

## Rebecca Walker Naylor

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## ACADEMIC POSITIONS

Assistant Professor of Marketing, Moore School of Business, University of South Carolina, August 2006-Present.

## EDUCATION

Ph.D., Marketing, McCombs School of Business, The University of Texas at Austin, May 2006.

B.S., Business Administration (concentrations in marketing and international business), *summa cum laude*, Trinity University, San Antonio, TX, May 2000.

B.A., German and Russian (minor in comparative literature), *summa cum laude*, Trinity University, San Antonio, TX, May 2000.

## PUBLICATIONS

Naylor, Rebecca Walker, Courtney M. Droms, and Kelly L. Haws (2009), "Eating with a Purpose: Consumer Response to Functional Food Health Claims," manuscript forthcoming at the *Journal of Public Policy and Marketing*.

Irwin, Julie R. and Rebecca Walker Naylor (2009), "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding Versus Including Product Alternatives," manuscript forthcoming at the *Journal of Marketing Research*.

Naylor, Rebecca Walker (2007), "Nonverbal Cues-based First Impressions: Impression Formation Through Exposure to Static Images," *Marketing Letters*, 18 (September), 165-179.

Raghunathan, Rajagopal, Rebecca Walker Naylor, and Wayne D. Hoyer (2006), "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products," *Journal of Marketing*, 70 (October), 170-184.

- Featured in the *New York Times* and *Marketing Management* and in radio segments on the South Carolina Educational Radio Network and Spin Talk 1038 (Dublin, Ireland).

Naylor, Rebecca Walker, Rajagopal Raghunathan, and Suresh Ramanathan (2006), "Promotions Spontaneously Induce a Positive Evaluative Response," *Journal of Consumer Psychology*, 16 (July), 295-305.

## **WORKING PAPERS AND PAPERS UNDER REVIEW**

Bharadwaj, Neeraj, Rebecca Walker Naylor, and Frenkel ter Hofstede, "Consumer Response to and Choice of Integrated and Customized Offerings," manuscript in preparation for resubmission to the *International Journal of Research in Marketing* for second-round review.

Haws, Kelly L., Rebecca Walker Naylor, Robin Coulter, and William O. Bearden, "To Have and To Hold? Marketing Implications of Individual Consumers' Product Retention Tendency," manuscript in preparation for resubmission to the *Journal of Marketing* for second-round review.

Raghunathan, Rajagopal and Rebecca Walker Naylor, "The 'More Hedonic = Less Functional Intuition' and its Influence on Consumption Decisions," manuscript under review at the *Journal of Marketing Research*.

Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "Do Consumers Believe that Ethically Superior Products are Less Effective?," manuscript under review at the *Journal of Marketing*.

## **OTHER RESEARCH IN PROGRESS**

"Willful Ignorance and the Misremembering of Ethical Attribute Information" with Kristine Ehrich and Julie R. Irwin.

"Evil Intuitions: Why Belief in the 'Unhealthy = Tasty' Intuition Leads to Unhealthy Food Choices," with Rajagopal Raghunathan, Kalpesh Desai, and Kelly L. Haws.

"Consumer Lay Theories about Instrumental Events" with Rajagopal Raghunathan.

"The Out-of-Region Bias: Distance Inferences based on Geographic Category Membership" with Caglar Irmak and William O. Bearden.

"Egocentric Anchoring" with David A. Norton and Cait Poynor.

"My Reasons are Not Your Reasons: The Impact of Reason and Choice Matching on Interpersonal Perceptions and Choice Confidence" with Kelly L. Haws and Cait Poynor.

"Self-Verification, Self-Esteem, and Product Choice" with Stefanie Rosen.

"Thinking Beyond Acquisition: Caring about Consumption and Planning for Disposition" with Kelly L. Haws.

## **AWARDED GRANTS**

Center for International Business Education and Research (CIBER) Grant (2007-2008).

Center for International Business Education and Research (CIBER) Grant (2006-2007).

Association for Consumer Research Transformative Research Grant (2006-2007).

## **HONORS AND AWARDS**

Selected for Faculty Development in International Business (FDIB) Overseas Study in Eastern Europe, sponsored by the Center for International Business Education and Research (CIBER), May 2008.  
Best Paper Award, Transformative Consumer Research Conference, Hanover, New Hampshire, 2007.  
AMA-Sheth Foundation Doctoral Consortium Fellow, College Station, Texas, 2004.  
XXI Annual University of Houston Doctoral Symposium Fellow, Houston, Texas, 2003.  
Internationalization Doctoral Consortium Fellow, Austin, Texas, 2002.  
Multiple Fellowships from The University of Texas at Austin (2001-2006), including the William S. Livingston Graduate Fellowship.  
Four-year T. Frank and Norine R. Murchison Scholarship, Trinity University, 1996-2000.  
National Merit Finalist and Scholarship Recipient, 1996.

## **INVITED RESEARCH PRESENTATIONS**

Department of Marketing and Logistics Services Research Camp, Fisher College of Business, The Ohio State University, April 12-13, 2007, Columbus, Ohio.

## **CONFERENCE PRESENTATIONS (\* denotes presenter)**

Rebecca Walker Naylor, Norton, David A. Norton\*, and Cait Poynor, "Seeing Ourselves in Others: Consumer Compliance with Recommendations Made by Ambiguous Agents," To be presented at the 2009 meetings of the Society for Consumer Psychology, February 12-14, San Diego, California.

Yuliya Komarova\* and Rebecca Walker Naylor, "The Role of Linguistic Gender Marking in Brand Recognition and Behavioral Intentions in the Formal Language System of Russian," To be presented (in special session) at the 2009 meetings of the Society for Consumer Psychology, February 12-14, San Diego, California.

Irwin, Julie R. and Rebecca Walker Naylor\*, "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding Versus Including Product Alternatives. Presented (in special session) at the 2008 meetings of the Association for Consumer Research, October 23-25, San Francisco, California.

Norton, David A.\* and Rebecca Walker Naylor, "Seeing Ourselves in Others: Consumer Compliance with Recommendations Made by Ambiguous Agents," Poster presented at the 2008 meetings of the Association for Consumer Research, October 23-25, San Francisco, California.

Luchs, Michael\*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "'The Ethical Penalty: Consumers Believe that Product Ethicality is Negatively Related to Product Effectiveness.'" Presented at the 2008 International Conference on Business and Sustainability, October 15-17, Portland, Oregon.

Luchs, Michael, Rebecca Walker Naylor\*, Julie R. Irwin, and Rajagopal Raghunathan, "Do Consumers Intuitively Believe That Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies Between Ethical Values and Purchasing Behavior." Presented (in special session) at the 2008 meetings of the Society for Consumer Psychology, February 21-23, New Orleans, Louisiana.

Bharadwaj, Neeraj\*, Rebecca Walker Naylor, and Frenkel ter Hofstede, "Consumer Purchase Strategies in Complex Purchase Situations." Presented (in special session) at the 2008 American Marketing Association Winter Educator's Conference, February 15-18, Austin, Texas.

Haws, Kelly L., Rebecca Walker Naylor\*, William O. Bearden, and Robin Coulter, "To Have and To Hold? Implications of Disposition Tendencies for Consumer Research." Presented at the 2007 meetings of the Association for Consumer Research, October 25-28, Memphis, Tennessee.

Luchs, Michael\*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "Do Consumers Intuitively Believe That Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies Between Ethical Values and Purchasing Behavior." Presented at the 2007 Transformative Consumer Research Conference held at the Tuck School of Business at Dartmouth, July 6-8, Hanover, New Hampshire.

- *Received one of three Best Paper awards.*

Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan\*, "Consumer Hypocrisy in Ethical Decision Contexts: Exposing the Discrepancy Between Explicitly Stated and Privately-Held Beliefs About the Ethicality-Functionality Relationship." Presented at the 2007 INFORMS Marketing Science Conference, June 28-30, Singapore.

Raghunathan, Rajagopal and Rebecca Walker Naylor\*, "The 'More Fun = Less Good Intuition' and its Influence on Consumption Decisions." Presented at the 2007 meetings of the Society for Consumer Psychology, February 22-24, Las Vegas, Nevada.

Courtney Droms\*, Rebecca Walker Naylor, and Kelly L. Haws, "Eating With a Purpose: Consumer Response to Functional Food Claims." Presented at the 2007 meetings of the Society for Consumer Psychology, February 22-24, Las Vegas, Nevada.

Luchs, Michael\*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?" Poster presented at the 2006 meetings of the Society for Judgment and Decision Making, November 18-20, Houston, Texas.

- *Named second runner up for Best Student Poster.*

Luchs, Michael\*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?" Poster presented at the 2006 meetings of the Association for Consumer Research, September 28-October 1, Orlando, Florida.

Raghunathan, Rajagopal, Rebecca Walker Naylor\*, and Wayne D. Hoyer, "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products." Presented (in special session) at the 2006 meetings of the Association for Consumer Research, September 28-October 1, Orlando, Florida.

- Raghunathan, Rajagopal\*, Rebecca E. Walker, and Wayne D. Hoyer, "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products." Presented (in special session) at the 2006 meetings of the Society for Consumer Psychology, February 8-13, Carnival Cruise from Port of Miami.
- Raghunathan, Rajagopal\*, Rebecca E. Walker, and Wayne D. Hoyer, "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products." Presented at the 2005 meetings of the Association for Consumer Research, September 29-October 2, San Antonio, Texas.
- Walker, Rebecca E.\* and Julie R. Irwin, "You Can't Throw That Away: The Influence of Emotional Attachment on Product Disposal Choices." Presented at the 2005 meetings of the Society for Consumer Psychology, February 24-26, Saint Petersburg, Florida.
- Walker, Rebecca E.\* and Julie R. Irwin, "Why What It Is and Who It Goes to Matters: The Emotional and Experiential Antecedents of Product Disposal Choices." Presented (in special session) at the 2004 meetings of the Association for Consumer Research, October 7-10, Portland, Oregon.
- Raghunathan, Rajagopal\* and Rebecca E. Walker, "The Influence of Nonverbal Cues in Judgments of Dating Partners." Presented (in special session) at the 2004 meetings of the Association for Consumer Research, October 7-10, Portland, Oregon.
- Walker, Rebecca E.\* and Julie R. Irwin, "Why What It Is and Who It Goes to Matters: The Emotional and Experiential Antecedents of Loss Aversion." Poster presented at the 2004 Behavioral Decision Research in Management Conference, April 15-18, Durham, North Carolina.
- Walker, Rebecca E.\* and Rajagopal Raghunathan, "Nonverbal Cues-based First Impressions: What Can Static Images of Salespersons Tell Us About Their Success at Selling?" Presented at the 2003 meetings of the Association for Consumer Research, October 9-12, Toronto, Canada.
- Walker, Rebecca E., Rajagopal Raghunathan, and Suresh Ramanathan\*, "Unnecessary Purchases: Creating Artificial Buying Pressure Through the Use of Coupons." Presented at the 2003 European meetings of the Association for Consumer Research, June 4-7, Dublin, Ireland.
- Walker, Rebecca E.\* and Rajagopal Raghunathan, "First Impressions: What Can Thin-Slice Judgments Tell Us about The Potential Success of Salespeople?" Presented (in special session) at the 2003 meetings of the Society for Consumer Psychology, February 20-22, New Orleans, Louisiana.
- Walker, Rebecca E.\* and Rajagopal Raghunathan, "Unnecessary Purchases: Creating Artificial Buying Pressure Through the Use of Coupons." Poster presented at the 2002 meetings of the Association for Consumer Research, October 17-20, Atlanta, Georgia.

## **TEACHING INTERESTS**

Consumer Behavior, Services Marketing, Health Marketing, Strategic Marketing Communications, Promotions, International Marketing, Principles of Marketing.

## **COURSES TAUGHT**

Consumer Behavior (MBA), University of South Carolina, Spring 2009.

Consumer Behavior (undergraduate), University of South Carolina, Fall 2006 – Fall 2008.

Principles of Marketing (undergraduate), The University of Texas at Austin, Spring 2006.

## **SERVICE ACTIVITIES**

Marketing Department Subject Pool Coordinator, University of South Carolina, Fall 2006 – Fall 2008.

Coordinator for the Southern Association of Colleges and Schools (SCAS) Accreditation process for MKTG 351 (Consumer Behavior), Fall 2008.

Mentor for First-Year Scholars Program, 2008 – 2009.

Dissertation and Thesis Service (role and completion date):

Yuliya Komarova (dissertation committee member, on-going).

Roland Leak (dissertation committee member, on-going).

Joshua Sutherland (honors thesis director, completed August 2008).

Supervisor for undergraduate Independent Study in Consumer Behavior Experimental Research, Fall 2007.

Mentor for female undergraduate student through the University of South Carolina Women's Connections Mentoring Network, 2006 – 2009.

## **PROFESSIONAL ACTIVITIES**

Ad-hoc reviewer for:

*Journal of Consumer Research*

*Journal of Marketing*

*Journal of Consumer Psychology*

*Journal of Retailing*

*Psychology and Marketing*

Association for Consumer Research Conference Submissions

Society for Consumer Psychology Conference Submissions

Society for Consumer Psychology Dissertation Proposal Competition

American Marketing Association John A. Howard Dissertation Competition

Academy of Marketing Science Conference Submissions

Competitive Session Chair for Session titled "Experiential Effects on Product Enjoyment" at the 2008 meetings of the Society for Consumer Psychology, February 21-23, New Orleans, Louisiana.

Competitive Session Chair for Session titled "Scale Development and Measurement Issues" at the 2007 meetings of the Association for Consumer Research, October 25-28, Memphis, Tennessee.

Competitive Session Chair for Session titled “Emotion-Based Behavior” at the 2005 meetings of the Society for Consumer Psychology, February 24-26, Saint Petersburg, Florida.

MSI Conference Summary: Walker, Rebecca E. and Jennifer Young (2005), “Integrating Customer Insights into Company Actions,” Working Paper No. 05-302, Marketing Science Institute, Boston, MA 02138.

## **INDUSTRY EXPERIENCE**

Financial Analyst: Enron Corp. (2000-2001).

Conducted initiative analysis for new power development projects and net present value analysis for complex deal structures, researched power development issues related to obtaining environmental and other permits, and assisted in conducting site work and other power development-related activities.

## **MEMBERSHIPS**

Association for Consumer Research  
American Marketing Association  
Society for Consumer Psychology  
Phi Beta Kappa  
Beta Gamma Sigma