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Marketing & Decision Sciences
College of Business, San José State University
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EDUCATION

Doctor of Philosophy, Management: Marketing
University of California, Los Angeles (UCLA), 1992

Bachelor of Science, Business Administration
University of California, Berkeley, 1984, with distinction in general scholarship

Bachelor of Arts, Psychology
University of California, Berkeley, 1984, with high distinction in general scholarship

ACADEMIC WORK EXPERIENCE

2003-present	Professor or Associate Professor, San José State University (tenured and promoted in 2005)
2007	Visiting Professor, Stanford University
1993-2003	Associate or Assistant Professor, University of Washington, Seattle (tenured and promoted in 2000)
1998	Visiting Assistant Professor, University of California, Berkeley
1991-1993	Assistant Professor, University of British Columbia

TEACHING AND ACADEMIC RECOGNITION

- Outstanding Undergraduate Instructor Award, College of Business, 2006
- Outstanding Professor in Marketing Award, 2005
- Candidate, Ph.D. Mentor Award, 2003
- Wells Fargo Dean's Faculty Award for Undergraduate Teaching, 2002
- Lucas Graduate School of Business Global Fellowship, 2006
- Center for International Business Education and Research Summer Fellowship, 2001
- State Farm Companies Foundation Doctoral Dissertation Fellowship, 1990
- AMA Doctoral Consortium Fellow from UCLA, 1989
- Phi Beta Kappa

JOURNAL PUBLICATIONS

Louie, Therese A., Mahesh Rajan, and Robert E. Sibley (2007), "Tackling the Monday-Morning Quarterback: Applications of Hindsight Bias in Decision-Making Settings," *Social Cognition*, special issue on hindsight bias, 25(February), 32-47.

Louie, Therese A. (2005), "Hindsight Bias and Outcome-Consistent Thoughts When Observing and Making Service Provider Decisions," *Organizational Behavior and Human Decision Processes*, 98(September), 88-95.

Louie, Therese A., and Gail Tom (2005), "Timely Completion of Early Class Requirements: Effects of Student and Faculty Gender," *Sex Roles: A Journal of Research*, 52(February), 245-250.

Louie, Therese A., and Carl Obermiller (2002), "Consumer Response to a Firm's Endorser (Dis)Association Decisions," *Journal of Advertising*, 31(winter), 41-52.

Louie, Therese A., Robert L. Kulik and Robert Jacobson (2001), "When Bad Things Happen to Endorsers of Good Products," *Marketing Letters*, 12(February), 13-23.

Note: This article was profiled in

- *The Washington Post* column about research in the social sciences ("Conventional Wisdom: When Celebrity Endorsers Go Bad," February 3, 2002, page B5)
- *The Age* ("Branded by Bad Behaviour," February 6, 2002)
- a live radio interview on Talk 1116 Melbourne, Australia ("3AK Breakfast Show," March 14, 2002).

Louie, Therese A., Mary T. Curren and Katrin Harich (2000), "I Knew We Would Win': Hindsight Bias for Favorable and Unfavorable Team Decision Outcomes," *Journal of Applied Psychology*, 85(April), 264-272.

Note: Book editors invited this article to be published in

- Robinson-Riegler, Greg, and Bridget Robinson-Riegler, editors (2004), *Readings in Cognitive Psychology: Applications, Connections, and Individual Differences*, New York: Allyn and Bacon, 222-240.
- Wayne E. Lesko, editor (2003). *Readings in Social Psychology: General, Classic and Contemporary Selections* (fifth edition), New York: Allyn and Bacon, 91-104.

Louie, Therese A. and Carl Obermiller (2000), "Gender Stereotypes and Social-Desirability Effects on Charity Donation," *Psychology & Marketing*, special issue on social desirability, 17(February), 121-136.

Louie, Therese A. (1999), "Decision Makers' Hindsight Bias After Receiving Favorable and

Unfavorable Feedback," *Journal of Applied Psychology*, 84(February), 29-41.

Meyers-Levy, Joan, Therese A. Louie and Mary T. Curren (1994), "How Does the Congruity of Brand Names Affect Evaluations of Brand Name Extensions?" *Journal of Applied Psychology*, 79(February), 46-53.

Kahn, Barbara E., and Therese A. Louie (1990), "Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase-Loyal Consumers," *Journal of Marketing Research*, 27(August), 279-289.

SELECTED PRESENTATIONS/PROCEEDINGS PUBLICATIONS

Renovato, Juliana, Therese Louie, Erica Melissa Medina, Cynthia Enriquez, and Janalee Velasquez (forthcoming), "Examining the Effects of Narrators' Accents When Informational Programming Has Verbal and Visual Cues," published abstract in Angela Y. Lee and Dilip Soman (eds) *Advances in Consumer Research*, vol. 35.

Medina, Erica Melissa, Therese Louie, Juliana Renovato, Cynthia Alejandra Enriquez, Kurt Le, Prabha Chandrasekar (2007), "Hearing Double: The Effect of Voice-Over Translations in Informational Messages," in Margaret Craig Lees, Gary Gregory and Teresa Davis (ed.s) *Advances in Consumer Research-Asia Pacific*, vol. VII, 231-234.

Chair, Competitive Session: "Qualitative Approaches to Understanding Consumers," Association for Consumer Research Conference, Orlando, September 2006.

Louie, Therese A., "Hindsight Bias and Outcome-Consistent Thoughts when Observing and Making Service Provider Decisions," invited presentation at the Leipzig Hindsight Bias Workshop, Leipzig, Germany, July 2005.

Louie, Therese A., Mahesh Rajan, and Annie Vu (2005), "Too Much to Do: An Examination of Prediction Differences and External Consequences Related to Task Completion," in Richard S. Lapidus and Kenneth J. Chapman (ed.s) *Marketing Educators' Association Conference Proceedings*, 143-145.

Louie, Therese A., "Marketing: Consumption Patterns," presented to the recipients of The Hong Kong and Shanghai Banking Corporation Limited IT Entrepreneurs Award, Seattle, June 2003.

Louie, Therese A. and Deborah Cours (1999), "Examining Forced Social Comparisons: Effects of Ethnicity and Gender," in Bernard Dubois, Tina M. Lowrey, J.J. Shrum, and Marc Vanhuele (ed.s) *European Advances in Consumer Research*, vol. 4, 24-27.

Louie, Therese A. (1993), "A Look at Decisions and Attitudes of Student Immigrants and Refugees," in Kathy L. Pettit-O'Malley and Mario G.C. Reyes (ed.s) *Proceedings of the Twenty-Second Annual Meeting of the Western Decision Sciences Institute*, 198-200.

Louie, Therese A. (1992), "Person Perception Carry-Over Effects: How Our Partners' Traits Influence the Evaluation of Ourselves," in John F. Sherry, Jr. and Brian Sternthal (ed.s) *Advances in Consumer Research*, vol. XIX, 81-84.

STUDENT ADVISING

San José State University undergraduate student co-authors on research projects:

2006: Tiffany Phan, Crystal Sioteco, Bradley Villegiante, Rick Rieta,

2005: Cynthia Enriquez, Kurt Le, Erica Medina, Juliana Renovato, Janalee Velasquez

2004: Annie Vu

San José State University undergraduate student educational short film project:

Cynthia Enriquez, Kurt Le, Therese Louie, Erica Melissa Medina, Juliana Renovato, and Janalee Velasquez, "Celebrating Diversity: Happy Quince Años, Happy Ramadan, Happy Lunar New Year," a short film competitively selected and presented at the Consumer Culture Theory Conference, Notre Dame, August 2006

Doctoral Dissertation Reading or Committee Member, four students from 1995-2003

External (Off-campus) Dissertation Examiner for University of British Columbia, 2000

Individual Special Studies Faculty Advisor, 1994, 1995 (in the Independent Major Program)

Team Faculty Advisor: Levi's 501 Public Relations Competition, 1991-92

SERVICE ACTIVITIES: RESEARCH DISCIPLINE

Association for Consumer Research Program Committee, 2000, 2003

Society for Consumer Psychology: Conference Program Committee, 1998, 1999

Association for Consumer Research Focus Group Moderator, 1996

Association for Consumer Research Conference Arrangement Committee Co-Chair, 1992

Ad hoc journal reviewer: *British Journal of Social Psychology*

Experimental Psychology

Journal of Business Research

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Economic Psychology

Journal of Experimental Psychology: Applied

Journal of Experimental Psychology: Learning, Memory and Cognition

Journal of Retailing

Marketing Letters

Memory

Organizational Behavior and Human Decision Processes

Psychology & Marketing

Social Cognition

Grant reviewer: National Science Foundation
Social Sciences & Humanities Research Council (Canada)
Royalty Research Fund (University of Washington)
California State University Grant (Cal Poly)

Competitive paper reviewer: Association for Consumer Research Conference
American Marketing Association Conference

SERVICE ACTIVITIES: UNIVERSITY AND DEPARTMENTAL

San José State University Day of Service, 2007
Management Information Systems Retention, Tenure and Promotion Committee, 2007
College of Business Lucas Fellowship Presentations Committee, chair 2006-2007
College Professional Leave Committee, chair 2006-2007
College of Business Teaching Seminar, Presenter, 2006
San José State University Faculty Diversity Committee, chair 2005-2006, member 2004-2005
College of Business Retention, Tenure and Promotion Committee, 2005-2006
College of Business Maintenance of Accreditation Advisory Committee, 2005-2006
College of Business Lucas Fellowship Evaluation Committee, 2006
College of Business Orientation Crew (for new faculty), fall 2005, fall 2006
College of Business Undergraduate Curriculum Committee, 2004-2005
Marketing & Decision Sciences Department Faculty Development Committee, 2004-2005
Marketing & Decision Sciences Thayer Scholarship Committee, 2004-2005
College of Business Alpha AI Sirat Award Committee, 2004

University of Washington Year 2000 Strategic Planning: Business School Committee
(Scholarship Task Force), 2002-2003, 1999-2000
Business School Faculty Council, 2003
Business School Undergraduate Scholarship Committee, 2003
Marketing Ph.D. Comprehensive Examination Committee, 2002-2003, 1999, 1997
Marketing & International Business Recruiting Committee, 2002, 1994-2000
Business School Lecturer Task Force, 2001
University of Washington Graduate School Representative to Doctoral Committees, Sociology 2000,
Psychology 1997,
Business School Search Committee to Recommend Department Chair Candidates: Accounting,
2000; Marketing & International Business, 1994
Business School Doctoral Program Committee, 1995-2000
Business School Ad Hoc Committee to Recommend Staff Excellence Awards, 1996