**EUGENIA C. WU**

Katz Graduate School of Business • University of Pittsburgh

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**EMPLOYMENT**

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| --- | --- |
| Katz Graduate School of Business, University of Pittsburgh, Associate Professor  Katz Graduate School of Business, University of Pittsburgh, Assistant Professor  Johnson Graduate School of Management, Cornell University, Assistant Professor | July 2020-present  2013-2020  2010-2013 |

**EDUCATION**

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| --- | --- |
| Duke University, Ph.D., Marketing | May 2010 |
| University of Pennsylvania, *B.S., Magna Cum Laude, Economics* | December 2004 |
| University of Pennsylvania*, B.A., Magna Cum Laude, Psychology* | December 2004 |

**RESEARCH INTERESTS**

Emotions and affect

Consumer beliefs about the social world

Choosing for others

**JOURNAL PUBLICATIONS**

Cutright, Keisha and Eugenia C. Wu (2023), “In and Out of Control: Personal Control and Consumer Behavior,” *Consumer Psychology Review*, 6 (1), 33-51.

Grewal, Lauren, Eugenia C. Wu, and Keisha M. Cutright (2022), “Grateful for What God Gave Me: How God Salience Affects the Desire for Self-Improvement Products,” *Journal of Consumer Research*, 49 (1), 154-174.

Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons (2019), “Wine for the Table: How Self-Construal and Group Size Affect Choice on Behalf of Self and Others,” *Journal of Consumer Research*, 46 (3), 508-527.

Wu, Eugenia C., and Keisha M. Cutright (2018), “In God’s Hands: How Reminders of God Dampen the Effectiveness of Fear Appeals,” *Journal of Marketing Research*, 55 (1), 119-131.

Morales, Andrea C., Eugenia C. Wu, and Gavan J. Fitzsimons (2012), “How Disgust Enhances the Effectiveness of Fear Appeals,” *Journal of Marketing Research,* 49 (3), 383-393.

Wu, Eugenia C., Keisha M. Cutright, and Gavan J. Fitzsimons (2011), “How Asking ‘Who Am I?’ Affects What Consumers Buy: The Influence of Self-Discovery on Consumption,” *Journal of Marketing Research,* 48 (2), 296-307.

Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay, and Gavan J. Fitzsimons (2011), “When Your World Must Be Defended: Choosing Products to Justify the System,” *Journal of Consumer Research,* 38 (1), 62-77 .

Banfield, Jillian, Aaron C. Kay, Keisha M. Cutright, Eugenia C. Wu, and Gavan J. Fitzsimons (2011), “A Person by Situation Account of Motivated System Defense,” *Social Psychological and Personality Science*, 2 (2), 212-219.

**WORKING PAPERS AND PAPERS UNDER REVIEW**

Wu, Eugenia C., Sarah G. Moore, and Peggy J. Liu, “Material + Material = More Experiential: How Bundling Increases Experiential Perceptions of Material Goods” (invited revision).

Kovacheva, Aleksandra, Cait Lamberton, and Eugenia Wu, “Should It Be My Party? Examining the Effects of Consumer Roles in Group Experiences” (invited revision).

Huynh, Denny, Lingrui Zhou, Keisha Cutright and Eugenia Wu, “Financial Constraint and Gift-Giving” (under review)

Anderson, Cary and Eugenia Wu, “Extraordinary Maximalism” (working paper)

Wu, Eugenia, Andrea C. Morales, Gavan J. Fitzsimons, and Tanya L. Chartrand, “How Disgust Creates Social Bonds” (working paper)

**BOOK CHAPTER**

Wu, Eugenia and Keisha M. Cutright (2023). Religion and Consumer Psychology. In “The Cambridge Handbook of Consumer Psychology,” Editors Cait Lamberton, Derek Rucker and Stephen A. Spiller, Cambridge University Press

Morales, Andrea and Eugenia C. Wu (2012). Disgust and Identity. In “*Identity and Consumption*,” Editors Russell Belk and Ayalla Ruvio, Routledge.

**AWARDS**

Ben L. Fryrear Faculty Fellow, 2021-present

CBA Student Impact Award, 2020, 2021, 2022, and 2023

Executive MBA in Healthcare Outstanding Professor Award 2022

Poets and Quants selection: “The Favorite Professors of Business Majors”, 2019

Most Valuable Teacher Award, University of Pittsburgh Athletics, 2018, 2019, 2020, 2021, 2022

Central Research and Development Fund grant recipient, University of Pittsburgh, 2016 and 2019

Dean’s Excellence in Service Award, University of Pittsburgh, 2017

CBA Teaching Award, University of Pittsburgh, 2016

Dean’s Excellence in Teaching Award, University of Pittsburgh, 2014, 2016, 2018, 2019, 2020, 2021, 2022

Clifford H. Whitcomb Faculty Fellowship, Cornell University, 2012-2013

Apple Teaching Award Finalist, Cornell University, 2012

Doctoral Fellowship in Marketing, Duke University, 2005-2010

Magna Cum Laude Graduate, University of Pennsylvania, 2004

**INVITED TALKS**

Carnegie Mellon University (April 2014)

University of Georgia (March 2013)

University of Pittsburgh, Katz Graduate School of Business (March 2013)

Class of 2012 Seminar Series, Cornell University (April 2012)

Cornell University, Johnson School of Management (October 2010)

University of Michigan, Ross School of Business (October 2010)

Temple University, Fox School of Business (October 2010)

University of Toronto, Scarborough (September 2010)

Southern Methodist University, Cox School of Business (September 2010)

University of Kansas, School of Business (September 2010)

**CONFERENCE PRESENTATIONS**

### Zhou, Lingrui, Denny Huynh, Eugenia Wu and Keisha Cutright, “Giving Less to Those Who Have More: Gift Versatility and Financial Constraints,” Society for Consumer Psychology, March 2022.

### Grewal, Lauren G., Eugenia C. Wu, and Keisha M. Cutright, “Grateful for What God Gave Me: How God Salience Affects the Desire for Self-Improvement Products,” Association for Consumer Research, October 2019.

### Kovacheva, Aleksandra, Cait Lamberton, and Eugenia C. Wu, “Come Sail With(out) Me: When Asymmetrical Decisional Control Makes Group Experiences Unappealing,” Association for Consumer Research, October 2019.

### Grewal, Lauren G., Eugenia C. Wu, and Keisha M. Cutright, “Grateful for What God Gave Me: How God Salience Affects the Desire for Self-Improvement Products,” Marketing Science, June 2019.

### Kovacheva, Aleksandra, Cait Lamberton, and Eugenia C. Wu, “Come Sail With(out) Me: When Asymmetrical Decisional Control Makes Group Experiences Unappealing,” Society for Consumer Psychology, February 2019.

Wu, Eugenia C., Sarah G. Moore, and Peggy Liu, “Better Together: How Bundling Increases Experiential Perceptions of Material Goods,” Society for Consumer Psychology, February 2019.

Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons, “Wine for the Table: How Self-Construal and Group Size Affect Choice on Behalf of Self and Others,” Marketing Academic Research Colloquium, May 2018.

Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons, “Wine for the Table: How Group Size and Self-Construal Affect Choice on Behalf of Self and Others,” Association for Consumer Research, October 2017.

Cesareo, Ludovica, Patti Williams, Eugenia C. Wu, and Keisha M. Cutright, “Beautiful Products and Brand Forgiveness,” Association for Consumer Research, October 2017.

Cesareo, Ludovica, Patti Williams, Eugenia C. Wu, and Keisha M. Cutright, “Beautiful Products and Brand Forgiveness,” Society for Consumer Psychology, February 2017.

Morales, Andrea C., Eugenia C. Wu, and Gavan J. Fitzsimons, “Emotional Blunting,” Society for Consumer Psychology, February 2017.

Wu, Eugenia C. and Keisha M. Cutright, “In God’s Hands: The Effect of Religion on Fear Appeal Persuasion,” Association for Consumer Research, October 2016.

Wu, Eugenia C., Andrea C. Morales, Gavan J. Fitzsimons, and Tanya L. Chartrand, “How Disgust Creates Social Bonds,” Society for Consumer Psychology, February 2016.

Wu, Eugenia C., Andrea C. Morales, Gavan J. Fitzsimons, and Tanya L. Chartrand, “How Disgust Creates Social Bonds,” Society for Consumer Psychology Vienna, February 2015.

Wu, Eugenia C., Andrea C. Morales, Gavan J. Fitzsimons, and Tanya L. Chartrand, “How Disgust Creates Social Bonds,” Association for Consumer Research, October 2014.

Wu, Eugenia C. and Keisha M. Cutright, “In God’s Hands: The Effect of Religion on Fear Appeal Persuasion,” Society for Consumer Psychology, February 2014.

Morales, Andrea C., Eugenia C. Wu, and Gavan J. Fitzsimons, “How Disgust Enhances the Effectiveness of Fear Appeals,” BBCRST Marketing Conference, May 2011.

Moore, Sarah G., Eugenia C. Wu, and Gavan J. Fitzsimons, “Self-Construal, Context-Sensitivity, and Communal Choice,” Society for Consumer Psychology, February 2011.

Wu, Eugenia C., Keisha M. Cutright, and Gavan J. Fitzsimons, “How Asking ‘Who Am I?’ Affects What You Buy: The Influence of Self-Discovery on Consumption,” Association for Consumer Research, October 2010.

Wu, Eugenia C., Gavan J. Fitzsimons, Mary Frances Luce, and Patti Williams, “When Bittersweet is as Good as Sweet: How Emotion Norms Shape Consumption Choices,” Association for Consumer Research, October 2010.

Wu, Eugenia C., Keisha M. Cutright, and Gavan J. Fitzsimons, “How Asking ‘Who Am I?’ Affects What You Buy: The Influence of Self-Discovery on Consumption,” Society for Consumer Psychology, February 2010.

Morales, Andrea C., Gavan J. Fitzsimons, and Eugenia C. Wu, “That’s So Disgusting – I’ll Take Two!: How Disgust Enhances the Effectiveness of Fear Appeals,” Association for Consumer Research, October 2009.

Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay, and Gavan J. Fitzsimons, “When Your World Must Be Defended: Choosing Products to Justify the System,” Association for Consumer Research, October 2009.

Moore, Sarah G., Eugenia C. Wu, and Gavan J. Fitzsimons, “Dinner Out with Independent Self-Construal Consumers: Wow, This is Bad Wine!” Society for Consumer Psychology, February 2009.

Cutright, Keisha M., Eugenia C. Wu, Jillian C. Banfield, Aaron C. Kay, and Gavan J. Fitzsimons, “When Your World Must Be Defended: Choosing Products to Justify the System,” Society for Consumer Psychology, February 2009.

**TEACHING**

Consumer Behavior, College of Business Administration, University of Pittsburgh

* Undergraduate Program (2013-present)

Marketing Design and Analysis, Katz Graduate School of Business, University of Pittsburgh

* Executive MBA in Healthcare Program (2020-present)

Marketing, Katz Graduate School of Business, University of Pittsburgh

* Healthcare and Leadership Program (2022-2023)

Doctoral Pro-seminar in Marketing, Katz Graduate School of Business, University of Pittsburgh

* Co-instructor (2014)

Marketing Management, Johnson Graduate School of Management, Cornell University

* Two Year Full Time MBA Program (2011-2012)
* Non-Johnsons (graduate school students outside of the business school) (2010)

Consumer Behavior, Johnson Graduate School of Management, Cornell University

* Two Year Full Time MBA Program (2010-2012, 2014)

Doctoral Pro-seminar in Marketing, Cornell University

* Co-instructor (2011)

Marketing Management, Duke University

* Marketing and Management Studies Undergraduate Program (2008)

**MEMBERSHIP**

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

**SERVICE TO THE SCHOOL**

Dissertation committees

* Member: Cary Anderson, expected 2023
* Member: Tess Kwon, expected 2024
* Member: Jenny Guo, 2022
* Member: Jillian Hmurovic, 2020
* Member: Aleksandra Kovacheva, 2017

Behavioral Lab Faculty Director, 2014-2018, 2021-present

Behavioral Lab Committee Member, 2018-2019

Behavioral Lab Committee Chair, 2015-2018, 2021-present

Assurance of Learning Committee 2013-2014; 2022-2023

Marketing Research Camp Organizer 2022-present

CBA Dean’s Search Committee, 2020

Admissions Committee for Student Athletes, 2019-present

Katz Faculty Mentorship Program, 2019-2020

Library Committee, 2014

**PROFESSIONAL SERVICE**

Reviewing:

* Journal of Consumer Research (Editorial Review Board member)
* Journal of Marketing Research (Editorial Review Board member)
* Journal of Consumer Psychology (Editorial Review Board member)
* Management Science
* Journal of Advertising
* International Journal of Research in Marketing
* Journal for the Association of Consumer Research
* Association for Consumer Research Conference
* Society for Consumer Psychology Conference
* Society for Consumer Psychology Dissertation Proposal Competition
* American Marketing Association Winter Conference
* University of Pittsburgh Momentum Funds Seeding Grants
* University of Pittsburgh Central Research and Development Fund Grants