

# HELEN VAN DER SLUIS

Katz Graduate School of Business  
University of Pittsburgh  
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## EMPLOYMENT

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**University of Pittsburgh**, Katz Graduate School of Business August 2024 - present  
*Assistant Professor of Business Administration*

**University of South Carolina**, Darla Moore School of Business 2022 - 2024  
*Assistant Professor of Marketing*

## EDUCATION

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Ph.D. *Business Administration, Concentration in Marketing* 2022  
**Arizona State University**, W. P. Carey School of Business  
*Dissertation Co-Chairs: Adriana Samper and Andrea C. Morales*

B.A. *Psychology* 2014  
**Columbia University**

## PUBLICATIONS (†denotes equal authorship)

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**Helen van der Sluis**, Adriana Samper, Kirk Kristofferson, and Terri Hlava (2025), “How Do Physical Disability Cues Influence Assumptions About Consumer Preferences? Unpacking the Disability Preference Stereotype” (published online 17 May 2024), *Journal of Consumer Research*.

*Dissertation Essay 2*

*Runner-Up, Best Competitive Paper*, 2021 SCP Conference

*Winner*, ASU Robert B. Cialdini Distinguished Research Award, 2020

Lauren Grewalt† and **Helen van der Sluis**† (2024), “Understanding Barriers to Marketplace Disability Accessibility: An Empirical Analysis of Perceived Trade-Offs,” *Journal of Consumer Research*, 51(1) 66-78.

## MANUSCRIPTS UNDER REVIEW (†denotes equal authorship)

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Freeman Wu, Lauren Grewalt, **Helen van der Sluis**, and Aradhna Krishna, “Taking a Stance, Now or Forever: Optimizing the Communication of Corporate Political Activism in Digital Contexts,” invited for third review at the *Journal of Marketing Research*.

*Best Advanced Talk*, 2024 AMA CBSIG Conference

**Helen van der Sluis**, Adriana Samper, Andrea C. Morales, and Nathan D. Martin, “Responses to Gender-Based Price Variation: Differences or Discrimination?” preparing for submission to *Organizational Behavior and Human Decision Processes*

*Dissertation Essay 1*

*Honorable Mention*, 2020 ACR/Sheth Foundation Dissertation Award: Public Purpose Track

Lama Lteif†, **Helen van der Sluis**†, Lauren Block†, Luca Cian†, Vanessa Patrick†, and Maura Scott†, “Limiting Accessibility: How Targeting Consumers with Disabilities Constrains Acceptable Prices for Innovations,” accepted as research dialogue at the *Journal of Public Policy and Marketing*

*Accepted for Competitive Track 2*, Transformative Consumer Research (TCR) Dialogical Conference (2023)

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 SELECT WORKS IN PROGRESS (\*denotes equal authorship)
 

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Freeman Wu and **Helen van der Sluis**, “Representation Sweats.”

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 HONORS, AWARDS, AND GRANTS
 

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Track Co-Chair for “Social Justice, Purpose Driven Marketing, and DEI,” <i>American Marketing Association</i> Summer Conference	2024
Best Advanced Talk Submission, <i>AMA</i> CBSIG Conference	2024
Darla Moore School of Business Research Grant	2022
Runner Up, Best Competitive Paper Award, <i>Society for Consumer Psychology</i> Conference	2021
University of Houston Annual Doctoral Symposium Presenter	2021
AMA/Sheth Foundation Doctoral Consortium Fellow	2021
ACR/Sheth Foundation Dissertation Award: Honorable Mention, <i>Public Purpose Track</i>	2020
University of Houston Annual Doctoral Symposium, Presenter (cancelled, COVID-19)	2020
Kenneth B. Coney Teaching Excellence Award	2020
Robert B. Cialdini Distinguished Research Award	2020
Kenneth B. Coney Research Excellence Award	2018, 2020
Best Working Paper Award, <i>Society for Consumer Psychology</i> Conference	2018
Arizona State University College Grant (Amount Varies)	2017, 2018, 2019, 2021

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 INVITED PRESENTATIONS
 

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Carnegie Mellon University, Tepper School of Business	September 2023
University of Pittsburgh, Katz Graduate School of Business	August 2023
Tulane University, A. B. Freeman School of Business	November 2021
Dartmouth College, Tuck School of Business (virtual)	November 2021
University of Houston, C. T. Bauer College of Business (virtual)	November 2021
Western University, Faculty of Social Science (virtual)	November 2021
University of South Carolina, Darla Moore School of Business	October 2021
DePaul University, Driehaus College of Business	October 2021
University of Oregon, Lundquist College of Business	October 2021
University of Texas at Austin, McCombs School of Business (virtual)	September 2021
Villanova University, Villanova School of Business	September 2021
University of Houston, C. T. Bauer College of Business Ph.D. Symposium (virtual)	April 2021

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 CONFERENCE PRESENTATIONS (\*denotes presenter; †denotes equal authorship)
 

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**Helen van der Sluis**, Adriana Samper, Andrea C. Morales\*, and Nathan D. Martin (2024), “Responses to Gender-Based Price Variation: Differences or Discrimination?” Competitive Paper, Asia-Pacific *Association for Consumer Research* (ACR) Conference, July 8-11, Bali, Indonesia.

Freeman Wu\*, Lauren Grewal, **Helen van der Sluis**, and Aradhna Krishna (2024), “Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Commitment,” Advanced Talk, *American Marketing Association* (AMA) Consumer Behavioral Special Interest Group (CBSIG) Conference, July 1-3, Vienna, Austria.

*Best Advanced Talk*, 2024 AMA CBSIG Conference

**Helen van der Sluis**, Adriana Samper, Kirk Kristofferson\*, and Terri Hlava (2024), “The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences,” Advanced Talk, *American Marketing Association* (AMA) Consumer Behavioral Special Interest Group (CBSIG) Conference, July 1-3, Vienna, Austria.

Freeman Wu\*, Lauren Grewal, **Helen van der Sluis**, and Aradhna Krishna (2024), “Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Commitment,” Part of Special Session on “How Mediums Affect Consumer Behavior,” *Society for Consumer Psychology* (SCP) Annual Conference, March 7-9, Nashville, TN, USA.

**Helen van der Sluis**, Adriana Samper, Kirk Kristofferson\*, and Terri Hlava (2024), “The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences,” Part of Special Session, *American Marketing Association* (AMA) Winter Academic, February 23-25, St. Pete Beach, FL, USA.

Lauren Grewal\* and **Helen van der Sluis**\* (2023), “Perceived Tradeoffs and Resulting Opportunities for Product-Based Accessibility in the Marketplace,” *American Marketing Association* (AMA) Winter Academic Conference, February 10-12, Nashville, TN, USA.

Freeman Wu\*, Lauren Grewal, **Helen van der Sluis**, and Aradhna Krishna (2023), “Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Commitment,” Competitive Paper, *American Marketing Association* (AMA) Winter Academic Conference, February 10-12, Nashville, TN, USA.

Freeman Wu, Lauren Grewal, **Helen van der Sluis**\*, and Aradhna Krishna (2022), “Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Commitment,” Competitive Paper, *Association for Consumer Research* (ACR) Annual Conference, October 20-23, Denver, CO, USA.

Freeman Wu, Lauren Grewal, **Helen van der Sluis**\*, and Aradhna Krishna (2022), “Taking a Stand the Right Way: The Role of Digital Channels on Consumer Attributions of Brands’ Values,” Working Paper, *University of Arizona/ Arizona State University Annual Symposium*, Tucson, AZ, USA.

**Helen van der Sluis**\*, Adriana Samper, Kirk Kristofferson, and Terri Hlava (2021), “Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences,” Competitive Paper, *Marketing and Public Policy Annual Conference*, June 24-26, virtual.

*Chair of Competitive Paper Session, “Marginalized Groups”*

**Helen van der Sluis**\*, Adriana Samper, Kirk Kristofferson, and Terri Hlava (2021), “Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences,” *University of Houston Marketing Ph.D. Symposium*, April 9-10, virtual.

**Helen van der Sluis**, Adriana Samper\*, Kirk Kristofferson, and Terri Hlava (2021), “Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences,” Competitive Paper, *Society for Consumer Psychology* (SCP) Annual Conference, March 4-6, virtual.

*Runner-Up for Best Competitive Paper*, 2021 SCP Conference

Lauren Grewalt and **Helen van der Sluis**\* (2021), “Perceived Tradeoffs and Resulting Opportunities for Product-Based Accessibility in the Marketplace,” Competitive Paper, *Society for Consumer Psychology* (SCP) Annual Conference, March 4-6, virtual.

**Helen van der Sluis**\*, Adriana Samper, Kirk Kristofferson, and Terri Hlava (2020), “Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences,” Competitive Paper, *Association for Consumer Research* (ACR) Annual Conference, October 1-4, virtual.

**Helen van der Sluis**\*, Adriana Samper, and Kirk Kristofferson (2019), “With Inclusion Comes Influence: The Psychological and Persuasive Consequences of Observable Disability in the Marketplace,” Competitive Paper, *Society for Consumer Psychology* (SCP) Annual Conference, February 28-March 2, Savannah, GA, USA.

*Chair of Competitive Paper Session*, “Together, Together: Social Influences in Consumption”

**Helen van der Sluis**\*, Adriana Samper, and Kirk Kristofferson (2018), “Perceptions of Disability in the Marketplace: Moral Character Inferences and Persuasion,” Special Session, *Association for Consumer Research* (ACR) Annual Conference, October 11-13, Dallas, TX, USA.

*Organized and Chaired Special Session*, “Vulnerable Groups and Stigma in the Consumption Sphere”

**Helen van der Sluis**\*, Adriana Samper, and Kirk Kristofferson (2018), “Perceptions of Disability in the Consumption Environment,” Working Paper, *Society for Consumer Psychology* (SCP) Conference, February 15-17, Dallas, TX, USA.

*Best Working Paper Award*, 2018 SCP Conference

**Helen van der Sluis**\*, Adriana Samper, and Kirk Kristofferson (2017), “Glass Houses: Disability Perceptions in the Consumption Environment,” Working Paper, *Association for Consumer Research* (ACR) Conference, October 27-29, San Diego, CA, USA.

## CONFERENCE PANELS

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Co-Chair and Panelist (2024), “Expert Workshop: Disability and Accessibility in Research Practices,” with Adriana Samper (co-chair), Samantha Cross (co-chair), Stephanie Dellande, Eva Kipnis, *American Marketing Association* (AMA) Summer Conference, August 16-18, Boston, MA.

Co-Chair (2023), “Accessibility and Disability in Consumer Research” with Johannes Boegershausen (co-chair), Lauren Grewal (co-chair), Stacey Menzel Baker, Melanie Brucks, Samantha Cross, Katharina Husemann, Uzma Khan, Aparna Labroo, Maayan Malter, Vanessa Patrick, *Association for Consumer Research* (ACR) Conference, October 26-29, Seattle, WA, USA.

Panelist (2023), “Good Design is Inclusive,” with Maura Scott, Luca Cian, Kelly Herd, Xiaoyan Deng, Freeman Wu, Adriana Samper, Milica Mormann, *Society for Consumer Psychology* (SCP) Conference, March 2-4, San Juan, PR, USA.

## TEACHING

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**University of Pittsburgh**, College of Business Administration

*Undergraduate Teaching*

Marketing Research (BUSMKT 1411)

Fall 2024

**University of South Carolina, Darla Moore School of Business**

*Undergraduate Teaching*

Principles of Marketing Research (MKTG 352)

Fall 2022, 2023

Evaluations: **4.52/5** (Fall 2023)

**4.54/5** (Fall 2022)

**Arizona State University, W. P. Carey School of Business**

*Undergraduate Teaching*

Applied Marketing Management and Leadership (MKT 302)

2017, 2018, 2020, 2022

Evaluations: **6.6/7** (in person, spring 2022)

**6.5/7** (online, summer 2020)

**6.0/7** (in person, summer 2018)

**6.6/7** (in person, summer 2017)

Marketing Research (MKT 352)

2019

Evaluations: **6.9/7** (in person)

*Undergraduate Teaching Assistant Experience*

2018 - 2020

Consumer Behavior (MKT 402; in person and online)

Course Lead: Dr. Adriana Samper

*Graduate Teaching Assistant Experience*

Marketing Management/Marketing Core (MKT 502, MBA; in person)

2017

Course Lead: Dr. Andrea C. Morales

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**PROFESSIONAL SERVICE**

**Ad-Hoc Reviewer**

- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Journal of Consumer Psychology
- Journal of Consumer Research
- Journal of Marketing

**Conference Reviewer**

- Association for Consumer Research – Asia-Pacific (2024)
- Association for Consumer Research (2022-present)
- Marketing and Public Policy (2018-present)
- Society for Consumer Psychology (2019-present)

**Other Reviewer Roles**

- ACR/Sheth Dissertation Award Reviewer (2021)

**Conference Leadership**

- American Marketing Association (AMA) Summer Conference 2024 Track Co-Chair (together with Johannes Boegershausen) for “Social Justice, Purpose-Driven Marketing, and DEI,” August 16-18, Boston, MA.
- SCP Conference Competitive Paper Session Chair (2019)
- ACR Conference Competitive Paper Session Chair (2019)
- ACR Conference Special Session Chair (2018)

**Undergraduate Student Advising – University of South Carolina**

- Honors College Thesis Director
  - Hannah Clark (graduated 2024)
- Honors College Thesis Second Reader
  - Claudia Mazurkiewicz (graduated 2024)
  - Payton Fronapfel (graduated 2023)

**School Committees and Activities – University of South Carolina**

- Member, Marketing Department Ph.D. Student Admissions Committee (2023, 2024)
- Member, Marketing Department Strategic Planning Committee for Research and the Ph.D. Program (2023)
- Member, Comprehensive Exam Committee, Mackenzie Volk (marketing Ph.D. Student) (2023)
- Member, Comprehensive Exam Committee, Julia van de Sandt (marketing Ph.D. Student) (2023)

**Leadership as a Doctoral Student – Arizona State University**

- Ph.D. student representative - Teaching and Learning Taskforce for the ASU W. P. Carey Justice, Equity, Diversity, and Inclusion Committee
  - Developed and implemented:
    - [Teaching and learning resource bank for business school contexts](#)
    - W. P. Carey School of Business Diversity, Equity, and Inclusion Curriculum Innovation Grant Program
    - W. P. Carey Lunch & Learn Series, a collaboration with ASU's Center for Race and Democracy, local community leaders, and business school staff, students, and faculty
      - 100-200 in attendance for each event
      - Select news on [panel](#) and [workshop series](#)
- Panelist, Theory Development Seminar (2021)

**PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research

Society for Consumer Psychology

Responsible Research in Business & Management

Race in the Marketplace

**OTHER RELEVANT EXPERIENCE**

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Consultant, applied psychology course development, EXPLO, <i>Norwood, MA</i>	2020
Lab Manager of Marketing Behavioral Lab, University of Pittsburgh, <i>Pittsburgh, PA</i>	2014 - 2016
Longitudinal Study Interviewer, University Center for Social and Urban Research, <i>Pittsburgh, PA</i>	2015 - 2016
Therapeutic Specialist, Wesley Family Services, <i>Pittsburgh, PA</i>	2014 - 2016

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