

# REBECCA CHAE

Leavey School of Business  
Santa Clara University  
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Santa Clara, CA 95053

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## ACADEMIC APPOINTMENT

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**Leavey School of Business, Santa Clara University**, Santa Clara, CA  
Assistant Professor of Marketing, 2020—present

## EDUCATION

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**Stephen M. Ross School of Business, University of Michigan**, Ann Arbor, MI  
Ph.D., Marketing

**Columbia Business School, Columbia University**, New York, NY  
M.S., Marketing

**The Wharton School, University of Pennsylvania**, Philadelphia, PA  
B.S., Economics (Double major in marketing and finance), Cum Laude

## RESEARCH INTERESTS

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Consumer and Societal Wellbeing, Goals, Time Perception, Culture, Judgment and Decision Making

## PUBLICATIONS

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Carpenter, Stephanie M., Rebecca Chae, and Carolyn Yoon (2020), "Creativity and Aging: Positive Consequences of Diminished Inhibitory Control," *Psychology and Aging* (5-Year Impact Factor: 3.24).

Carpenter, Stephanie M., Rebecca Chae, Yeonjin Sung, and Carolyn Yoon (2020), "The Influence of Creativity on Objective and Subjective Well-Being in Older Adults," *The Aging Consumer: Perspectives from Psychology and Marketing*.

## WORKING PAPERS

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Chae, Rebecca, Kaitlin Woolley, and Marissa Sharif, "Categorizing the Tasks Around a Break Reduces Rumination and Improves Task Performance"

Chae, Rebecca and Katherine Burson, "Leaps and Bounds: Temporal Influences on Precommitment During Goal Progress"

Chae, Rebecca and Carolyn Yoon, "Cultural Orientation Differentially Impacts the Effectiveness of Descriptive Norm Appeals to Promote Prosocial Behavior"  
\*2017 ACR/Sheth Foundation Dissertation Award Winner

Chae, Rebecca, Yong H. Kim, and Julia Lee Cunningham, “When Are Brands Tainted by Affiliation? Culture Shapes Blame Spillover in Multinational Corporations”

### **SELECTED WORK IN PROGRESS**

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“The Role of Social Comparison on Motivation Using a Field Experiment” with Banggang Wu, Xuebin Ciu, and Xiaojing Dong

“Consumers’ Perceptions of Voices” with James Mourey and Carolyn Yoon

### **AWARDS, HONORS, AND GRANTS**

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AMA-Sheth Foundation Doctoral Consortium Fellow, 2019

ACR/Sheth Foundation Dissertation Award, Association for Consumer Research, 2017

Thomas W. Leabo Teaching Award, University of Michigan, 2017—18

Gladys D. and Walter R. Stark Research Award, University of Michigan, 2018—19

Milton G. and Josephine H. Kendrick Award (for academic excellence), University of Michigan, 2018

Doctoral Fellow, 48<sup>th</sup> Annual Haring Symposium, Kelley School of Business, 2018

Leo Burnett Award (for excellence in research and academic progress), University of Michigan, 2017

Award for Early Candidacy, University of Michigan, 2016

Rackham Graduate Student Research Grants, University of Michigan, 2016

Ross Graduate Student Research Grants, University of Michigan, 2016, 2019

Ross School of Business PhD Fellowship, University of Michigan, 2014—20

### **INVITED TALKS**

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Santa Clara University, Leavey School of Business, 2019

Texas A&M University, Mays Business School, 2019

University of Hawai‘i at Mānoa, Shidler College of Business, 2019

### **CHAired SYMPOSIUM**

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Chae, Rebecca (2018), *The Diverse Factors Influencing Healthy Decisions*. Chaired Symposium at the Association for Consumer Research, Dallas, TX.

### **CONFERENCE PRESENTATIONS AND PROCEEDINGS**

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Chae, Rebecca, Yong H. Kim, and Julia Lee Cunningham (2021), *Tainted by Affiliation: How Cognitive Style Shapes Spillover Effects between Transgressing and Non-Transgressing Brands in Mega-Corporations*. Academy of Management Annual Meeting (Virtual).

Chae, Rebecca, James A. Mourey, and Carolyn Yoon (2020), *Is That an Accent I Hear? How a Digital Voice Assistant’s Accent Affects Consumer Perceptions and Intentions*. Association for Consumer Research (Virtual).

Chae, Rebecca and Katherine Burson (2019), *Strengthening the Goal Gradient Effect: The Power of Implicit Temporal Boundaries*. Association for Consumer Research, Atlanta, GA.

Chae, Rebecca and Carolyn Yoon (2019), *Targeting Independents and Interdependents to Promote Prosocial Behavior*. Association for Consumer Research, Atlanta, GA.

- Chae, Rebecca, Yong H. Kim, and Julia Lee (2019), *When Branding Strategies Do Not Shield Sub-Brands from Negative Publicity: The Role of Consumers' Cognitive Styles*. Association for Consumer Research, Atlanta, GA.
- Chae, Rebecca and Carolyn Yoon (2019), *Persuasiveness of Descriptive Norms: The Role of Culture and Decision Context*. Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca and Katherine Burson (2019), *Translating Goals into Action: The Power of Fresh Start*. Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca (2019), *When Branding Strategies Do Not Shield Sub-Brands from Negative Publicity: The Role of Cognitive Styles* (Poster). Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca and Katherine Burson (2019), *The Curious Power of Fuzzy Boundaries* (Poster). Society for Personality and Social Psychology JDM Preconference, Portland, OR.
- Chae, Rebecca (2018), Discussant for "Conflict of Interest in Third-Party Reviews: An Experimental Study," 48<sup>th</sup> Annual Haring Symposium at Indiana University, Bloomington, IN.
- Chae, Rebecca and Christine Kang (2017), *Effects of Calendar Framing on Time Perception and Anticipation of Sunday* (Poster). Association for Consumer Research, San Diego, CA.
- Chae, Rebecca and Carolyn Yoon (2017), *Cultural Differences in Conformity to Descriptive Norms* (Data Blitz). Society for Consumer Psychology, San Francisco, CA.
- Chae, Rebecca and Carolyn Yoon (2016), *Cultural Differences in Conformity to Descriptive Norms* (Poster). Society for Judgment & Decision Making, Boston, MA.

## TEACHING

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### **Instructor, Leavey School of Business, Santa Clara University**

Principles of Marketing (Undergraduate Core, MKTG 181), Winter, Spring, & Fall 2021

### **Guest Lecturer, Rotterdam School of Management, Erasmus University**

Marketing Beyond Borders: Managing Cross Cultural Challenges (M.S.), April 2021

### **Instructor, Ross School of Business, University of Michigan**

Marketing Management (Undergraduate Junior & Senior, 3 credits), Spring 2017

#### **Recipient of Thomas W. Leabo Teaching Award**

(School-wide teaching award given annually to recognize excellence in teaching)

Teaching Evaluations: **4.81**/5.00 (department mean: 4.48)

### **Research Advisor, Ross School of Business, University of Michigan**

Research Scholar Program/UROP (Undergraduate, 2-3 credits), 2016–20

Students: Alok Abhilash, Natalie Ying Li Chin, Alyssa Chua (independent research), Connor Flanigan, Andrew Kertawidjaja, Eli Lam, Isabel Robles, Hayden Smith (Winner of Poster Award at the 2018 UROP Symposium)

## SERVICE

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*Course Coordinator for Principles of Marketing (MKTG 181), Santa Clara University, 2021–Present*

*Recruiting Committee, Department of Marketing, Santa Clara University, 2021–Present*

*Reviewer for ACR/Sheth Foundation Dissertation Awards, Association for Consumer Research, 2021*

*Faculty Senate Representative, Santa Clara University, 2019–20*

*Reviewer for Society of Consumer Psychology, 2019*

**PROFESSIONAL AFFILIATIONS**

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American Marketing Association (AMA)  
Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
Academy of Management (AOM)

**SELECTED PREVIOUS INDUSTRIAL AFFILIATIONS**

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Societe Generale, Macy's, Harley Davidson, Korea Futures

*Last updated in August, 2021*