 2008).

Social Influence, Editorial Review Board Member. (2005 - 2008).

Association of Consumer Research, Constitution and Bylaws Task Force, Chair. (2006 - 2007).

Media Psychology, Editorial Review Board Member. (1995 - 2006).

Association for Consumer Research North American Conference, Co-Chair. (2005).

Journal of Marketing, Editorial Review Board Member. (1996 - 2005).

Journal of Marketing Research, Editorial Review Board Member. (1999 - 2003).

Journal of Public Policy and Marketing, Special Issue, Social Marketing Initiatives, Editor. (2002).

Journal of Consumer Psychology, Editorial Review Board Member. (1996 - 2000).

American Marketing Association Winter Educators' Conference, Co-Chair. (1998).

Conference Program Committee Association for Consumer Research. (1997).

Society for Consumer Psychology Annual Conference, Co-Chair. (1997).

Tobacco-Related Disease Research Program, Second Scientific Conference, Co-Chair. (1997).
American Marketing Association Winter Educators' Conference, Promotions Track, Chair. (1995).
Conference Program Committee Association for Consumer Research. (1995).
American Psychological Association Annual Conference, Division 23 Track, Chair. (1994).
Conference Program Committee Association for Consumer Research. (1993).
Conference Program Committee Association for Consumer Research. (1991).

Consulting

Tobacco litigation, Robinson, Calcagnie & Robinson, Newport Beach, CA. (2010 - Present).
PRISM Awards Reviewer (EIC, NIDA, Robert Wood Johnson). (1997 - Present).
Government Agency, White House Office of National Drug Control Policy, National Youth Anti-Drug Media Campaign. (2008 - 2009t).
Sentinel Awards Reviewer (Hollywood, Health & Society, CDC, NCI). (2005 - 2009).
Vioxx litigation, Robinson, Calcagnie & Robinson, Newport Beach, CA. (2006 - 2007).
Vioxx litigation, Beasley, Allen, TX. (2006).
Vioxx litigation, Blizzard, McCarthy & Nabers, Houston, TX. (2006).
Tobacco litigation, Wilmer Cutler Pickering Hale & Dorr, Washington DC. (2004 - 2005).
Mary Ann Pentz smoking prevention media literacy research project, University of Southern California. (2000 - 2005).
Tobacco litigation, Robinson, Calcagnie & Robinson, Newport Beach, CA. (2004).
Expert Panel, American Legacy Foundation, Media and Countermarketing. (2000 - 2004).
Government Agency, White House Office of National Drug Control Policy, National Youth Anti-Drug Media Campaign. (1998 - 2004).
Youth Media Expert Panel, Worden and Flynn antismoking advertising research project, University of Vermont. (2001 - 2003).
Tobacco litigation, Blumenthal & Markham, San Diego, CA. (1999 - 2003).
Don Helme antismoking advertising research project, Cooper Institute, CO. (2001 - 2002).
Advisory Committee of Professional Associations, US Census Bureau. (1998 - 2002).
California Air Resources Board (ICAT Program). Review of ICAT Proposals. (1997 - 1998).
James Sargent smoking in movies project, Dartmouth University, Medical School. (1997 - 1998).
Munger, Tolles & Olsen, Attorneys at Law. Orange County bankruptcy litigation. (1996 - 1998).

Campaign for Tobacco-Free Kids. Tobacco-related issues. (1997).

American Psychological Association. Tobacco-related issues. (1995 - 1997).

American Savings Bank, Irvine, CA. (1990).

CommerceBank, Newport Beach, CA. (1990).

Houston Effler Favat Advertising (for Massachusetts Dept. Health). Antismoking advertising. (1990).

San Clemente Savings and Loan, Irvine, CA. (1990).

Nashville Consulting Group, Nashville, TN. (1980).

Neighborhood Housing Services, Nashville, TN. (1980).

Comparative advertising litigation, Osler, Hoskin and Harcourt, Barristers & Solicitors, Toronto, Canada. (1980).

Program Evaluation Laboratory, Vanderbilt University, Nashville, TN. (1980).

Sales litigation, Rogers & Sheffield, Attorneys at Law, Santa Barbara, CA. (1980).

Vanderbilt University Diabetes Research and Training Center, Nashville, TN. (1980).

Veterans Administration Hospital, Nashville, TN. (1980).

TEACHING

Directed Individual/Independent Study

Fall 2010 Wet Seal MBA student field study project
September 2009 – June 2010, Lindsey Yossef, Advisor
Demographic & Social Analysis masters student
Fall 2008 Wet Seal MBA student field study project
September 2008 - Present, James Leonhardt, Advisor
Marketing PhD student
September 2007 - Present, Jesse Catlin, Advisor
Marketing PhD student
September 2007 - Present, Todd Pezzuti, Advisor
Marketing PhD student
September 2004 – June 2010, Dante Pirouz, Advisor
Marketing PhD student
September 2005 - June 2008, Brennan Davis, Advisor
Marketing PhD student
September 2003 - June 2008, Liangyan Wang, Advisor
Marketing PhD student
September 2001 - June 2005, Guangzhi Zhao, Advisor
Marketing PhD student
September 2001 - June 2004, Dipayan Biswas, Advisor
Marketing PhD student
September 1999 - June 2004, Ellen Reibling, Advisor
Social Ecology PhD student
September 1995 - June 2000, Eric Shih, Advisor

Marketing PhD student
September 1989 - June 1993, A. Gabriel Esteban
Marketing PhD student

Visiting Scholars

July 2007 - December 2007, Adilson Borges
visiting French scholar
July 2007 - September 2007, Carolina Werle
visiting French scholar

SERVICE

School/College Service

Marketing Area Coordinator. (2006 - Present).

Chair, Masters' Program Committee. (Spring 2011).

Masters' Program Committee. (2010 – 2011).

Faculty Mentor Committee. (2008 - 2010).

Chair, AACSB Assurance of Learning/Assessment Committee. (2007 - 2008).

Chair, Masters' Program Committee. (2006 - 2007).

Faculty Chair. (2004 - 2005).

Faculty Advisory Committee. (2003 - 2005).

Chair, Strategic Planning Committee. (2003 - 2005).

Chair, Faculty Advisory Committee. (2003 - 2004).

Masters' Program Committee. (2002 - 2003).

Chair, Masters' Program Committee. (2001 - 2002).

Masters' Program Committee. (1999 - 2001).

Chair, Information Technology and Management Program Committee. (1998 - 2001).

Computing Committee. (1997 - 1999).

Faculty Advisor to Director of Marketing. (1993 - 1998).

Masters' Program Committee. (1995 - 1996).

Affirmative Action Committee. (1993 - 1996).

Marketing Area Coordinator. (1994 - 1995).

Undergraduate Educational Policy Committee. (1994).

Faculty Executive Committee. (1990 - 1993).

Masters' Program Committee. (1989 - 1990).

Faculty Recruiting Committee. (1988 - 1989).

University Service

Academic Senate, Council on Faculty Welfare. (2007 - 2010).

Chair and Cabinet Member, Academic Senate, Council on Faculty Welfare. (2008 - 2009).

Chancellor's Task Force on Curricular and Programmatic Alternatives. (2008 - 2009).

Academic Senate, Council on Research, Computing & Library Resources. (2003 - 2007).

Academic Senate, University-wide Committee on Research Policy. (2006).

Ad-hoc Reviewer, Faculty Career Development Awards. (2005).

Chair and Cabinet Member, Academic Senate, Council on Research, Computing & Library Resources. (2004 - 2005).

Vice-Chair, Human Subjects' Institutional Review Board. (2001 - 2002).

Member, Human Subjects' Institutional Review Board. (1998 - 2001).

Advisory Board, Extension Program in Marketing Communications. (1988 - 1998).

Advisory Committee on Research Infrastructure and Computing. (1995 - 1996).

Faculty Mentor, Pre-graduate Mentorship Program. (1995 - 1996).

Fulbright Campus Committee. (1994).

Chancellor's Advisory Committee on Intercollegiate Athletics. (1990 - 1993).