

CURRICULUM VITAE

Dr. Lindsay R.L. Larson

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EDUCATION

2011	AACSB Post Doctoral Bridge Program	<i>University of Florida</i> Marketing Advisor: Dr. Joe Alba	Gainesville, FL
2007	Ph.D., M.Phil., M.S.	<i>Yale University</i> Social Psychology Advisor: Dr. John A. Bargh	New Haven, CT
2003	B.A.	<i>Vassar College</i> Psychology	Poughkeepsie, NY

ACADEMIC WORK EXPERIENCE

2011- present	<i>Assistant Professor of Marketing & Co-Director, Center for Sales Excellence</i> Georgia Southern University, GA Buyer Behavior Professional Selling Marketing Management (traditional & online) Principles of Marketing (& honors level sections) Directed Study in Marketing
2010-2011	<i>Assistant Professor of Psychology</i> Florida State College at Jacksonville, FL Organizational Psychology Introduction to Psychology Developmental Psychology
2009-2010	<i>Visiting Lecturer of Psychology</i> University of Florida, FL Seminar in Social Cognition
2007-2009	<i>Assistant Professor of Psychology</i> Castleton College, VT Cognitive Psychology Language & Thought Seminar in Art & Psychology

Psychology of Expertise
Introduction to Psychology

2004-2007

Teaching Fellow

Yale University School of Arts & Sciences, CT
Introduction to Psychology
Social Psychology
Seminar on Emotional Intelligence
Personality Theory

EDITORIAL POSITIONS

2012-present

Editorial Board: Review Editor

Frontiers in Cognition

2016

Manuscript Reviews

Journal of Business Research

2015-present

Manuscript Reviews

Journal of Applied Marketing Theory

2014-present

Manuscript Reviews

Journal of Consumer Marketing

2013-present

Manuscript Reviews

Journal of Marketing Theory & Practice

2011

Associate Editor

The International Journal of the Image

BOOK CHAPTERS

Morsella, E., **Larson, L.R.L.** & Bargh, J.A. (2009). Indirect cognitive control, working memory related movements, and sources of automatisms. In E. Morsella (Ed.), *Expressing oneself/Expressing one's self: Communication, language, cognition & identity*. London: Taylor & Francis.

JOURNAL ARTICLES

Larson, L.R.L. & Bock, D.E. (2016). Consumer Search and Satisfaction with Mental Health Services. *Journal of Services Marketing*, 30(10), 736-748.

Larson, L.R.L., Eastman, J.K. & Bock, D.E. (2016). A Multi-Method Exploration of the Relationship between Knowledge and Risk: The Impact on Millennials' Retirement Investment Decisions. *The Journal of Marketing Theory and Practice*, 24(1), 72-90.

Mullen, L.G. & **Larson, L.R.L.** (2016). Analyzing the impact of a sales shadowing program: Process and Outcomes. *The Journal for the Advancement of Marketing Education*, 24: *Special Issue in Sales Education*, 36-42.

Sipe, S.R., **Larson, L.R.L.**, McKay, B. & Moss, J. (2016). Taking Off The Blinders: A Comparative Study of University Students' Changing Perceptions of Gender Discrimination in the Workplace. *The Academy of Management Learning and Education*, 15(2), 232-249.

Larson, L.R.L. & Denton, L.T. (2014). eWOM Watchdogs: Ego-threatening product domains and the policing of online product reviews. *Psychology & Marketing*, 31(9), 801-811.

Thomas, M., **Larson, L.R.L.** & Mullen, L. (2014). The effect of antecedent mood on customer loyalty intentions: A mood by gender interaction. *Journal of Applied Marketing Theory*, 5(1), 14-30.

Schmit, D. & **Larson, L.R.L.** (2013). Audubon Hill: A relationship marketing case study. *Journal of the International Academy for Case Studies*, 19(8), 55-61.

Larson, L.R.L., Morsella, E. & Bargh, J.A. (2012). Mental Modes: Priming of expertise-based dispositions in expertise-unrelated contexts. *Psicologica: International Journal of Methodology and Experimental Psychology*, 33(2), 305-317.

Larson, L.R.L. (2012). Visual Fluency and the consumer experience. *International Journal on the Image*, 2(2), 199-210.

Morsella, E., **Larson, L. R. L.**, Zarolia, P., & Bargh, J. A. (2011). The sought or unsought influence of the objects we tend to. *Psicologica: International Journal of Methodology and Experimental Psychology*, 32(2), 145-169.

Levine, L.R., Morsella, E. & Bargh, J.A. (2007). The Perversity of Inanimate Objects: Stimulus control of incidental musical notation. *The Journal of Social Cognition*, 25(2), 267-283.

Levine, L.R., Bluni, T.D. & Hochman, S. (1998). Effects of attire on charitable behavior. *Psychological Reports*, 83, 15-18.

PUBLISHED PROCEEDINGS

Larson, L.R.L. & Mullen, L.G. (2016). Implementing design-thinking projects in the sales classroom. *Proceedings: Society for Marketing Advances*.

Thomas, M.L., Denton, L.T., **Larson, L.R.L.**, & Gruben, K. (2016). Online and in-store compulsive buying in metrosexuals and other male consumers. *Proceedings: Association of Marketing Theory and Practice*.

Mullen, L.G. & **Larson, L.R.L.** (2016). The impact of shadowing within a university sales program. *Proceedings: Association of Marketing Theory and Practice*.

Larson, L.R.L. & Bock, D.E. (2016). Seeking complex health services in the age of self-referral. *Proceedings: Association of Marketing Theory and Practice.*

Poehlman, T.A., **Larson, L.R.L.**, Koo, K. & Martin, N.S. (2015). New directions in evolutionary consumer behavior. *Proceedings: Society for Marketing Advances.*

Kelly, J., **Larson, L.R.L.**, & Denton, L.T. (2015). Social media marketing use within Georgia's institutions of higher education. *Proceedings: Association of Marketing Theory and Practice.*

Eastman, J.K., Bock, D.E. & **Larson, L.R.L.** (2014). Millennial Money Matters: The impact of perceived knowledge on retirement investment decisions. *Proceedings: AMA Summer Educators Conference.*

Bock, D.E., **Larson, L.R.L.** & Eastman, J. (2014). The impact of gender, perceived knowledge, and perceived risk on retirement investment decisions: An Exploratory Study. *Proceedings: Society for Marketing Advances.*

Larson, L.R.L., Denton, L.T. & Rainio, A. (2014). Environmental concern, environmental advertising and the state of the economy. *Proceedings: Association of Marketing Theory and Practice.*

Larson, L.R.L. & Denton, L.T. (2014). Threatening products and threats to the social contract in consumer review forums. *Proceedings: Association of Marketing Theory and Practice.*

Bock, D.E., **Larson, L.R.L.** & Eastman, J.K. (2014). The impact of materialism on feeling financially inadequate. *Proceedings: Association for Consumer Research.*

Larson, L.R.L. & Poehlman, T.A. (2013). Sentimental social roles and the objects that elicit them: The effect of nostalgic design on consumers. *Proceedings: Association for Consumer Research.*

Eastman, J.K., **Larson, L.R.L.** & Meharg, S.T. (2013). A multi-method exploration of the relationship of perceived knowledge with perceived risk: The impact on millennial's investment decisions. *Proceedings: Association for Consumer Research.*

Mullen, L.G. & **Larson, L.R.L.** (2013). Let's sashay with a sales manager: Interactive learning in a sales management class. *Proceedings: Marketing Management Association Fall Educators Conference.*

Thomas, M., **Larson, L.R.L.** & Mullen, L. (2013). The effect of antecedent mood on customer loyalty intentions: A mood by gender interaction. *Proceedings: Association of Marketing Theory and Practice.*

PROFESSIONAL PRESENTATIONS

Larson, L.R.L. & Shin, H. *Utilitarian and hedonic shopping behavior in the face of natural disaster.* (upcoming, 2017) Association of Marketing Theory and Practice Conference, Myrtle Beach SC

Sipe, S., **Larson, L.R.L.**, McKay, B. & Moss, J., *No More Rose Colored Lenses: A comparative study of University students; changing perceptions of sexual harassment in the workplace.* 2016 Southeastern Academy of Legal Studies in Business, Durham NC

Larson, L.R.L. & Mullen, L.G., *Implementing design-thinking projects in the Sales classroom.*
2016 Society for Marketing Advances, Atlanta GA

Larson, L.R.L. & Bock, D.E., *Seeking complex health services in the age of self-referral.*
2016 Association of Marketing Theory and Practice Conference, St. Simon's GA

Mullen, L.G. & **Larson, L.R.L.**, *The impact of shadowing within a University Sales Program.*
2016 Association of Marketing Theory and Practice, St. Simon's GA

Thomas, M.L., Denton, L.T., **Larson, L.R.L.** & Gruben, K., *Online and in-store compulsive buying behavior among male consumers.*
2016 Association of Marketing Theory and Practice, St. Simon's GA

Poehlman, T.A., **Larson, L.R.L.**, Koo, K. & Martin, N.S., *New directions in evolutionary consumer behavior.* 2015 Society for Marketing Advances, San Antonio TX

Kelly, J., **Larson, L.R.L.**, & Denton, L.T., *Social media marketing use within Georgia's institutions of higher education.*
2015 Association of Marketing Theory and Practice, Savannah GA

Bock, D.E., **Larson, L.R.L.** & Eastman, J.K. *The impact of materialism on feeling financially inadequate.*
2014 Association for Consumer Research, Baltimore MD

Eastman, J.K., Bock, D.E. & **Larson, L.R.L.**, *Millennial Money Matters: The impact of knowledge and perceived risk on retirement investment decisions.*
2014 AMA Summer Marketing Educators Conference, San Francisco CA
2014 Society for Marketing Advances, New Orleans LA

Larson, L.R.L., Denton, L.T. & Rainio, A., *Environmental concern, environmental advertising and the state of the economy.*
2014 Association of Marketing Theory and Practice, Hilton Head SC

Larson, L.R.L. & Denton, L.T., *Threatening products and threats to the social contract within consumer review forums.*
2014 Association of Marketing Theory and Practice, Hilton Head SC
2014 Psychology Department Research Symposium, Georgia Southern University, Statesboro GA

Larson, L.R.L. & Poehlman, T.A., *Sentimental social roles and the objects that elicit them: The effect of nostalgic design on consumers.*
2014 Research Symposium, University of Texas at El Paso Department of Psychology
2013 Association for Consumer Research, Chicago IL

Eastman, J.K., **Larson, L.R.L.** & Meharg, S.T., *A multi-method exploration of the relationship of perceived knowledge with perceived risk: The impact on millennial's investment decisions.*
2013 Association for Consumer Research, Chicago IL

Schmit, D. & **Larson, L.R.L.**, *Audobon Hill: A relationship marketing case study.*

2013 The International Academy for Case Studies, New Orleans LA

Mullen, L.G. & **Larson, L.R.L.**, *Let's sashay with a Sales Manager: Interactive learning in a sales management class.*

2013 The Marketing Management Association Fall Educators Conference, Chicago IL

Thomas, M., **Larson, L.R.L.** & Mullen, L., *The effect of antecedent mood on customer loyalty intentions: A mood by gender interaction.*

2013 Association of Marketing Theory and Practice, Charleston SC

Larson, L.R.L., *Managing Upwards: Thinking strategically about people problems in the workplace.*

2012 Society for Human Resource Management, Chapter Summer Conference, Statesboro GA

Larson, L.R.L., Morsella, E. & Bargh, J.A., *Expertise priming influences behavioral dispositions in expertise unrelated contexts.*

2009 American Psychological Society, San Francisco CA

Larson, L.R.L., Morsella, E. & Bargh, J.A., *Mental Modes: Direct effects of expertise-based priming on action.*

2008 Society for Personality and Social Psychology, Albuquerque NM

Morsella, E., Gray, J. R., **Levine, L. R.**, & Bargh, J.A., *On the function of consciousness: The subjective experience of incompatible intentions.*

2006 American Psychological Society, New York NY

Morsella, E., **Levine, L.R.**, & Bargh, J.A., *Out of the blue: Sources of automatisms, co-speech gestures, and other spontaneous actions.*

2006 Presented at Expressing Oneself/ Expressing One's Self: A Festschrift in honor of Robert M. Krauss, Columbia University, New York NY

ADDITIONAL PUBLICATIONS

Arnold, J.T. (forthcoming, 2017). Getting young workers to save. *HR Magazine.*

(featuring: *Larson, L.R.L., Eastman, J.K. & Bock, D.E. (2016). A Multi-Method Exploration of the Relationship between Knowledge and Risk: The Impact on Millennials' Retirement Investment Decisions.*)

Whalen, J. & Coker, K. (forthcoming, 2017). Classroom-ready teaching moments. *Marketing Education Review.*

(featuring: *Larson, L.R.L. & Mullen, L.G., Implementing design-thinking projects in the sales classroom.*)

Wells, C. (26 Oct., 2016). The biggest money mistakes we make by decade. *The Wall Street Journal*, p. R1.

(featuring: *Larson, L.R.L., Eastman, J.K. & Bock, D.E. (2016). A Multi-Method Exploration of the Relationship between Knowledge and Risk: The Impact on Millennials' Retirement Investment Decisions.*)

HONORS AND SPECIAL RECOGNITIONS

- 2016 Jane White Marketing Scholar Award
Georgia Southern University, College of Business
- 2016 Best Paper in Track: Services Marketing
Seeking complex health services in the age of self-referral (Larson & Bock)
Association of Marketing Theory and Practice Conference
- 2016 Best Paper in Track: Marketing Education
The impact of shadowing within a University Sales Program (Mullen & Larson)
Association of Marketing Theory and Practice Conference
- 2016 Competitive Research Grant Recipient
The effect of religious signaling on consumer perceptions of sales representatives
Georgia Southern University, College of Business
- 2015 Competitive Research Grant Recipient
The consumer search for mental health professionals
Georgia Southern University, College of Business
- 2014 Crider Award for Excellence in Teaching
Georgia Southern University, College of Business
- 2014 Best Paper in Track: Promotions, Sales & Retailing
*Is Environmental Concern in Advertising Related to the State of the Economy?
An Exploratory Study from the Wall Street Journal 2007-2011
(Denton, Larson & Rainio)*
Association of Marketing Theory and Practice Conference
- 2013 Competitive Research Grant Recipient
Opinion spam and the watchdog review
Georgia Southern University, College of Business
- 2013 Thomas Ponzurick Best Paper in Conference Award
*The Effect of Antecedent Mood On Customer Loyalty Intentions: A
Mood-By-Gender Interaction (Thomas, Larson & Mullen)*
Association of Marketing Theory and Practice Conference
- 2012 Recipient of the Dean's Citation for Excellence in Teaching
Georgia Southern University, College of Business
- 2007 Keynote speaker, Phi Eta Sigma Honor Society

Castleton College

- 2003-07 Recipient of Arts & Sciences Fellowship
Yale University, Department of Psychology
- 2000 APA Summer Science Institute
UC Berkeley, Hafter Auditory Perception Laboratory
- 1999 Semi-finalist
Westinghouse International Science Talent Search

MEDIA & COMMUNICATIONS EXPERIENCE

- 2005 *ABC New York*
Research Intern, John Stossel Unit
- 2004 *WYBC 94.3 FM, CT*
Production Assistance
- 2000-03 *WVKK 91.3 FM, NY*
Station Manager & Music Director

INSTITUTIONAL AND PROFESSIONAL SERVICE

- 2013-present *Student Competition Judge*
National Collegiate Sales Competition, Kennesaw State University
- 2014 *Session Chair*
Association of Marketing Theory & Practice Conference
- 2012 *Session Chair*
Society for Teaching & Learning Conference

Georgia Southern University

- 2014-2016 COB EOAC / Assessment Representative
- 2014-2016 Departmental Assessment Coordinator
- 2013-present Co-Director, Center for Sales Excellence
- 2014-present Advisory Coach, Sales Competition Team
- 2014-present Co-Coordinator, Eagle Sales Showcase

2016	University Undergraduate Committee Alternate
2014	Faculty Senate Alternate
2014	Quality Enhancement Program Workshop participant
2011-2012	Eagle ID redesign project
2013-present	Honors Capstone Committee Mentor
2012-present	COB Honors Curriculum Committee
2011-2012	Service Learning Faculty Mentor
2015-present	Adjudicator, COB Crider Award for Excellence in Teaching
2014-present	Adjudicator, GSU Tom James Suit Scholarship
2014	Southern Scholars Showcase Faculty Interviewer
2013	Moderator and co-coordinator for the COB Employment Law Symposium
2012	Session Chair, SoTL conference
2012	A Day for Southern
2012	COB Meet the Majors Fair, Sales Emphasis Representative
2011	Hospitality Committee
2015	Search Committee Member, Department of Marketing
2014	Search Committee Member, Department of Marketing
2012-2013	Assistant Faculty Advisor to AMA
2011	Academic Advisor to Phi Beta Sigma

Florida State College

2010-2011	Institutional Effectiveness Committee
2010-2011	Curriculum Committee, Social & Behavioral Sciences

Castleton College

2008-2009 Co-Chair, Faculty Affairs Committee
2007-2009 Faculty Advisor to Psi Chi & Psychology Club
2007-2008 Davis Grant Committee on General Education

PROFESSIONAL MEMBERSHIP & HONOR SOCIETIES

Academy of Consumer Research (ACR)

Society for Marketing Advances (SMA)

Association of Marketing Theory & Practice (AMTP)

American Marketing Association (AMA)

Phi Eta Sigma Honor Society

Psi Chi National Honor Society