

Curriculum Vitae

Adam Whitehead Craig

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Education

University of South Carolina Moore School of Business, <i>Ph.D. in Business Administration</i> (Expected 2010)	Columbia, SC
University of Kentucky College of Arts & Sciences, <i>Bachelor of Arts</i> (Psychology, w/ Honors)	Lexington, KY 2005
University of Kentucky College of Journalism and Telecommunications, <i>Bachelor of Arts</i> (Integrated Strategic Communications, w/Honors)	2005

Research Interests

Implicit judgment and decision making; Consumer effort and reward (Neuroeconomics); Automatic influences of social environment composition, deception, and affect.

Award/Honors

CC Royal Fellowship Recipient, 2008
AMA Doctoral Consortium Fellow, 2007
Graduate Student Travel Grant, 2006, 2007, 2008
University of Kentucky Outstanding Psychology Major, 2005
Phi Beta Kappa, 2004
Undergraduate Research and Creativity Grant, 2004

Publications

Delvecchio, D., & Craig, A. W. (2008) "Mode Matters: An Exemplar Prototype Hybrid (EPH) Model of Reference Price Formation," *Journal of Product and Brand Management*, 17 (4), 272 – 279.

Working Papers

Craig, A. W., Komarova, Y., Wood, S. L., & Vendemia, J. "Suspicious Minds: An fMRI Investigation of Deception Detection Processes in the Marketplace." *Paper to be presented at 2008 annual meeting of the Association for Consumer Research.*

Craig, A. W. & Silk, T. G. "Schedules of Reinforcement, Learning, and Frequency Reward Programs." *Two experiments complete. Field study in preparation (Journal of Consumer Research).*

Craig, A. W. & Poynor, C, Vosgerau, J. "Scarcity Priming: Incidental Effects of Ambient Economic Conditions."

Wood, S. L. & Craig, A. W. "Happy Now or Overall? The Measurement of Local versus Global Well-Being." *Paper to be presented at 2008 annual meeting of the Association for Consumer Research. Under Review at Journal of Marketing Research.*

Research in Progress

Craig, A. W. & Wood, S. L. "Priming Sexual Competition: Gender Differences in the Activation of Strategic Costly Signaling."

Craig, A. W., Johnson, H., Komarova, Y., Wood, S. L., & Vendemia, J. "The Sensation of Luxury: An fMRI Study."

Craig, A. W., Dahl, D., & Argo, J. "Mere Presence Processing: The Effect of Source Strength on Information Processing."

Wood, S. L., Stowe, J., Craig, A. W., & Huettel, S. "The Neural Correlates of Perceived Challenge."

Wood, S. L., Craig, A. W., & Vendemia, J. "Thinking Anew: Neural Correlates of Processing Innovative Options," *Poster presented at 2008 Cognitive Neuroscience Society annual conference.*

Craig, A. W., Leak, R., Poynor, C., & Wood, S. L. "The Second Wind Phenomenon: Recovery from Cognitive Fatigue with Sensory Arousal."

Craig, A. W. & Wood, S. L. "Everyday Object Priming."

Presentations

Craig, A. W., Jelsone, L., Komarova, Y., Meek, S., Nair, V., Phillips, M., Sanchez, C., Vijayakumar, D., Vendemia, J. "Anterior Cingulate Activation During Task Switching: Dipole Source Modeling of the N2b/P3a Complex with fMRI Activations," *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY.*

Phillips, M., Meek, S., Nair, V., Sanchez, C., Craig, A., Komarova, Y., Smarandescu, L., Vijayakumar, D., & Vendemia, J. "Event-Related Potential Correlates of Switching Between Truthful and Deceptive Responses," *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY.*

Sanchez, C., Meek, S., Phillips, M., Craig, A., Jelsone, L., Smarandescu, L., Vijayakumar, D., & Vendemia, J. "Anterior Cingulate and Prefrontal Activity as Correlates of Attention Switching and Consideration of Multiple Relations during Truthful and Deceptive Responses: A BOLD imaging study," *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY.*

Craig, A. W., Leak, R. & Poynor, C. "The Second Wind Phenomenon: Recovery from Cognitive Fatigue with Sensory Arousal," *Poster presented to the annual meeting of the 2006 Association for Consumer Research, Orlando, Florida.*

Hoffman, B. H., Smith, S. J., Craig, A. W., & Saucier, D. A. "Oppression through acceptance? Predicting Rape Myth Acceptance and Attitudes Toward Rape Victims," *Poster presented to the annual meeting of the 2005 Midwestern Psychological Association.*

Craig, A. W. & Poynor, C. "Scarcity Priming: Incidental Effects of Ambient Economic Conditions," *Poster presented to the Society for Consumer Psychology 2008 Annual Meeting in New Orleans, LA.*

Wood, S. L., Craig, A. W., & Vendemia, J. "Thinking Anew: Neural Correlates of Processing Innovative Options," *Poster to be presented at 2008 Cognitive Neuroscience Society annual conference.*

Craig, A. W., Komarova, Y., Wood, S. L., & Vendemia, J. "Neural Correlates of Deception Detection: A BOLD Imaging Study," *Poster to be presented at 2008 Cognitive Neuroscience Society annual conference.*

Craig, A. W. & Silk, T. "Schedules of Reinforcement, Learning, and Frequency Reward Programs" *Paper to be presented at 2008 annual meeting of the Association for Consumer Research.*

Craig, A. W., Komarova, Y. A., Wood, S. L., & Vendemia, J. M. C. "Suspicious Minds: An fMRI Investigation of Deception Detection Processes in the Marketplace." *Paper to be presented at 2008 annual meeting of the Association for Consumer Research. Poster presented at 2008 annual meeting of the Cognitive Neuroscience Society.*

Wood, S. L. & Craig, A. W. "Happy Now or Overall? The Measurement of Local versus Global Well-Being." *Paper to be presented at 2008 annual meeting of the Association for Consumer Research.*

“Consumer Neuroscience: Current State of Knowledge and Future Research Directions,” *Roundtable Discussant, 2008 Association for Consumer Research, San Francisco, California.*

Professional Affiliations

Association for Consumer Research
 Society for Consumer Psychology
 Society for Cognitive Neuroscience
 Center for Neuroeconomic Research, USC – Doctoral Student Coordinator

Professional Experience

Academic Positions:

University of South Carolina, Moore School of Business
 Lecturer , 2005 - present

Teaching Experience:

Consumer Behavior: An undergraduate-level course for students at the Moore School of Business, University of South Carolina, 2006 – present. Instructor Rating: 4.8/5.0

Course Work

Marketing	Cognate (Psychology)
Consumer Behavior I (Stacy Wood)	Readings in NeuroEconomic Methodology (Stacy Wood)
Consumer Behavior II (Randall Rose)	Cognitive Neuroscience (Jennifer Vendemia)
Marketing Strategy I (William O. Bearden)	Neuroanatomy (Jennifer Vendemia)
Marketing Strategy II (Satish Jayachandran)	Social Psychology (Tom Cafferty)
Philosophy of Science (Terence Shimp)	Computational Methods in Psychology (Svetlana Shinkareva)

**Faculty indicated in parentheses.