



Dr. Yael Zemack-Rugar
August 2019

**Educational
Background**

Ph. D., Marketing, 2006
Duke University, Fuqua School of Business

MBA, Marketing and Information Systems, 2000
University of Rochester, Simon Graduate School of Business Administration

B.A., Business/Marketing and Psychology, Double Major, 1997
Tel-Aviv University, Recanati School of Business, Israel

**University
Employment**

Assistant Professor of Marketing – University of Central Florida – 2014 - date
Assistant Professor of Marketing – Virginia Tech – 2006 – 2014

**Peer-
Reviewed
Journal
Publications**

Zemack-Rugar, Yael, and Rebecca Rabino[†] (2019), “The Impact of Visualizing Use versus Acquisition of a Product on the Appeal of its Complement,” *Psychology & Marketing*, in press.

[†]Denotes work with PhD students

Zemack-Rugar, Yael, Canan Corus[†], and David Brinberg (2019a), “If at First You Do Succeed, Do You Try, Try Again? Developing the Persistence-Licensing Response Measure to Understand, Predict, and Modify Behavior Following Subgoal Success,” *Journal of Marketing Research*, 56, 324.

Zemack-Rugar, Yael, Canan Corus[†], and David Brinberg (2019b), “The Academic Response-to-Failure Scale: Predicting and Increasing Academic Persistence Post-Failure,” *Journal of Marketing Education*, in press.

Zemack-Rugar, Yael, and Sona Klucarova-Travani[†] (2018), “Should Donation Ads Include Happy Victims? The Moderating Role of Regulatory Focus,” *Marketing Letters*, 29 (4), 421-434.

Zemack-Rugar, Yael, and Canan Corus[†] (2018), “The Effects of Anticipated Goal-Inconsistent Behavior on Present Goal Choices,” *Psychology & Marketing*, 35 (9), 676-695.



Peer-Reviewed Journal Publications

Zemack-Rugar, Yael, Sarah G. Moore, and Gavan J. Fitzsimons (2017), “Just Do It! Why Committed Consumers React Negatively to Assertive Ads,” *Journal of Consumer Psychology*, 27(3), 287-301.

†Denotes work with PhD students

Zemack-Rugar, Yael, Rebecca Rabino[†], Lisa A. Cavanaugh, and Gavan J. Fitzsimons (2016), “When Donating is Liberating: The Role of Product and Consumer Characteristics in the Appeal of Cause-Related Products,” *Journal of Consumer Psychology*, 26 (2), 213-230.

Zemack-Rugar, Yael, Canan Corus[†], and David Brinberg (2012), “The Response-To-Failure Scale: Predicting Behavior Following Initial Self-Control Failure,” *Journal of Marketing Research*, 49 (6), 996-1014.

Zemack-Rugar, Yael, James R. Bettman, and Gavan J. Fitzsimons (2007), “The Effects of Nonconsciously Priming Emotion Concepts on Behavior,” *Journal of Personality and Social Psychology*, 93 (6), 927-939.

Honors And Awards

Research

- **University of Central Florida, Research Incentive Award – 2018-2019 (\$5,000)**
- Dean’s Research Productivity Award – 2019 (\$5,000)
- Editorial Review Board for the *Journal of Consumer Psychology*, 2018 – date.
- College of Business Summer Research Grant –2018 (\$15,000)
- Office of Research Commercialization In-House Grant - 2015 (\$7,500)
- Researcher of the Week, Virginia Tech, October 2012
- Program for Advanced Research in the Social Sciences Fellowship, Duke University, 2006 (\$16,000)
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2005

Teaching

- **College of Business Excellence in Undergraduate Teaching Award – 2018**
 - Paul R. Lawrence Fellowship – North American Case Research Association
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**Invited
Research
Presentations**

***Presenting
Author**

International

Zemack-Rugar, Yael*, Canan Corus, and David Brinberg (2016), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *Marketing in Israel*.

Zemack-Rugar, Yael*, Canan Corus, and David Brinberg (2016), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *The Technion*.

Zemack-Rugar, Yael*, Canan Corus, and David Brinberg (2016), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *University of Alberta*.

Zemack-Rugar, Yael*, Canan Corus, and David Brinberg (2014), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *Association for Consumer Research, Boutique Conference on Consumer Emotion and Wellbeing, Vancouver, CA*.

National

Zemack-Rugar, Yael*, Canan Corus, and David Brinberg (2018), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *UCF Psychology Department, Seminar Series*.

Zemack-Rugar, Yael*, Canan Corus, and David Brinberg (2018), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *University of Southern Florida*.

**Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications**

***Presenting
Author**

Zemack-Rugar, Yael* and Sarah Moore (2019), “Play it Again, Sam! An Empirical Examination of the Motivations and Consequences of Volitional Reconsumption,” in *Advances in Consumer Research*, Association for Consumer Research, *accepted for presentation & publication*.

Zemack-Rugar, Yael*, Canan Corus[†], and David Brinberg (2019), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *Society for the Study of Motivation*, Ed. Grainne Fitzsimons, Washington D.C. (in press).



Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications
Cont.

*Presenting
Author

†Denotes
Work with
PhD student

Zemack-Rugar, Yael* and Laura Boman[†] (2018), “Benevolence or Malice: The Role of Schadenfreude in Donation Behavior” in *Proceedings for the Society for Consumer Psychology 2018 Winter Conference*, eds. Ryan Hamilton and Cait Lamberton, 185-186.

Zemack-Rugar, Yael*, Canan Corus[†], and David Brinberg (2017), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *Society for Consumer Psychology, Boutique Conference on Motivation and Emotion*, Columbia University.

Zemack-Rugar, Yael*, Canan Corus[†], and David Brinberg (2015), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” in *Proceedings for the Society for Consumer Psychology 2015 Winter Conference*, eds. Andrea Morales and Patti Williams, 135-136.

Zemack-Rugar, Yael*, Rosellina Ferraro, and Rebecca Rabino[†] (2015), “Wouldn’t It Be Nice? The Impact of Imagined Consumption on Preference for Complementary Products,” in *Proceedings for the Society for Consumer Psychology 2015 Winter Conference*, eds. Andrea Morales and Patti Williams, 201-203.

Sarah G. Moore, **Yael Zemack-Rugar***, and Gavan J. Fitzsimons (2014), “Buy Now! How Brand Relationships Influence Consumer Responses to Imperative Advertising,” *Advances in Consumer Research*, v. 42, eds. June Cotte and Stacy Wood, Association for Consumer Research, 136-140.

Sarah G. Moore, **Yael Zemack-Rugar***, and Gavan Fitzsimons (2013), “Buy Now! How Brand Relationships Influence Consumer Responses to Restrictive Advertising,” *European Advances in Consumer Research*, Association for Consumer Research, 124-125.

Zemack-Rugar, Yael, Canan Corus, Rebecca Rabino^{*†}, and David Brinberg (2013), “Working Against the Clock: Predicting Responses to Deadline Goal Failure,” (Poster) *Advances in Consumer Research*, v. 41, eds. Simona Botti and Aparna Labroo, Association for Consumer Research.

Zemack-Rugar, Yael*, Canan Corus[†], and David Brinberg (2013), “What I haven’t Done Can’t Hurt Me: The Effects of Imagined Future Failure on Goal Disengagement,” *Advances in Consumer Research*, v. 41, eds. Simona Botti and Aparna Labroo.



College of Business

Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications

*Presenting
Author

†Work with
PhD student

Zemack-Rugar, Yael* (2012), "A Reexamination of the Role of Negative Affect in Resource Depletion Effects" *Advances in Consumer Research*, v. 40, eds. Zeynep Gurhan-Can, Cele Otnes, and Rui (Juliet) Zhu, Association for Consumer Research, 9-12.

Zemack-Rugar, Yael* and Gavan J. Fitzsimons (2011), "Depletion Versus Load: Differential Effects of Self-Control in the Reactance-to-Recommendations Paradigm," *Association for Consumer Research*, v. 38, eds. Darren W. Dhal, Gita V. JOhar, and Stijn M, J, Van Osselear, Duluth, MN, Association for Consumer Research.

Zemack-Rugar, Yael* (2010), "Negative Emotions and Self-Control Behavior: The Mediating Role of Emotion-Regulation Cognitions," in *Advances in Consumer Research* v. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth: MN, Association for Consumer Research, 263-266.

Zemack-Rugar, Yael*, David Brinberg, and Canan Corus[†] (2010), "The "What-the-Hell-Effect" Scale: Measuring Post-Failure Sequential Self-Control Choice Tendencies," in *Advances in Consumer Research* v. 37, Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth: MN, 143-145.

Zemack-Rugar, Yael*, Lisa A. Cavanaugh, and Gavan J. Fitzsimons (2010), "Wanting What I Shouldn't Have And Finding A Way To Get It: When Guilt Increases Hedonic Consumption," in *Advances in Consumer Research* v. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth: MN, Association for Consumer Research, 288-291.

Zemack-Rugar, Yael* (2009), "Can't or Won't: Examining the Effects of Negative Emotions on Self-Control," in *Proceedings for the Society for Consumer Psychology*, v. 1, eds. Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, 41-42.

Zemack-Rugar, Yael* (2008), "Indulging for the Sake of Others," in *Proceedings for the Society for Consumer Psychology 2008 Winter Conference*, eds. Maria L. Cronley and Dhananjay Nayakankuppam, 108-109.

Zemack-Rugar, Yael* (2007), "The Use of Self-Control for the Regulation of Specific Emotions," in *Proceedings for the Society for Consumer Psychology 2007 Winter Conference*, eds. Dawn Lerman and David Luna, 210-211.



College of Business

Peer Reviewed Conference Presentations and Proceedings Publications Cont.	<p><u>Zemack-Rugar, Yael</u>* and James R. Bettman (2007), “Effects of Specific Nonconscious Emotion Primes on Behavior,” in <i>Advances in Consumer Research</i> v. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth: MN, Association for Consumer Research, 583-585.</p> <p><u>Zemack-Rugar, Yael</u>*, Gavan J. Fitzsimons, and Donald R. Lehmann (2007), “Reducing Reactance Induced Backlash Responses to Recommendations,” in <i>Advances in Consumer Research</i> v. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth: MN, Association for Consumer Research, 263-264.</p>
Presenting Author	<p><u>Zemack-Rugar, Yael</u>, James R. Bettman, and Gavan J. Fitzsimons (2006), “When Feeling Bad leads to Doing Good: The Strategic Use of Self-Control for Emotion Regulation,” in <i>Advances in Consumer Research</i> v. 33, eds. Connie Pechmann and Linda Price, Duluth: MN : Association for Consumer Research, 594-599.</p> <p><u>Zemack-Rugar, Yael</u>*, James R. Bettman, and Gavan J. Fitzsimons (2006), “Effects of Specific Nonconscious Emotion Primes on Self-Control Behavior,” <i>Society for Personality and Social Psychology Conference</i>, Palm Springs: CA</p>
†Work with PhD student	<p><u>Zemack-Rugar, Yael</u>* and Gavan J. Fitzsimons (2005), “Reactance Revisited: Why Absence Makes the Heart Grow Fonder,” in <i>Advances in Consumer Research</i> v. 32, eds. Geeta Menon and Akshay R. Rao, Duluth: MN, Association for Consumer Research, 391-393.</p>
PhD Student Dissertations and Mentoring	<p>Co-Chair:</p> <ul style="list-style-type: none">- Laura Boman, University of Central Florida, PhD expected, 2021 <p>Committee Member:</p> <ul style="list-style-type: none">- Sona Klucarova, University of Central Florida, PhD expected, 2021- Ganga Hewage, University of Central Florida, PhD expected, 2019- Sarah LeFebvre, University of Central Florida, PhD, 2017- Rebecca Rabino, Virginia Tech, PhD, 2017 <p>Mentored: Canan Corus, Virginia Tech, PhD, 2009</p>
Courses Taught	<p><u>UCF</u> (all classes taught face-to-face)</p> <ul style="list-style-type: none">- Marketing Strategy (MAR4804), Undergraduate- Integrated Marketing Communications (MAR3323), Undergraduate- Independent Undergraduate Research (MAR4912), Undergraduate- Consumer Behavior (MAR757), PhD- Graduate Research (MAR7919), PhD



College of Business

Courses Taught Cont.	<u>Virginia Tech</u> <ul style="list-style-type: none">- Marketing Policy and Strategy, MBA- Strategic Marketing, Undergraduate (Capstone)- Honors Undergraduate Research- Bridge Program for PhDs (transitioning into Marketing from other fields)- BASE Program (Marketing Certificate for Non-Business majors) <u>Duke University</u> <ul style="list-style-type: none">- Executive Education and Daytime MBA Business Simulations- Sigma-Tau Pharmaceuticals, Managerial Simulation, Phoenix, AZ,- Marketing Management, Markets and Management Program (undergraduate).
Teaching and Instructional Activity: Other	<ul style="list-style-type: none">- Teaching Seminar, Increasing Classroom Engagement (online) – Spring 2017- Teaching Seminar, Transparency in Designing Assignments – Fall 2016- Writing Your Journal Article in 12 Weeks – Spring 2016- Teaching Seminar, Digital Story-Telling – 2015- Harvard Business School, Case Teaching Seminar – 2015- Top 4 Case Teaching Mistakes – GlobalLens, University of Michigan (online) – 2012- Learner Centered Teaching – Virginia Tech Faculty Development Institute – 2012- Problem Based Learning - Virginia Tech Faculty Development Institute, 2009- Team Based Learning – Virginia Tech Faculty Development Institute, 2008
Faculty Development	
Service Activity	<u>Professional:</u> <ul style="list-style-type: none">- Editorial Review Board Member for the <i>Journal of Consumer Psychology</i>, 2017 to date.- Ad-hoc reviewer for <i>Journal of Consumer Research</i>, <i>Journal of Marketing Research</i>, <i>Marketing Letters</i>, <i>Journal of the Association of Consumer Research</i>, <i>European Journal of Marketing</i>, <i>Journal of Business Research</i>, <i>Journal of Personality and Social Psychology</i>, <i>Acta Psychological</i>, <i>American Journal of Psychology</i>, <i>Biological</i>



College of Business

Psychology, Emotion, Frontiers, and Journal of Behavioral Decision Making, Association for Consumer Research (North America and Europe), and Society for Consumer Psychology (North America).

Service to the Department

- Created and managed subject pool – 2015 to date
- Created and managed undergraduate research class – 2015 to date
- Recruiting Committee – Fall 2015 to date (various positions)
- PhD Selection Committee – Spring 2016 to date
- PhD Orientation Session - 2019
- Exploring Digital Marketing Masters/Certificate Program – 2018-2019
- Development (e.g., Meeting with Holiday Inn Vacation Club) - 2019
- Departmental Bylaws Committee – 2018-2019
- Exploring Health Marketing Masters/Certificate Program – 2018
- Other: Regularly attended departmental service events such as Meet the Majors, Marketing Speed “Dating”, etc.

Service to the College/University

- College Strategic Committee (Changing Lecture Capture) – Fall 2016
- Dean’s Review – Spring 2016 (University)
- Graduate Programs Review – Fall 17 – to date (University)

Service at Virginia Tech

- Created and Managed Departmental Subject Pool, generating over 1,500 research credit hours per semester – 2006-2014
- Departmental Strategy Committee - 2012
- Recruiting Committee - 2011
- College Diversity Committee -2008-2014
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Professional Memberships	Society for Consumer Psychology Association for Consumer Research Society for the Science of Motivation
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