

## Lauren Grewal

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### ACADEMIC POSITIONS

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#### Tuck School of Business, Dartmouth College

Associate Professor of Business Administration (with tenure), July 2025 - Present

Associate Professor of Business Administration (without tenure), July 2022 – June 2025

Paul E. Raether T’73 Faculty Fellow, July 2024 – June 2025

Daniel R. Revers T’89 Faculty Fellow, July 2022 – June 2023

Assistant Professor of Business Administration, July 2018-June 2022

Harvey H. Bundy III T’68 Faculty Fellow, July 2021- June 2022

### EDUCATION

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#### Katz Graduate School of Business, University of Pittsburgh

Ph.D., Marketing. 2018

#### Brandeis University

B.A., Cum Laude, Psychology (Highest Honors) and Anthropology. 2013

### PUBLICATIONS: ACADEMIC JOURNALS (\*equal authorship; additional information in appendix)

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1. \*Wu, Freeman, \***Lauren Grewal**, Helen van der Sluis, and Aradhna Krishna (2026), “Taking a Stance, Now or “Forever”: Optimizing the Communication of Corporate Political Activism.” Conditionally accepted at the *Journal of Marketing Research*.  
*Best Advanced Talk at the AMA CBSIG Conference (2024)*
1. Grewal, Dhruv, Stephan Ludwig, Dennis Herhausen, **Lauren Grewal**, Francisco V. Ordenes, Praveen Kopalle, and Tim Bohling (2026), “How Frontline Employees’ Relational Communication in Online Service Interactions Drives Customer Satisfaction,” Forthcoming at *Production and Operations Management*. <https://doi.org/10.1177/10591478261420001>
2. **Grewal, Lauren**, Andrew T. Stephen, and Yakov Bart (2026), “Online Venting: The Impact of Temporal Proximity Cues and Emotionality on the Perceptions of Negative Online Review Value,” *Journal of Marketing Research*, 63 (1), 27-46.
3. **Grewal, Lauren**, Prasad Vana, and Andrew T. Stephen (2025), “Brands in Unsafe Places: Effects of Brand Safety Incidents on Brand Outcomes.” *Journal of Marketing Research*, 62 (6), 981-1002.
4. \***Grewal, Lauren** and \*Helen van der Sluis (2024), “Hidden Barriers to Marketplace Disability Accessibility: An Empirical Analysis of the Role of Perceived Trade-Offs,” *Journal of Consumer*

*Research*, 51 (1), 66-78.

5. \*Kopalle, Praveen, \*Jesse Burkhardt, \*Kenneth Gillingham, \***Lauren Grewal**, and \*Nailya Ordabayeva (2024), "Delivering Affordable Clean Energy to Consumers." *Journal of the Academy of Marketing Science*, 52, 1452-1474.
6. Herhausen, Dennis, **Lauren Grewal**, Krista Hill Cummings, Anne Roggeveen, Francisco V. Ordenes, and Dhruv Grewal (2023), "Complaint Deescalation Strategies on Social Media," *Journal of Marketing*, 87 (2), 210–231.  
*AMA/Marketing Science Institute H. Paul Root Award Finalist (2023)*
7. **Grewal, Lauren**, Eugenia C. Wu, and Keisha M. Cutright (2022), "Loved As-Is: How God Salience Lowers Interest in Self-Improvement Products," *Journal of Consumer Research*, 49 (1), 154-174.
8. \*Appel, Gil, \***Lauren Grewal**, \*Rhonda Hadi, and \*Andrew T. Stephen (2020), "The Future of Social Media in Marketing," *Journal of the Academy of Marketing Science*, 48 (1), 79 - 95.  
*AMS Sheth Foundation Best Paper Award Finalist*  
*Most downloaded JAMS paper in 2023*
9. \***Grewal, Lauren**, \*Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2019), "The Self-Perception Connection: Why Consumers Devalue Unattractive Produce," *Journal of Marketing*, 83 (1), 89 – 107.  
*AMA-EBSCO Responsible Research in Marketing Award, Finalist, 2020-21*
10. **Grewal, Lauren** and Andrew T. Stephen (2019), "In Mobile We Trust: The Effects of Mobile Versus Non-Mobile Reviews on Consumer Purchase Intentions," *Journal of Marketing Research*, 56 (5), 791-808.
11. **Grewal, Lauren**, Andrew T. Stephen, and Nicole Verrochi Coleman (2019), "When Posting About Products in Social Media Backfires: The Negative Effects of Consumer Identity-Signaling on Product Interest," *Journal of Marketing Research*, 56 (2), 197 - 210.  
*AMA-MRSIG Don Lehmann Award Runner Up, 2020*
12. Gutchess, Angela H., Rebecca Sokal, Jennifer A. Coleman, Gina Gotthilf, **Lauren Grewal**, and Nicole Rosa (2015), "Age Differences in Self-referencing: Evidence for Common and Distinct Encoding Strategies." *Brain Research*, 1612, 118-127.

#### **PUBLICATIONS: RESEARCH REPORTS AND BOOK CHAPTERS (\*equal authorship)**

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13. **Grewal, Lauren** and Andrew T. Stephen (2019), "Identity in the digital age," Handbook of Research on Identity Theory in Marketing, A. Reed and M. Forehand. Pages 388 – 403.
14. \***Grewal, Lauren**, \*Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2018), "Ugly Food, Negative Feelings: Why Consumers Won't Pay More for Unattractive Produce." MSI Research Report, 18-123-08.
15. "The Customer Experience and Lifetime Journey in Retailing: When and How Retailers Need to Embrace Technology Intelligently to Succeed." Baker Retailing Center, Disruption in Retail: How Technology and Data are Transforming the World of Shopping, 13- 22. (2017)
16. MSI; "Knowledge Generation Initiative on Digital and Social Media Meeting" (2016)

## SELECTED RESEARCH IN PROGRESS (\*equal authorship)

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17. Segal, Shoshana, Jared Watson, and **Lauren Grewal**, “Negative Emotions, Negative Effects? Influencer Self-Disclosure Revisited.” Working paper being prepared for the *International Journal of Research in Marketing*.
18. Hughes, Christian, **Lauren Grewal**, and J. Jeffrey Inman, “Normative Effects in Sequential Group Decisions: The Role of the First Follower.” Working paper being prepared for the *Journal of Marketing Research*.
19. \*Schroll, Roland, \***Lauren Grewal**, Dhruv Grewal, and Stijn van Osselaer “Bored Out of Your (Human) Mind: Boredom Makes Us Feel Less Human.” Working paper being prepared for *Psychological Science*.
20. \*Esther Uduehi, \***Lauren Grewal**, “A Practical Framework for Generalizing Marketing Theories Outside of WEIRD Populations.” Working paper being prepared for the *Journal of Consumer Research*.
21. Carl-Philip Ahlbom, **Lauren Grewal**, and Dhruv Grewal, “Mobile Technology: The Role of Apps in Goal Setting and Child Financial Literacy.” Working paper being prepared for the *Journal of Marketing Research*.
22. **Lauren Grewal**, “The Role of Stigmatized Identities on Consumption Behavior.”
23. Demi Oba, Kelley Gullo Wight, and **Lauren Grewal**, “The Interpersonal Effects of Simultaneous Multi-Platform Communication.”
24. **Lauren Grewal**, “When Digital Identity Signaling Impedes or Aids Goal Pursuit.”

## AWARDS AND HONORS

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- MSI Young Scholar Ambassador, 2026
- Paul E. Raether T’73 Faculty Fellow, Tuck School of Business, 2024 – 2025
- Invited Faculty Member Sheth Doctoral Consortium, 2024
- Co-chair, American Marketing Association Summer Conference, 2024
- CB Track Chair for Working Papers, Asia-Pacific Association for Consumer Research Conference, 2024
- MSI Young Scholar, 2023
- AMA/Marketing Science Institute H. Paul Root Award Finalist, 2023
- Daniel R. Revers T’89 Faculty Fellow, Tuck School of Business, 2022 –2023
- Harvey H. Bundy III T’68 Faculty Fellow, Tuck School of Business, 2021- 2022
- AMA-EBSCO Responsible Research in Marketing Award Finalist, 2020-2021
- AMS Sheth Foundation Best Paper Award Finalist, 2020
- AMA-MRSIG Don Lehmann Award, Honorable Mention for best dissertation-based paper in the *Journal of Marketing* or the *Journal of Marketing Research* in 2019
- Invited Marketing Strategy Consortium Fellow, 2020
- John A. Howard AMA Doctoral Dissertation Award Honorable Mention, 2018

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2017
- Ben L. Fryrear Competitive Student Fellowship for 5th Year Funding, 2017-2018
- MSI Research Grant for \$4,000, 2017
- Robert Perloff Doctoral Student Award, University of Pittsburgh, 2017
- MSI Alden G. Clayton Dissertation Proposal Honorable Mention, 2016
- AMA CBSIG Rising Star Award, American Marketing Association, 2016-2017
- University of Pittsburgh Honors College: Student Honoree, 2015
- Women in Marketing Leadership Conference – invited participant, 2015
- Qualtrics Behavioral Research Grant, 2015
- Sheth Fund Recipient, University of Pittsburgh, 2015, 2016, 2017
- Roger S. Albrandt Sr. Fellowship Award, University of Pittsburgh, 2013 – 2017
- Small Dean's Research Grants, University of Pittsburgh, 2013, 2014, 2015, 2016, 2017
- Research Circle on Democracy and Cultural Pluralism Grant, Brandeis University, 2013

#### CONFERENCE PRESENTATIONS (\*presenter)

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##### **“How Medium Affects the Message”**

- *CBSIG Conference* in Vienna, Austria. (July 2024)
- *Society for Consumer Psychology Conference* in Nashville, TN. (March 2024)
- *Association for Consumer Research Conference* in Denver, CO. (October 2022)

##### **“Financial Literacy”**

- \**Association for Consumer Research Conference* in Seattle, WA. (October 2023)

##### **“Bored out of Your Human Mind”**

- \**Association for Consumer Research Conference* in Seattle, WA. (October 2023)
- *European Marketing Academy Conference* in Odense, Denmark. (May 2023)

##### **“Brand Safety”**

- *Theory and Practice in Marketing* in Lausanne, Switzerland. (May 2023)

##### **“Complaint Deescalation Strategies on Social Media”**

- \**Association for Consumer Research Conference* in Denver, CO. (October 2022)

##### **“Accessibility and Sustainability Trade-offs”**

- *American Marketing Association Winter Educators’ Conference* in Nashville, TN. (February 2023)
- *Society of Consumer Psychology Conference* (Virtual; Feb 2021; *Session Moderator*)

##### **“Social Media Influencers”**

- *Association for Consumer Research Conference* (Virtual; October 2020)
- *Society of Consumer Psychology Conference* in Huntington Beach, CA. (March 2020)

##### **“Managing Online Venting”**

- \**Association for Consumer Research Conference* in Atlanta, GA. (October 2019)
- \**CBSig Conference* in Bern, Switzerland. (July 2019)

- *\*Society of Consumer Psychology Conference* in Savannah, GA. (February 2019; *Session Chair*)

**“Grateful for What God Gave Me”**

- *\*Association for Consumer Research Conference* in Atlanta, GA. (October 2019; *Session Chair*)
- *\*Marketing Science Conference* in Rome, Italy. (June 2019)

**“Goal Pursuit Recommendations and Self-Conscious Emotions”**

- *Association for Consumer Research Conference* in Atlanta, GA. (October 2019)
- *\*Society of Consumer Psychology Conference* in Savannah, GA. (February 2019)

**“Dialogue Dynamics in Online Service Resolution”**

- *Association for Consumer Research Conference* in Atlanta, GA. (October 2019)
- *American Marketing Association Winter Educators’ Conference* in Austin, TX. (February 2019)
- *American Marketing Association Winter Educators’ Conference* in New Orleans, LA. (February 2018)

**“The Self-Perception Connection”**

- *\*Association for Consumer Research Conference* in Dallas, TX. (October 2018)
- *Society for Consumer Psychology Conference* in Denver, CO (August 2017)
- *\*Marketing Academic Research Colloquium* in College Park, MD. (May 2016; *Poster*)
- *\*Society for Consumer Psychology Conference* in St. Pete Beach, FL. (February 2016; *Poster*)

**“In Mobile We Trust”**

- *\*Society of Consumer Psychology Conference* in Dallas, TX. (February 2018; *Special session co-organizer and chair*)
- *\*Association for Consumer Research Conference* in San Diego, CA. (October 2017)
- *SCP - JACS Collaborative Conference* in Tokyo. (May 2017)
- *\*Society for Consumer Psychology Conference* in St. Pete Beach, FL. (February 2016)
- *Association for Consumer Research Conference* in New Orleans, LA. (October 2015)

**“How Shall I Thank Thee?”**

- *\*Association for Consumer Research Conference* in San Diego, CA. (October 2017)
- *Society of Consumer Psychology Conference* in San Francisco, CA. (February 2017)
- *\*Society of Judgment and Decision-Making Conference* in Boston, MA. (November 2016; *Poster*)
- *\*Association for Consumer Research Conference* in Berlin, Germany. (October 2016; *Poster*)

**“Consumer Food Identity”**

- *\*Society for Consumer Psychology Conference* in Huntington Beach, CA. (March 2020)
- *\*Association for Consumer Research Conference* in New Orleans, LA. (October 2015)
- *\*Marketing Academic Research Colloquium* in Charlottesville, VA. (May 2015; *Poster*)
- *\*Society for Consumer Psychology Conference* in Phoenix, AZ. (February 2015; *Poster*)

**“When Posting About Products in Social Media Backfires”**

- *\*Marketing Academic Research Colloquium* in Pittsburgh, PA. (May 2017; *Poster*)
- *\*Boston JDM Conference* at Boston College, Boston, MA. (November 2016; *Poster*)
- *\*Association for Consumer Research Conference* in New Orleans, LA. (October 2015)

- \**Society for Consumer Psychology Conference* in Phoenix, AZ. (February 2015)
- \**Association for Consumer Research Conference* in Baltimore, MD (October 2014; *Poster*)

## CONFERENCE AND INDUSTRY PANELS

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- Co-Chair (2024), “Outside the Lines: Creativity, Courage and Caution in Pathbreaking Research,” *AMA Sheth Doctoral Consortium* in Manchester, UK.
- Co-Chair/Organizer (2023), “Accessibility and Disability in Consumer Research,” *Association for Consumer Research Conference* in Seattle, WA.
- Panelist (2023), “Everyone everywhere all at once: integrating novel approaches to social influence(rs)” *Association for Consumer Research Conference* in Seattle, WA.
- Invited Academic Panelist (2023), “The Next Generation of Social Media,” *American Marketing Association*, members only webinar.
- Chair (2023), “Word-of-Mouth and Consumer Generated Content,” *Society for Consumer Psychology Conference*, Puerto Rico.
- Panelist (2023), “Voice Technology: Implications of Oral versus Manual Communication for Consumer Research,” *Society for Consumer Psychology Conference*, Puerto Rico.
- Chair (2021), “Competitive Papers Roundtable Discussion: Digital Influencers and Social Media,” *Association for Consumer Research Conference* (Virtual).
- Panelist (2019), “Interpersonal Decision Making and Consumption: Developing Ideas and Fostering Collaborations,” *Association for Consumer Research Conference* in Atlanta, GA.
- Presenter (2019), “Belonging in the Journals,” *The PhD Project Conference* in Chicago, IL.
- Co-chair (2019), “The Future is Omni-Social: How Consumer Behavior Researchers can Address Emergent Trends in Digital, Mobile, and Social Media Marketing,” *American Marketing Association Winter Educators’ Conference* in Austin, TX.
- Panelist (2019), “New Findings in Social Media and Influencer Marketing,” *American Marketing Association Winter Educators’ Conference* in Austin, TX.

## INVITED TALKS

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- Cornell University, Johnson Graduate School of Management, March 2026
- Harvard Business School, Scheduled February 2026 (Postponed due to family emergency)
- Lehigh University, April 2025
- New York University, Stern School of Business, April 2025
- Northeastern University, D'Amore-McKim School of Business, March 2025
- Emory University, Goizueta Business School, August 2024
- University of Massachusetts Amherst, Isenberg School of Management, November 2023
- University of Maryland Research Camp, Robert H. Smith School of Business, September 2023
- Research Day on Social Media and Consumers, HEC Montreal, February 2023

- Northeast Marketing Consortium (NEMC) Speaker for Tuck, MIT Sloan, October 2022
- University of St. Gallen, Virtual, May 2021
- Marketing Camp Speaker, Tuck School of Business, Virtual, May 2021
- King's College London, King's Business School, Virtual, February 2021
- UCLA, Anderson School of Management, BDM Seminar, March 2020
- MSI Annual State of Marketing Science Summit, February 2020
- Junior Faculty Workshop, Emory University, Goizueta Business School, January 2020
- University of Cincinnati, Carl H. Lindner College of Business, September 2019
- Southern Methodist University, Cox School of Business, November 2017
- Georgetown University, McDonough School of Business, November 2017
- University of South Florida, Muma School of Business, October 2017
- University of Arkansas, Walton College, October 2017
- Notre Dame, Mendoza College of Business, October 2017
- Columbia University, Columbia Business School, October 2017
- University of Miami, School of Business Administration, October 2017
- University of Washington, Foster School of Business, October 2017
- Dartmouth College, Tuck School of Business, September 2017
- University of Minnesota, Carlson School of Management, September 2017
- University of Illinois at Chicago, UIC Business, September 2017

## TEACHING

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### **Tuck School of Business, Dartmouth College**

- Principles of Marketing (Undergraduate), Fall 2018, 2019, 2020, 2021, 2023, 2024, 2025
- Digital and Social Media Marketing (MBA), Winter 2020, 2021, 2023, Spring 2026
- Diversity in Digital Excellence Program (Exec Ed), Fall 2019
- Growing an Established Diverse Business Program (Exec Ed), Summer 2025
- Marketing Modules (Master of Health Administration), Fall 2025, 2026

### **University of Pittsburgh**

- Introduction to Marketing (Undergraduate)
  - *Instructor*: Summer 2016, Spring 2017
  - *Teaching Assistant*: Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016

## SERVICE

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### **Reviewing: Journals**

- Journal of Consumer Research
  - Guest Associate Editor

May 2024

- Editorial Review Board Member July 2022 - Present
- Ad Hoc Reviewer August 2018 – June 2022
- Trainee Reviewer August 2016 – July 2018
- Journal of Marketing
  - Editorial Review Board Member March 2025 - Present
  - Ad Hoc Reviewer September 2018 – February 2025
- Journal of Marketing Research
  - Editorial Review Board Member April 2026 – Present
  - Ad Hoc Reviewer September 2018 – March 2026
- Journal of the Association of Consumer Research April 2023 - Present
- Management Science January 2023 – Present
- Journal of Retailing October 2021 - Present
- Journal of the Academy of Marketing Science April 2020- Present
- Journal of Consumer Psychology May 2019 – Present
- International Journal of Research in Marketing
  - Guest Editor for Special Issue January 2019 – Present
  - Guest Editor for Special Issue September 2025 – Present
- Journal of Public Policy and Marketing September 2016 - Present

**Reviewing: Conferences**

- CBSig Conference on Managerially Relevant Consumer Insights 2019
- American Marketing Association 2018 – Present
  - Track Co-Chair Digital and Social Media Marketing 2022, 2023
- Association for Consumer Research 2016 – Present
  - Associate Editor for ACR 2026
- Society for Consumer Psychology 2015 - Present
  - Associate Editor for SCP 2027

**Reviewing: Grants and Awards**

- ACR Dissertation Award 2023
- AMA Howard Dissertation Award Competition 2022-2023
- Shankar-Spiegel Award Competition 2021-2022
- SCP Dissertation Proposal Competition 2020-2025
- MSI Alden G. Clayton Dissertation Proposal Award 2019, 2021, 2022, 2024
- Foundation for Food and Agriculture Research 2018

**Dissertation Committees (External Committee Member)**

- Esther Uduehi, Wharton (Ph.D. 2021, placed at University of Washington)

**Tuck Committees**

- Executive Education Faculty Committee Member 2025-2026
- Undergraduate Education Committee Member 2025-2026

## PERSONAL

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### Birth of Children

- Clara Sakhi Grewal-Berman, January 2022
- Isabella Jahnvi Grewal-Berman, February 2024

## APPENDIX: PUBLISHED PAPER ABSTRACTS AND DATA COLLECTION INFORMATION

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1. Grewal, Dhruv, Stephan Ludwig, Dennis Herhausen, **Lauren Grewal**, Francisco V. Ordenes, Praveen Kopalle, and Tim Bohling, “How Frontline Employees’ Relational Communication in Online Service Interactions Drives Customer Satisfaction.” Forthcoming at *Production and Operations Management*.

Organizations lose billions of dollars due to inadequate customer service. To improve service, and enhance customer satisfaction, frontline employees’ (FLEs) use of relational communication may be key. During online customer service chats, FLEs provide key information and offer solutions, but they also can build customer relationships through conversations. In this paper, we establish how relational perceptions get evoked in conversations and what influences they have for the outcomes of customer service interactions. Accordingly, we present an empirical field study that illustrates how FLEs influence customer satisfaction by mirroring or complementing four key themes, in line with relational communication theory: intimate communication, task orientation, assertiveness, and composure. Our results indicate that FLEs should mimic customers’ use of intimate communication and task orientation, complement their assertiveness, and exhibit high levels of composure. Moreover, FLEs should emphasize their task orientation at the conversation’s outset, gradually incorporate more intimate communication as it progresses, and adopt assertiveness late in the service chat. These insights, corroborated by four experimental studies, underscore the significance of FLEs’ relational communication. Our findings highlight the value of training FLEs to tailor their word choices adeptly, and leverage the potential benefits of text-monitoring tools which can help FLEs increase relational perceptions and satisfaction among their customers.

*\*The data for Study 1 was collected by, conducted by, and analyzed by the second, third, fifth and seventh authors. The data collection for Study 2 was collected by, conducted by, and analyzed by the fourth author on Prolific Academic in the spring of 2023 and analysis was confirmed with the first and third authors. The data for the experimental work is currently stored in a public project directory on the Open Science Framework.*

2. **Grewal, Lauren**, Andrew T. Stephen, and Yakov Bart (2026), “Online Venting: The Impact of Temporal Proximity Cues and Emotionality on the Perceptions of Negative Online Review Value,” *Journal of Marketing Research*, 63 (1), 27-46.

Because negative reviews have the potential to dissuade consumers, brands necessarily worry about them. Prior literature generally supports the notion that negative information offers greater value to and influences consumers more powerfully, yet in specific circumstances, negative online reviews might be less helpful and influential. As the current research establishes, when negative reviews exhibit near (vs. far) temporal proximity cues, relative to a reviewed experience with a product or service, *and* some degree of negative emotionality, consumers tend to discount them in their decision-making. Such outcomes seemingly arise because consumers identify a negative review that combines near temporal proximity (i.e., posted or written in a way that makes the experience feel temporally close) with negative emotionality as a form of “venting.” They then ascribe the information in the negative review to reviewer-related rather than to relevant product or service quality attributes. Consistent evidence for this venting discount effect emerges from analyses of actual hotel reviews from TripAdvisor, as well as multiple experimental studies, involving both products and services.

*\*The first author collected and analyzed the data for all experimental studies from Prolific Academic, MTurk, and MTurk using CloudResearch; with input from the second author. The first and second author supervised the collection of the data from Study 1 (TripAdvisor). The third author, with feedback from the first and second authors, analyzed the data from Study 1. The experimental data, preregistrations, and syntax are currently stored in a public project directory on the Open Science Framework.*

3. **Grewal, Lauren, Prasad Vana, and Andrew T. Stephen (2025), “Brands in Unsafe Places: Effects of Brand Safety Incidents on Brand Outcomes.” *Journal of Marketing Research*, 62 (6), 981-1002.**

Well-publicized digital media incidents, in which brand content appears adjacent to “unsafe” content (e.g., negative content that is offensive, harmful, or uncomfortable), highlight the potential risk to a brand’s reputation every time it advertises on digital platforms. Even as content moderation algorithms improve, brands cannot control digital environments fully, making it imperative for marketing managers to develop brand safety processes to keep a brand’s reputation safe within *digital* advertising ecosystems, among their risk mitigation efforts. The current research accordingly attempts to establish when brand safety concerns are more or less likely to arise, according to specific consumer-, brand-, and incident-related moderators; why consumers react negatively to incidents, depending on their capacity to erode consumer trust in brands; and how and to what extent these combined elements affect various brand-related outcomes. Across data from Twitter (X) and six experiments, the authors distinguish brand safety incidents from other types of brand risks that demand managerial attention, and they empirically showcase how digital brand safety incidents influence consumers’ attitudes and behaviors, as well as advertisers’ outcomes. Building on these empirical findings, this article provides concrete, evidence-based suggestions for how to mitigate incidents, both before and after their occurrence.

*\*The first author collected and analyzed the data for all experimental studies from Prolific Academic, MTurk using CloudResearch, and CloudResearch panels with input from the third author. The second*

*author, with feedback from the first author, collected the data from Twitter (X). The second author analyzed the data from Twitter (X) with input from the first and third author. The experimental data, preregistrations, and syntax are currently stored in a public project directory on the Open Science Framework.*

4. \***Grewal, Lauren** and \*Helen van der Sluis, “Hidden Barriers to Marketplace Disability Accessibility: An Empirical Analysis of the Role of Perceived Trade-Offs” *Journal of Consumer Research*, 51 (1), 66-78.

Disability is a basic human condition that affects a significant proportion of the world’s population, yet many disability- and accessibility-relevant issues remain pressing and insufficiently addressed. With three experiments, the current research investigates potential reasons why marketplace disability accessibility has not been universally accepted. Potential barriers to greater accessibility in marketplaces may arise because such efforts appear at odds with other salient priorities, at micro (i.e., consumer) and macro (i.e., firm, policy, or societal) levels. In the proposed framework, micro-level trade-offs prompt perceptions of personal cost and macro-level trade-offs prompt perceptions of firm morality. In turn, these perceptions mediate firm evaluations, showing consumers at baseline respond negatively to accessibility. Critically, however, several practical interventions emerge from these processes. Simple framing choices that emphasize who benefits, and what the purpose of the offering is, mitigate consumers’ negative responses to accessibility. Demonstrating one way to better understand perceptions of the full spectrum of the consumer population, this research provides pathways for consumer researchers to further delve into disability-related research in the future.

*\*The first author collected the data for study 1 on MTurk using CloudResearch in spring 2023 and the data for study 2a on Prolific Academic in winter 2023. The first author and second author collected the data for study 2b in their respective behavioral labs in fall 2022. The first author collected the data for study 2b's pretest on Prolific Academic in fall 2022. The second author analyzed the data in studies 1 and 2a with input from the first author, and the two authors jointly analyzed the data in study 2b and the pretest for study 2b. The data are currently stored in a public project directory on the Open Science Framework.*

5. \*Kopalle, Praveen, \*Jesse Burkhardt, \*Kenneth Gillingham, \***Lauren Grewal**, and \*Nailya Ordabayeva, “Delivering Affordable Clean Energy to Consumers.” *Journal of the Academy of Marketing Science*, 52, 1452-1474.

In this work, we develop a marketing-centric framework for delivering affordable clean energy to consumers leveraging the 4 Ps and bi-directional flow of information between firms and consumers. Using a multimethod approach that covers a consumer survey, field experiment, and a decarbonization simulation to test the various aspects of the framework, our findings point to the need for a “system-wide” solution. Specifically, we examine consumer responsiveness to multiple levers within the 4 Ps, showcase the real effects of a combination of an automated solution and dynamic electricity pricing on behavior, and examine the role of dynamic prices and automation in transitioning to 100% clean

electricity. We argue that there are ways to achieve affordable, 100% clean energy that many consumers will adopt. We conclude with a set of research questions examining additional aspects of the 4 Ps that can be leveraged to facilitate the wide-spread adoption of clean energy solutions.

*\*The data collection for the consumer survey was supervised and analyzed by the fourth and fifth authors on Prolific Academic in the spring of 2023. The field experiment and decarbonization simulation were collected by, conducted by, and analyzed by the first, second, and third authors. The data for the field experiment and decarbonization are currently stored in a public project directory on the Open Science Framework.*

6. Herhausen, Dennis, **Lauren Grewal**, Krista Hill Cummings, Anne Roggeveen, Francisco V. Ordenes, and Dhruv Grewal (2023), “Complaint Deescalation Strategies on Social Media,” *Journal of Marketing*, 87 (2), 210–231.

Existing literature offers multiple suggestions for how to recover from service failures, though without explicitly addressing customers’ negative, high arousal states, evoked by the failure. The few studies that address ways to improve negative emotions after failures focus on face-to-face interactions only. Because most customers today prefer social media complaining, firms must learn how to effectively deescalate negative, high arousal emotions through text based exchanges to achieve successful service recoveries. With three field studies using natural language processing tools, and three preregistered controlled experiments, the current research identifies ways to mitigate negative arousal in text-based social media complaining, specifically, active listening and empathy. In detail, increasing active listening and empathy in the firm response evokes gratitude among customers in high arousal states, even if the actual failure is not (yet) recovered. These findings provide a new theoretical perspective on the role of customer arousal in service failures and recoveries, as well as managerially relevant implications for dealing with public social media complaints.

*\*The data collection for Study 1a and 2 was supervised by the first author, the data collection for Study 1b, 3a, and 3b was supervised by the second author, and the data collection for Study 4 was supervised by the fifth author. The first author analyzed the data for Study 1a, 2, and 4, and the first and second author independently analyzed the data for Study 1b, 3a, and 3b.*

7. **Grewal, Lauren**, Eugenia C. Wu, and Keisha M. Cutright (2022), “Loved As-Is: How God Salience Lowers Interest in Self-Improvement Products,” *Journal of Consumer Research*, 49 (1), 154-174.

Consumers often desire to become better versions of themselves. Reflecting this interest in self-improvement, the marketplace offers consumers a wide range of products and services that promise to improve or better the consumer in some way. But, in a world with unlimited opportunities to spend one’s time and money, what influences whether consumers will invest in products that enable self-improvement? We demonstrate that the degree to which God is salient has a negative effect on

individuals' preferences for consumption choices with self-improvement features compared to equally attractive options that do not include such features. We propose that this is because thoughts of God activate a greater sense of being loved for who you are ("loved 'as-is'"), making self-improvement a lower priority. We demonstrate this basic effect across several experiments as well as archival data, provide process evidence through mediation and moderation, and address alternative explanations. We also identify important boundary conditions: God salience is less likely to decrease interest in self-improvement products when consumers do not believe in God, and when God is considered to be a punishing (vs. loving) entity.

*\*The first, second, and third authors all contributed to the collection of data. Studies 2, 3a, 3b, 4, 5, and the study in WA K were all preregistered with approval from all three authors and run using CloudResearch, MTurk, and Prolific Academic between September 2020 and September 2021. The study in Web Appendix J was collected in 2018 on MTurk. The first author collected and analyzed the data in all studies with input from the second and third authors. The pilot data were aggregated solely by a data scientist who is a full-time member of the first author's school's Research Computing Group. The first author subsequently analyzed this data. All experimental data is stored on Open Science Framework in a public project directory.*

8. \*Appel, Gil, \***Lauren Grewal**, \*Rhonda Hadi, and \*Andrew T. Stephen (2020), "The Future of Social Media in Marketing," *Journal of the Academy of Marketing Science*, 48 (1), 79 - 95.

Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors focus on where they believe the future of social media lies when considering marketing-related topics and issues. Drawing on academic research, discussions with industry leaders, and popular discourse, the authors identify nine themes, organized by predicted imminence (i.e., the immediate, near, and far futures), that they believe will meaningfully shape the future of social media through three lenses: consumer, industry, and public policy. Within each theme, the authors describe the digital landscape, present and discuss their predictions, and identify relevant future research directions for academics and practitioners.

9. \***Grewal, Lauren**, \*Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2019), "The Self-Perception Connection: Why Consumers Devalue Unattractive Produce," *Journal of Marketing*, 83 (1), 89 - 107.

This research investigates the mechanism by which the aesthetic premium placed on produce contributes to consumers' rejection of safe, edible, yet aesthetically unattractive, fruits and vegetables, which results in both financial loss to retailers and food waste. Further, the authors identify a novel way in which the devaluation of such produce can be reduced. Five experiments demonstrate that consumers devalue unattractive produce because of altered self-perceptions: merely imagining the consumption of unattractive produce negatively affects how consumers view themselves, lowering their willingness to

pay for unattractive produce relative to equivalently safe but more attractive alternatives. This discrepancy in willingness to pay for unattractive versus attractive produce can be reduced by altering the self-diagnostic signal of consumer choices and boosting consumers' self-esteem. An experiment in the field demonstrates the effectiveness of using easily implementable in-store messaging to boost consumers' self-esteem in ways that increase consumers' positive self-perceptions and, subsequently, their willingness to choose unattractive produce. This research, therefore, suggests low-cost yet effective strategies retailers can use to market unattractive produce, potentially raising retailer profits while reducing food waste.

*\*The data for study 1 was collected during spring 2016 and the data for study 4b was collected during summer of 2018 by the co-first authors from Mechanical Turk. Study 2 was collected from undergraduate students at the Ohio State University during winter 2017 by research assistants working under the supervision of the fourth author. Study 3 data was collected from undergraduate students at the University of Pittsburgh in spring 2017 where collection was conducted by research assistants working under the supervision of the co-first authors. The data for study 4a was collected by an independent research consultant in a grocery store in Sweden. The analyses in all studies were performed by the co-first authors under the supervision of the third and fourth author.*

10. **Grewal, Lauren** and Andrew T. Stephen (2019), "In Mobile We Trust: The Effects of Mobile Versus Non-Mobile Reviews on Consumer Purchase Intentions," *Journal of Marketing Research*, 56 (5), 791-808.

In the context of user-generated content (UGC), mobile devices have made it easier for consumers to review products and services in a timely manner. In practice, some UGC sites indicate if a review was posted from a mobile device. For example, TripAdvisor uses a "via mobile" label to denote reviews from mobile devices. However, the extent to which such information affects consumers is unknown. To address this gap, the authors use TripAdvisor data and five experiments to examine how mobile devices influence consumers' perceptions of online reviews and their purchase intentions. They find that knowing a review was posted from a mobile device can lead consumers to have higher purchase intentions. Interestingly, this is due to a process in which consumers assume mobile reviews are more physically effortful to craft and subsequently equate this greater perceived effort with the credibility of the review.

*\* The data for study 1a and 5 were collected by an independent organization under the supervision of, and analyzed jointly by, the first and second author. Studies 1b, 2a, 2b, 3, 4, and in the web appendix, were collected on Amazon's Mechanical Turk between fall 2016 and spring 2018 by the first author. The analyses in the experiments were performed by the first author under the supervision of the second author.*

11. **Grewal, Lauren**, Andrew T. Stephen, and Nicole Verrochi Coleman (2019), "When Posting About Products in Social Media Backfires: The Negative Effects of Consumer Identity-Signaling

on Product Interest,” *Journal of Marketing Research*, 56 (2), 197 - 210.

Consumers frequently express themselves by posting about products on social media. Because consumers can use physical products to signal their identities, posting about products on social media may be a way for consumers to virtually signal identity. The authors propose that there are conditions in which this action can paradoxically reduce a consumer’s subsequent purchase intentions. Five experiments demonstrate that posting products on social media that are framed as being identity-relevant can reduce a consumer’s subsequent purchase intentions for the same and similar products, as this action allows consumers to virtually signal their identity, fulfilling identity-signaling needs. Fortunately for retailers, the authors suggest theoretically and managerially relevant moderators that attenuate this negative effect on intent to purchase. These findings have important implications for how firms can conduct social media marketing to minimize negative purchase outcomes.

*\*The data for study 1, 3, and 4 were collected from undergraduate students at the University of Pittsburgh from fall 2016 to spring 2017. For studies 1, 3, and 4, data collection was conducted by research assistants working under the supervision of the behavioral lab manager and the first author. The data for studies 2, 5, and the web appendix were collected on Amazon’s Mechanical Turk between summer 2016 and summer of 2017 by the first author. The data from Pinterest in the web appendix was scraped by the first author during spring-summer 2017. The analyses in all studies were performed by the first author under the supervision of the second author. The third author was not involved in any data collection or analysis.*