

Melanie Rudd

November 2019

University of Houston
C. T. Bauer College of Business
334 Melcher Hall
Houston, TX 77204-6021

Office Room: 375G
Phone: 713-743-5848
Email: mrrudd@bauer.uh.edu

Academic Position

University of Houston, C. T. Bauer College of Business

Associate Professor of Marketing (with tenure), 2019-present

Assistant Professor of Marketing, 2013-2019

Education

Stanford University, Graduate School of Business

Ph.D., Marketing, June 2013

University of Washington, Michael G. Foster School of Business

B.A., Business Administration (Marketing), Summa cum Laude, June 2007

Green River Community College (Auburn, WA)

A.A., Highest Honors, June 2005

Research Interests

- Consumer Well-Being
- Time Perception
- Emotions
- Prosocial Behavior
- Goal Pursuit and Motivation
- Consumer Judgment and Decision Making

Journal Publications

Izadi, Anoosha, Melanie Rudd, and Vanessa M. Patrick (forthcoming), "The Way the Wind Blows: Direction of Airflow Energizes Consumers and Fuels Creative Engagement," *Journal of Retailing*.

Rudd, Melanie, Rhia Catapano, and Jennifer Aaker (2019), "Making Time Matter: A Review of Research on Time and Meaning," *Journal of Consumer Psychology*, 29 (4), 680-702.

Rudd, Melanie (2019), "Feeling Short on Time: Trends, Consequences, and Possible Remedies," *Current Opinion in Psychology*, 26, 5-10.

Rudd, Melanie, Christian Hildebrand, and Kathleen D. Vohs (2018), "Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation," *Journal of Marketing Research*, 55 (5), 766-781.

- Select Media Coverage: *The Guardian*, *Men's Health*, *Stanford Social Innovation Review*

Briley, Donnel A., Melanie Rudd, and Jennifer Aaker (2017), “Cultivating Optimism: How to Frame Your Future during a Health Challenge,” *Journal of Consumer Research*, 44 (4), 895–915.

- Article featured in ‘Cultural Differences’ *JCR Research Curation* (Autumn 2017) and MSI (Marketing Science Institute) ‘Must-Reads’ (October 2017)

Rudd, Melanie, Jennifer Aaker, and Michael I. Norton (2014), “Getting the Most out of Giving: Concretely-Framing a Prosocial Goal Maximizes Happiness,” *Journal of Experimental Social Psychology*, 54 (September), 11-24.

- Select Media Coverage: *The Washington Post*, *Chicago Tribune*, *The Denver Post*, *Psychology Today*, *The Huffington Post*, *ABC News*, *Business Insider*, *SELF Magazine*, *The Times of India*, *Dr. Oz: The Good Life*, *PsychCentral*, *Scope*, *Epoch Times*, *Stanford News Service*, *Quartz*, *BusinessWire*, *redOrbit*

Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2012), “Awe Expands People’s Perception of Time, Alters Decision Making, and Enhances Well-Being,” *Psychological Science*, 23 (10), 1130-136.

- Select Media Coverage: *The New York Times*, *The Wall Street Journal*, *Scientific American*, *The Boston Globe*, *The Huffington Post*, *MIT Sloan Management Review*, *Business Insider*, *Psychology Today*, *Men’s Health*, *FITNESS Magazine*, *Glamour*, *Men’s Journal*, *Gizmodo*, *Yahoo! News*, *Prevention*, *The Telegraph*, *The Atlantic*, *Discovery News*, *NBCNews.com*, *Yahoo! Finance*, *ZEIT Wissen Magazine*, *LiveScience*, *msnNOW*, *Yahoo! News India*, *BusinessWire*, *Daily News*, *The Hindu*, *Epoch Times*, *Science Daily*, *PsychCentral*, *Medical Xpress*, *Smithsonian.com*, *Medical Daily*, *Daily News*, *The Independent*, *OnePakistan.com*, *Khaleej Times*, *Deliberatism*

Aaker, Jennifer, Melanie Rudd, and Cassie Mogilner (2011), “If Money Does Not Make You Happy, Consider Time,” *Journal of Consumer Psychology*, 21 (2), 126-30.

- Select Media Coverage: *Forbes India*, *Business Insider*, *aWomansHealth*, *Rotman Magazine*, *Woman’s World*

Working Papers and Select Research in Progress

Ebrahimi, Mahdi, Melanie Rudd, and Vanessa M. Patrick, “Too Busy to Do Good? How Busyness Frames Influence Psychological Empowerment and Volunteering,” *Working paper* (under review).

Rudd, Melanie, “Expand Your Breath, Expand Your Time,” *Working paper* (manuscript under preparation).

Rudd, Melanie, “The Power of Being Present: How Temporal Focus Influences Perceived Time Affluence,” *Working paper* (manuscript under preparation).

Rudd, Melanie and Donnel A. Briley, “Healthy Eating Goals and Process Versus Outcome Mindsets,” *Data collection in progress*.

Ioannis Evangelidis, Melanie Rudd, and Jennifer Aaker, “Discovery, Striving, and Savoring: Exploring How Goal Phases Evolve over Time,” *Data collection in progress*.

Rudd, Melanie, Ioannis Evangelidis, and Jennifer Aaker, “Goal Phase Mindsets and Time Perception,” *Data Collection in Progress*.

Christian Hildebrand and Melanie Rudd, "Emotion Recognition APIs: Examining Their Validity in Capturing Discrete Emotions," *Data collection in progress*.

Other Publications

Rudd, Melanie and Jennifer Aaker (2014), "How to be Happy by Giving to Others: The Secret of the Helper's High," *Scientific American*, July 8.

Conference Presentations and Invited Talks

Ebrahimi, Mahdi, Melanie Rudd, and Vanessa M. Patrick (2019, February), "Feeling Busy: How Lay Theories of Busyness Influence Psychological Empowerment and Volunteering," *Society for Consumer Psychology Conference*, Savannah, GA.

Rudd, Melanie (2018, February), "Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation," *Texas A&M*, College Station, TX.

Ebrahimi, Mahdi, Melanie Rudd, and Vanessa M. Patrick (2017, October), "To Thrive or to Suffer at the Hand of Busyness: How Lay Theories of Busyness Influence Psychological Empowerment and Volunteering," *Association of Consumer Research Conference*, San Diego, CA.

Izadi, Anoosha, Melanie Rudd, and Vanessa M. Patrick (2017, October), "The Way the Wind Blows: How Direction of Airflow Influences Creativity," *Association of Consumer Research Conference*, San Diego, CA.

Rudd, Melanie (2017, March), "Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation," *University of Houston's Assistant Professor Excellence (APEX) Speaker Series*, Houston, TX.

Rudd, Melanie, Kathleen D. Vohs, and Christian Hildebrand (2017, February), "Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation," *Society for Consumer Psychology Conference*, San Francisco, CA.

Rudd, Melanie (2016, February), "Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation," *University of Washington*, Seattle, WA.

Rudd, Melanie and Kathleen D. Vohs (2015, October), "Inspired to Create: How Awe Enhances Openness to Learning and Desire for Experiential Creation," *Association of Consumer Research Conference*, New Orleans, LA.

Izadi, Anoosha, Melanie Rudd, and Vanessa M. Patrick (2015, October), "Blowing in the Wind: Wind Direction Influences Creativity," poster presented at the *Association of Consumer Research Conference*, New Orleans, LA.

Rudd, Melanie (2015, June), "The Power of Being Present: Expanding Perceptions of Time through Temporal Focus," *Masters of Applied Positive Psychology Program*, Philadelphia, PA.

- Rudd, Melanie (2014, October), "Expand Your Breath, Expand Your Time: Boosting Perceived Time Affluence through Slow Controlled Breathing," *Association of Consumer Research Conference*, Baltimore, MD.
- Session Co-Chair: "Consumer Attention: Fresh Perspectives on A Classic Construct"
- Ebrahimi, Mahdi, Melanie Rudd, and Vanessa M. Patrick (2014, October), "Lay Theories of Time," poster presented at the *Association for Consumer Research Conference*, Baltimore, MD.
- Rudd, Melanie (2014, March), "Expand Your Breath, Expand Your Time: Boosting Perceived Time Affluence through Slow Controlled Breathing," *Society for Consumer Psychology Conference*, Miami, FL.
- Session Chair: "The Time Has Come: Exploring Temporal Distance and Temporal Resources"
- Rudd, Melanie, Jennifer Aaker, and Michael I. Norton (2013, October), "Leave Them Smiling: How Concrete Goals Create More Happiness than Abstract Goals," *Association for Consumer Research North American Conference*, Chicago, IL.
- Rudd, Melanie, Jennifer Aaker, and Michael I. Norton (2013, February), "Leave Them Smiling: How Concrete Goals Create More Happiness than Abstract Goals," *Society for Consumer Psychology Conference*, San Antonio, TX.
- Rudd, Melanie (2013, February), "Being Present: Expanding Consumers' Perceptions of Time through Momentary Temporal Focus," *Columbia University*, New York, NY.
- Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2013, January), "Awe Expands People's Perception of Time, Alters Decision Making, and Enhances Well-Being," *The 14th Annual Meeting of the Society for Personality and Social Psychology*, New Orleans, LA.
- Rudd, Melanie (2012, October), "Being Present: Expanding Consumers' Perceptions of Time through Momentary Temporal Focus," *Hong Kong University of Science and Technology*, Clear Water Bay, Hong Kong.
- Rudd, Melanie (2012, October), "Being Present: Expanding Consumers' Perceptions of Time through Momentary Temporal Focus," *University of Houston*, Houston, TX.
- Rudd, Melanie (2012, September), "Being Present: Expanding Consumers' Perceptions of Time through Momentary Temporal Focus," *Dartmouth College*, Hanover, NH.
- Rudd, Melanie (2012, September), "Being Present: Expanding Consumers' Perceptions of Time through Momentary Temporal Focus," *University of Wisconsin-Madison*, Madison, WI.
- Rudd, Melanie (2012, September), "Being Present: Expanding Consumers' Perceptions of Time through Momentary Temporal Focus," *University of Kansas*, Lawrence, KS.
- Rudd, Melanie (2012, September), "Being Present: Expanding Consumers' Perceptions of Time through Momentary Temporal Focus," *University of Pittsburgh*, Pittsburgh, PA.
- Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2012, May), "Awe Expands People's Perception of Time, Alters Decision Making, and Enhances Well-Being," *Bay Area Marketing Symposium*, Santa Clara, CA.

Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2012, February), "Awe Expands People's Perception of Time, Alters Decision Making, and Enhances Well-Being," *Society for Consumer Psychology Conference*, Las Vegas, NV.

Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2011, October), "Awe Expands People's Perception of Time, Alters Decision Making, and Enhances Well-Being," *Association for Consumer Research North American Conference*, St. Louis, MO.

- Session Chair: "It Shrinks, Stretches, Contracts, and Expands: Exploring the Remarkable Malleability of Time"

Rudd, Melanie and Jennifer Aaker (2010, October), "Expanding Time: Altering Consumers' Experience of Time through Temporal Perspective," poster presented at the *Association for Consumer Research North American Conference*, Jacksonville, FL.

Teaching

Applied Buyer Behavior, Instructor 2013-Present
University of Houston, C. T. Bauer College of Business

Designing Happiness, Teaching Assistant and Guest Lecturer 2010, 2012
Prof. Jennifer Aaker, Stanford Graduate School of Business

Social Brands, Teaching Assistant 2012
Prof. Jennifer Aaker, Stanford Graduate School of Business

Consumer Behavior, Teaching Assistant 2010-2011
Prof. Zakary Tormala, Stanford Graduate School of Business

Marketing Management, Course Assistant/Grader 2009, 2012
Prof. S. Christian Wheeler, Stanford Graduate School of Business

Professional Service and Activities

Journal Reviewing (Ad-Hoc):

- Journal of Consumer Research
- Journal of Marketing Research
- Journal of Marketing
- Journal of Consumer Psychology
- Journal of the Association for Consumer Research
- Journal of Personality and Social Psychology
- Psychological Science
- Social Psychological and Personality Science
- Journal of Experimental Social Psychology
- Journal of Retailing
- Emotion
- Marketing Letters

Conference/Other Reviewing:

- Association for Consumer Research Conference
- Society for Consumer Psychology Conference
- La Londe Conference in Marketing Communications and Consumer Behavior
- Hong Kong Research Grants Council
- Mary Kay Doctoral Dissertation Competition

Conference Committee:

- SCP Advisory Board, 2018-2019

University Service and Activities

College/University:

Vice Chair - Committee for the Protection of Human Subjects - Subcommittee 2 (2018-Present)

Member - Committee for the Protection of Human Subjects - Subcommittee 2 (2015-2018)

Member - Committee for the Protection of Human Subjects - Subcommittee 1 (2014-2015)

Sample College/University Media Service

- Subject of Bauer's Faculty Focus Video (Fall 2014, Fall 2017) & Working Wisdom Podcast (Fall 2018)
- Featured in *Inside Bauer* (Volume 2, Issue 5; Volume 6, Issue 2—Cover Story)
- KUHF radio interview with David Pitman at Houston Public Media (Fall 2014)
- KTRK television interview (Fall 2014)

Department:

Ph.D. Student Admissions Committee (2014-Present)

Marketing Seminar Series Host (2013-Present)

Marketing Seminar Series Organizer (2019-Present)

Dissertation Committee: Maria Rui Yi Ng (2018-Present)

Dissertation Committee: Joanna Pishko (Dissertation Defended May 2019; Susquehanna University)

Dissertation Committee: Anoosha Izadi (Dissertation Defended June 2017; UMass Dartmouth)

Dissertation Committee: Mahdi Ebrahimi (Dissertation Defended June 2017; Cal State Fullerton)

Undergraduate Honors Thesis Committee: Cinnie Lin (Thesis Defended April 2017)

Undergraduate Research Project Advisor: Viviane Nguyen (Project Complete May 2018)

2nd Year PhD Paper: Maria Rui Yi Ng (2019)

1st and 2nd Year PhD Paper: Zhe Zhang (2015 and 2016)

1st and 2nd Year PhD Paper: Rita To (2016 and 2017)

Faculty Chair, Department of Marketing's Annual Doctoral Symposium (2015-2016)

Tenure-Track Faculty Recruitment/Hiring Committee (2017, 2019)

Ph.D. Student Qualifying Exam Creation Committee (2015-2017)

Guest Speaker: University of Houston AMA Chapter Meeting (2014, 2016)

Select Honors and Awards

Excellence in Research Award

2019

C. T. Bauer College of Business, University of Houston

Nominated and Selected for Assistant Professor Excellence (APeX) Lecture Series , University of Houston	2017
AMA-Sheth Foundation Doctoral Consortium Fellow Stanford University	2012
Robert E. Gross/Lockheed Fellowship Graduate School of Business, Stanford University	2008-2013
Gustav H. Eli Benkendorf Fellowship Graduate School of Business, Stanford University	2011
Jere J. Santry, Jr. Fellowship Graduate School of Business, Stanford University	2011
Marilyn E. Jaedicke Memorial Fellowship Graduate School of Business, Stanford University	2010
James Doris McNamara Fellowship Graduate School of Business, Stanford University	2010
Milton L. Roberts Fellowship Graduate School of Business, Stanford University	2009
Gerald L. and Linda J. Katell Fellowship Graduate School of Business, Stanford University	2008
Stanford Frederick Zimet Fellowship Graduate School of Business, Stanford University	2008
President's Transfer Medal Finalist University of Washington	2007
Annual Dean's List University of Washington	2005-2007
Edna Benson Memorial Scholarship Michael G. Foster School of Business, University of Washington	2006
Evert McCabe Endowed Scholarship Michael G. Foster School of Business, University of Washington	2005
Freshman Admission Program (FRAP) Fellow Michael G. Foster School of Business, University of Washington	2005
University of Washington Undergraduate Scholar Award University of Washington	2005

Memberships

- Association for Consumer Research
- Society for Personality and Social Psychology
- Society for Consumer Psychology
- Beta Gamma Sigma
- Golden Key National Honor Society