

AIMEE DROLET (ROSSI)
Marion Anderson Chair of Management
Professor of Marketing
UCLA Anderson School of Management
110 Westwood Plaza, Gold Hall 423
Los Angeles, CA 90095-1481
Telephone: 310-770-8160
Email: aimee.drolet@gmail.com

RESEARCH INTERESTS

I study the mental processes underlying consumer choices, including meta-rules and habits. I also study the influence of individual-difference variables on decision-making, especially personality traits, age, and cultural background.

ACADEMIC POSITIONS

Marion Anderson Chair Professor of Management, 2018-present
UCLA Anderson School Marketing Area Chair, 2009-2012, 2015-2017, 2018-2020
UCLA Cannabis Research Initiative Advisory Board, 2017-present
Advisory Board for the Institute for the Study of Ancient Cultures, University of Chicago, 2006-present
Kilts Center Visiting Fellow, Booth School, University of Chicago, 2009-2010
Betsy Wood Knapp Term Professorship for Innovation and Creativity, 2008-2012
UCLA Anderson School of Management, Full Professor, 2008-present
Stanford Graduate School of Business, Visiting Associate Professor of Marketing, 2005-2006
UCLA Anderson School of Management, Associate Professor, 2004-2008
Stanford Center for the Study of Language and Information, Visiting Researcher, 2003-2007
Anderson School Class of 2000 Behavioral Lab, Director, 2000-2006
UCLA Anderson School of Management, Assistant Professor, 1997-2004

EDUCATION

Graduate School of Business, Stanford University, Ph.D. Business, 1993-1997
Department of Psychology, Stanford University, A.M. Psychology, 1995-1997
The Harris School, University of Chicago, M.A. Public Policy, Honors, 1991-1993
The College, University of Chicago, B.A. Classical History, Honors, 1988-1991

FELLOWSHIPS AND HONORS

Founding Member, Academic Freedom Alliance, 2021
Partner and Advisor to Evan McMullin, Candidate for Senator of Utah
AMA Sheth Foundation Doctoral Consortium Faculty, 2004, 2007, 2014
ACR Doctoral Consortium Faculty, 2008, 2011, 2014
Finalist Best Teacher Award, Full-Time MBA program, 2009, 2014
Speaker, Marschak Interdisciplinary Colloquium on Mathematics in the Behavioral Sciences, UCLA, 2012
2011 Top 10 Outstanding Academic Titles in Business, Management, and Labor, 2011, *Choice*.
Finalist Best Teacher Award, Fully-Employed MBA program, 2007, 2009
Citibank Best Teacher Award, UCLA Anderson School, 2008
Journal of Consumer Research Outstanding Reviewer Award, 2008
Triennial Invitational Choice Symposia, 2001, 2007
Finalist AMA Paul E. Green Award, 2006

Eric and "E" Juline Faculty Excellence in Research Award, 2004
Marketing Science Institute Young Scholars Program, 2001
Finalist *Journal of Service Research* Best Paper, 2001
Hewlett-Packard Conflict and Negotiation Fellowship, 1994
Jaedicke Scholar, Stanford Graduate School of Business, 1994
AACSB Fellowship, 1993-1994

PUBLICATIONS

Refereed Journal Articles

- Murphy, Dillon, Shawn T. Schwartz, Kylie Alberts, Alexander L. M. Siegel, Brandon J. Carone, Alan D. Castel, and Aimee Drolet (forthcoming), "Clinically Studied or Clinically Proven? Memory for Claims in Print Advertisements," *Applied Cognitive Psychology*.
- Drolet, Aimee, Ilana Brody, and Taylor Bergstrom (forthcoming), "The Effects of Aging on Consumer Vulnerability," *Review of Marketing Research*.
- Davis, Cassandra Denise, Hyewook G. Jeong, and Aimee Drolet (forthcoming), "Buying a Chance at Love: The Influence of Attachment Anxiety on Consumer Preference for Romantic Advertising," *Journal of Advertising*.
- Davis, Cassandra Denise, and Aimee Drolet (2022) "Commentary: The Role of Age in Consumers' Retrieval and Evaluation of Consumption Experiences," *Marketing Letters*, 33, 27-30.
- Drolet, Aimee, Mary Frances Luce, Li Jiang, Benjamin Rossi, and Reid Hastie (2021), "The Preference for Moderation Scale," *Journal of Consumer Research*, 6, 831-854, [lead article](#).
- Drolet, Aimee, Li Jiang, Aylar Pour Mohammad, and Cassandra D. Davis (2019), "The Influence of Aging on Consumer Decision-Making," *Consumer Psychology Review*, 2 (1), 3-16.
- Mohammad, Aylar Pour, and Aimee Drolet (2019), "The Influence of Age and Time Horizon Perspective on Consumer Behavior," *Current Opinion in Psychology*, 26, 94-97.
- Cohen, Deborah, Laura Bogart, Aimee Drolet (Rossi), Gabriela Castro, Stephanie Williamson, and Bing Han (2018), "Beverage Marketing in Retail Outlets and the Balance Calories Initiative," *Preventative Medicine*, 115 (October), 1-7.
- Jiang, Li, Aimee Drolet, and Carol Scott (2018), "Countering Embarrassment-Avoidance by Taking an Observer's Perspective," *Motivation and Emotion*, 1, 1-15, [lead article](#).
- Jiang, Li, Aimee Drolet, and Heejung S. Kim (2018), "Age and Social Support Seeking: Understanding the Role of Perceived Social Costs to Others." *Personality and Social Psychology Bulletin*, 44 (7), 1104-1116.
- Drolet, Aimee and Wendy Wood (2017), "Introduction to Special Issue: The Habit-Driven Consumer," *Journal of the Association for Consumer Research*, 2 (3), 275-278.
- Drolet, Aimee, Anand V. Bodapati, Patrick Suppes, Benjamin Rossi, and Harrison Hochwarter (2017), "Habits and Free Associations: Free Your Mind and Mind Your Habits," *Journal of the Association for Consumer Research*, 2(3), 293-305.
- Davis, Cassandra D., Li Jiang, Patti Williams, Aimee Drolet, and Brian J. Gibbs (2017), "Predisposing Customers to Be More Satisfied with a Service by Inducing Empathy in Them," *Cornell Hospitality Quarterly*, 58 (3), 229-239, [lead article](#).
- Jeong, Hyewook G., Kate Christensen, and Aimee Drolet (2016), "The Short-Lived Benefits of Variety-Seeking among the Chronically-Indecisive," *Journal of Experimental Psychology: Applied*, 22 (4), 423-435.

- Beymer, Matthew R., Aimee Drolet (Rossi), and Suzanne B. Shu (2016), "Assessing Self-Control and Geosocial Networking App Behavior among an Online Sample of Men Who Have Sex with Men." *Journal of Urban Health*, 93 (4), 698-708.
- Castel, Alan D., Michael C. Friedman, Shannon McGillivray, Cynthia C. Flores, Kou Murayama, Tyson Kerr, and Aimee Drolet (2016), "I Owe You: Age-Related Similarities and Differences in Associative Memory for Gains and Losses." *Aging, Neuropsychology, and Cognition*, 23 (5), 549-565.
- Jeong, Hyewook G. and Aimee Drolet (2016), "Variety-Seeking as an Emotional Coping Strategy for Chronically-Indecisive Consumers," *Marketing Letters*, 27 (1), 55-62.
- Neal, David T., Wendy Wood, and Aimee Drolet (2013), "Habits as Self-Regulation: On the Benefits and Pitfalls of Regulatory Depletion," *Journal of Personality and Social Psychology*, 10 (6), 959-975.
- Castel, Alan, Aimee Drolet, and Shannon McGillivray (2012), "Beliefs about the Hot Hand in Basketball across the Adult Lifespan," *Psychology and Aging*, 27 (3), 601-605.
- Drolet, Aimee, Loraine Lau-Gesk, and Carol Scott (2011), "Aging and Preferences for Sequences of Mixed Affective Events," *Journal of Behavioral Decision Making*, 24 (3), 293-314.
- Kim, Heejung S. and Aimee Drolet (2009), "Express Your Social Self: Cultural Differences in Choice of Brand-Name Versus Generic Products," *Personality and Social Psychology Bulletin*, 35, 1555-1566, [lead article](#).
- Drolet, Aimee, Mary Frances Luce, and Itamar Simonson (2009), "When Does Choice Reveal Preference? Moderators of Heuristic vs. Goal Based Choice," *Journal of Consumer Research*, 36 (1), 137-147.
- Aaker, Jennifer Lynn, Aimee Drolet, and Dale Griffin (2008), "Recalling Mixed Emotions," *Journal of Consumer Research*, 35 (2), 268-278.
- Lau-Gesk, Loraine and Aimee Drolet (2008), "The Publicly Self-Consciousness Consumer: Prepared to Be Embarrassed," *Journal of Consumer Psychology*, 18 (2), 127-136.
- Cole, Catherine, Gilles Laurent, Aimee Drolet, Jane Ebert, Angela Gutchess, Raphaëlle Lambert-Pandraud, Etienne Mullet, Michael Norton, and Ellen Peters (2008), "Decision Making and Brand Choice by Older Consumers," *Marketing Letters*, 19 (3-4), 355-365.
- Drolet, Aimee, Patti Williams, and Loraine Lau-Gesk (2007), "Age-Related Differences in Responses to Emotional vs. Rational Ads for Hedonic vs. Utilitarian Products," *Marketing Letters*, 18 (4), 211-221, [lead article](#).
- Browne, Abigail, James W. Collins Jr., and Aimee Drolet (2006), "Advancing Maternal Age and Infant Birth Weight among Urban African-Americans: The Effect of Neighborhood Poverty," *Ethnicity and Disease*, 16, 180-186.
- Bodapati, Anand V. and Aimee Drolet (2005), "A Hybrid Choice Model That Uses Actual and Ordered Attribute Value Information," *Journal of Marketing Research*, 42 (3), 256-265, [lead article](#), Finalist 2006 AMA Paul E. Green Award.
- Williams, Patti and Aimee Drolet (2005), "Age-Related Differences in Responses to Emotional Advertisements," *Journal of Consumer Research*, 32 (4), 343-354, [lead article](#).
- Simonson, Itamar and Aimee Drolet (2004), "Anchoring Effects on Consumers' Willingness-to-Pay and Willingness-to-Accept," *Journal of Consumer Research*, 31 (4), 681-690.
- Drolet, Aimee and Mary Frances Luce (2004), "The Rationalizing Effects of Cognitive Load on Response to Emotional Tradeoff Difficulty," *Journal of Consumer Research*, 31 (1), 63-77.
- Gibbs, Brian J. and Aimee Drolet (2003), "Consumption Effort: The Mental Cost of Generating Utility and the Role of Consumer Energy Level in Ambitious Consumption," *Journal of Consumer Psychology*,

13 (3), 268-277.

- Kim, Heejung S. and Aimee Drolet (2003), "Choice and Self-Expression: A Cultural Analysis of Variety-Seeking," *Journal of Personality and Social Psychology*, 85 (2), 373-382.
- Drolet, Aimee (2002), "Inherent Rule Variability in Consumer Choice: Changing Rules for Change's Sake," *Journal of Consumer Research*, 29 (3), 293-305, lead article.
- Drolet, Aimee and Jennifer Lynn Aaker (2002), "Off-Target? Changing Cognitive-Based Attitudes," *Journal of Consumer Psychology*, 12 (1), 59-68.
- Wathieu, Luc, Lyle Brenner, Ziv Carmon, Amitav Chattopadhyay, Aimee Drolet, John Gourville, A.V. Muthukrishnan, Nathan Novemsky, Rebecca Ratner, Klaus Wertenbroch, George Wu (2002), "Consumer Control and Empowerment: A Primer," *Marketing Letters*, 13 (August), 297-305.
- Simonson, Itamar, Ziv Carmon, Ravi Dhar, Aimee Drolet, and Steven Nowlis (2001), "Consumer Research: In Search of Identity," *Annual Review of Psychology*, 2001, 52, 249-275.
- Drolet, Aimee and Donald G. Morrison (2001), "Rejoinder to Grapentine," *Journal of Service Research*, 4 (2), 159-160.
- Papacek, Ellen M., James W. Collins Jr., Nancy Fisher Schulte, Corrie Goergen, and Aimee Drolet (2001), "Differing Postneonatal Mortality Rates of African-American and White Infants in Chicago: An Ecologic Study," *Maternal and Child Health Journal*, 6 (2), 99-105.
- Drolet, Aimee and Donald G. Morrison (2001), "Do We Really Need Multiple-Item Measures in Service Research," *Journal of Service Research*, 3 (3), 196-204, lead article, Finalist 2001 *Journal of Service Research* Best Paper Award.
- Collins, James W. Jr., Ellen M. Papacek, Nancy Fisher Schulte, and Aimee Drolet (2001), "Differing Postneonatal Mortality Rate of Mexican-American Infants with United-States-Born/Mexico-Born Mothers in Chicago," *Ethnicity and Disease*, 11, 606-613.
- Collins, James W. Jr., Nancy Fisher Schulte, Laurel George, and Aimee Drolet (2001), "Post-term Delivery among African-Americans, Mexican-Americans and Whites in Chicago," *Ethnicity and Disease*, 11, 181-187.
- Drolet, Aimee, Itamar Simonson, and Amos Tversky (2000), "Indifference Curves That Travel with the Choice Set," *Marketing Letters*, 11(3), 199-209, lead article.
- Drolet, Aimee and Michael W. Morris (2000), "Rapport in Conflict Resolution: Accounting for How Nonverbal Exchange Fosters Coordination on Mutually Beneficial Settlements to Mixed Motive Conflicts," *Journal of Experimental Social Psychology*, 36 (1), 26-50.
- Drolet, Aimee, Richard P. Larrick, and Michael W. Morris (1998), "Thinking of Others, Friends and Foes: How Do Effects of Perspective-Taking on Fairness Perceptions and Aspirations in Conflict Resolution Depend on the Relationship between Negotiators?" *Basic and Applied Social Psychology*, 20 (1), 23-31.
- Collins, James W. Jr., Nancy Fisher Schulte, and Aimee Drolet (1998), "Differential Effect of Ecologic Risk Factors on the Low Birthweight Components of African-American, Mexican-American, and Non-Latino White Infants in Chicago," *Journal of the National Medical Association*, 90 (4), 223-229.
- Koeppen, Hartmut, Maria Acena, Aimee Drolet, Donald A. Rowley, and Hans Schreiber (1993), "Tumors with Reduced Expression of a Cytotoxic T Lymphocyte Recognized Antigen Lack Immunogenicity but Retain Sensitivity to Lysis by Cytotoxic T Lymphocytes," *European Journal of Immunology*, 23 (11), 2770-2776.

Books

The Aging Consumer: Perspectives from Psychology and Marketing (2020), Aimee Drolet and Carolyn Yoon (Ed.), Routledge Press.

The Aging Consumer: Perspectives from Psychology and Economics (2010), Aimee Drolet, Carolyn Yoon, and Norbert Schwarz (Ed.), LEA/Psychology Press.

Book Chapters

Davis, Cassandra Denise and Aimee Drolet (forthcoming 2024), “Changes to the Self with Age,” *Routledge Handbook of Identity and Consumption*.

Bodapati, Anand V. and Aimee Drolet (2020), “Effects of Age on Spending Behavior for Consumer Packaged Goods,” Chapter 6, *The Aging Consumer: Perspectives from Psychology and Marketing*, Aimee Drolet and Carolyn Yoon (Ed.), Routledge Press.

Davis, Cassandra D., Alexandra Polyakova, Anand V. Bodapati, and Aimee Drolet (2020), “Are Young Adults More Narcissistic Than Older Adults?” Chapter 15, *The Aging Consumer: Perspectives from Psychology and Marketing*, Aimee Drolet and Carolyn Yoon (Ed.), Routledge Press.

Drolet, Aimee and Benjamin C. Rossi (2017), “The Role of Personality Variables in the Construction of Preferences,” *Legends in Marketing: James Bettman*, Sage Publications, Jagdish N. Sheth (Ed.).

Drolet, Aimee and Daniel He (2010), “Variety-Seeking,” *Consumer Behavior*, eds. Richard P. Bagozzi and Ayalla Ruvio, Wiley International Encyclopedia of Marketing, John Wiley & Sons.

Drolet, Aimee, Hyewook G. Jeong, Loraine Lau-Gesk, and Patti Williams (2010), “Socioemotional Selectivity Theory: Implications for Consumer Behavior,” Chapter 3, *The Aging Consumer: Perspectives from Psychology and Economics*, Aimee Drolet, Carolyn Yoon, and Norbert Schwarz (Ed.), LEA/Psychology Press.

Drolet, Aimee and Patrick Suppes (2008), “The Good and the Bad, The True and the False,” *Reasoning, Rationality, and Probability*, Maria Carla Galavotti, Roberto Scazzieri, and Patrick Suppes (Ed.), Stanford, CA: CSLI Publications.

Published Abstracts

Goergen, C., Drolet, A., Schulte, N. and Collins, J.W., “Disparate Postneonatal Mortality Rates Due to Unintentional Injuries Among African-Americans and Whites: The Effect of Urban Poverty,” The 129th Annual Meeting of American Public Health Association (APHA), October 2001.

Simon, D., Drolet, A. and Collins, J.W., “Racial Disparity in Preventable Postneonatal Mortality Rates: The Effect of Infant Birth Weight and Urban Poverty,” The 131st Annual Meeting of APHA, November 15-19, 2003.

Working papers

Drolet, Aimee and Itamar Simonson, “Ordinal Value- vs. Absolute Value-Based Decision Processes: The Role of Cognitive Resources,” Conditionally- accepted, *Organizational Behavior and Human Decision Processes*.

Drolet, Aimee, Patrick Suppes, and Anand V. Bodapati, “A Theory of Rational Choice, Normative and Descriptive, Based on Habits” Working paper.

Hargis, Mary B., Alexander L. M. Siegel, Shannon McGillivray, Aimee Drolet, and Alan D. Castel, “When Wrinkles Disappear with Age: Temporal Value Asymmetry across the Adult Lifespan,” Under review, *Motivation Science*.

Luce, Mary Frances and Aimee Drolet, “The Influence of Preference for Moderation on Liking for Compensatory vs. Lexicographic Choice Strategies” Working Paper.

McGillivray, Shannon, Aimee Drolet, and Alan D. Castel, “The Sunk Cost Bias across the Adult Lifespan: Differential Effects of Money, Time, and Emotional Goals,” Working paper.

Yavuz, Mirel, Guia Bianchi, Charles J. Corbett, Tayler Bergstrom, Aimee Drolet, Timothy F. Malloy, Deepak Rajagopal, Rakesh Sarin, and Francesco Testa, “Influence of Irrelevant Alternatives on Choices with Environmental Attributes,” Under review, *Journal of Industrial Ecology*.

GRANTS

National Institute on Aging Grant, “Goals and Motivation to Remember Important Information in Old Age,” 2023, Consultant \$5,000, Principal Investigator Alan Castel (UCLA Psychology).

National Institute on Aging Grant, “Goals and Motivation to Remember Important Information in Old Age,” 2022, Consultant \$5,000, Principal Investigator Alan Castel (UCLA Psychology).

Morrison Center for Marketing and Data Analytics at the UCLA Anderson School, “Consumer Hypocrisy,” 2020, Co-Principal Investigator with Cassandra D. Davis (Wayne State University), Ravi Dhar (Yale University), Benjamin Rossi (Duke University), and Itamar Simonson (Stanford University), \$1,500.

Morrison Center for Marketing and Data Analytics at the UCLA Anderson School, “The Effects of Health and Environmental Sustainability on Choice of Plant-Based Menu Items,” 2020, Co-Principal Investigator with Hannah Joy Malan (UCLA Fielding School), \$1,500.

Morrison Center for Marketing and Data Analytics at the UCLA Anderson School, “The Influence of Sub-Clinical Narcissism on Charitable Giving Strategies,” 2020, Co-Principal Investigator with Alexandra Polyakova (University of Sussex), \$2,000.

Robert Wood Johnson Foundation, Princeton, NJ, “Evaluating the Balance Calories Initiative,” 2016, Consultant \$5000.00, Evaluation Team with Deborah Cohen, Laura Bogart, Roland Sturm, Bing Han, Andrea Richardson, and Jacqueline DuBois (RAND), \$1,500,000.

Marketing Science Institute Grant, Boston, MA, “Aging and the Marketing of Consumer Products,” 2013, Co-Principal Investigator with Jean-Pierre Dube (University of Chicago) and Peter E. Rossi (UCLA Anderson School), \$34,500.

National Institute on Aging Grant, “Goals and Motivation to Remember Important Information in Old Age,” 2013, Consultant \$5,000, Principal Investigator Alan Castel (UCLA Psychology), \$599,380.

Scientific Research Network on Decision Neuroscience and Aging Grant (NIH/NIA), “Neural Mechanisms of Value-Directed Remembering in Young and Older Adults,” 2011-2012, Consultant, Principal Investigator Michael Cohen (UCLA Psychology).

Marketing Science Institute Grant, 4-1287, Boston, “The Role of Habits in Consumer Choice,” 2004-2006, Principal Investigator, \$5,000.

Center for International Business Education and Research, UCLA, “Culture and Consumers’ Meta-Preferences,” 2001, 2003, Principal Investigator, \$5,000.

Academic Senate Grant 560957-19914-07, Council on Research, UCLA, “Non-Effort Reducing Heuristics and Consumer Choice,” 1998, 2000-2003, Principal Investigator, \$11,000.

Faculty Career Development Award Grant, UCLA, 2001-2002, \$7,000.

Marketing Science Institute Grant, “Effects of Aging on Response to Advertising,” 4-1083, Boston, 1999-2000, Principal Investigator, \$3,000.

Academic Senate Grant 560957-19914-07, Council on Research, UCLA, “Effects of Aging on Response to Emotional versus Rational Advertisements,” 1999, Principal Investigator, \$3,000.

REFEREED CONFERENCE PRESENTATIONS

Drolet Aimee (2022), “Marketing in Turbulent Times,” Toulouse Business School.

Jeong, Hyewook, Cassandra D. Davis, and Aimee Drolet (2022), “Buying Love: The Influence of Attachment-Anxiety on Consumer Preference for Romantic Products,” Society for Consumer

Psychology.

- Ahuvia, Aaron, Aimee Drolet, and Silvia Bellezza (2021), "How Do Individual Differences Affect Materialism, Material Attachment, and Disposition Decisions," Association for Consumer Research.
- Siegel, Alexander L.M., Alan D. Castel, Brandon J. Carone, & Aimee Drolet (2018) "Clinically Studied or Clinically Proven? False Memory for Print Advertisements," 30th APS Annual Convention, May 24-27, 2018, San Francisco, CA, USA.
- Siegel, Alexander L.M., Mary B. Hargis, Shannon McGillivray, Aimee Drolet, and Alan D. Castel (2016), "When Wrinkles Disappear with Age: Temporal Value Asymmetry and Aging," Cognitive Aging Conference. Poster.
- Sarofim, Samer and Aimee Drolet (2016), "I Can Do Nothing, Therefore I Hope: The Cultural Differences in Belief in Fate, Hope, and Perceived Ad Credibility," Society for Consumer Psychology. Poster.
- Peñaloza, Lisa, Aimee Drolet, Carol Kelleher, and Anu Helkkula (2015), "Advancing Connections between Consumption and the Elderly: Consumer Research Issues, Opportunities and Challenges," Association for Consumer Research.
- Jiang, Li, Aimee Drolet, and Carol Scott (2013), "Empathy-Neglect in Embarrassment-Avoidance: Observations from an Outsider," Association for Consumer Research.
- Neal, David T., Aimee Drolet Rossi, and Wendy Wood (2012), "When Can Weak Wills Prevail? Self-control Depletion Enhances Both Good and Bad Habits in Daily Life," Society for Personality and Social Psychology.
- Jeong, Hyewook and Aimee Drolet Rossi (2011), "Negative Not Positive Emotion Increases Variety-Seeking Among Indecisive Consumers," Association for Consumer Research.
- Jeong, Hyewook and Aimee Drolet (2009), "The Influence of Attachment Anxiety on Attitudes for Ads Related to Interpersonal Goals," Association for Consumer Research.
- Loraine Lau-Gesk, Patti Williams, and Aimee Drolet (2009), "Why People Fear Embarrassment: The Role of Empathy Neglect," Association for Consumer Research.
- Drolet, Aimee and Heejung Kim (2008), "Understanding Cultural Differences in Preferences for Brand Name Products," Society for Personality and Social Psychology.
- Drolet, Aimee, Loraine Lau-Gesk, and Sanjay Sood (2005), "Effects of Aging on Consumer Meta-Preferences," Association for Consumer Research.
- Lau-Gesk, Loraine and Aimee Drolet (2005), "Effects of Aging on Preferences for Mixed Affective Events Over Time," Society for Consumer Psychology.
- Drolet, Aimee and Loraine Lau-Gesk (2004), "Public Self-Consciousness and Purchase Intentions for Embarrassing Products," Association of Consumer Research.
- Drolet, Aimee and Patti Williams (2004), "The Moderating Impact of Aging on Responses to Emotional Advertising Appeals," Society for Consumer Psychology.
- Griffin, Dale, Aimee Drolet, and Jennifer L. Aaker (2002), "The Difficulty in Remembering Mixed Emotions," Association of Consumer Research.
- Drolet, Aimee and Donald Morrison (2002), "Other Kinds of Loyalty: Implications for Managing a Brand," MSI Conference: A Hard and A Soft Look at Building Strong Brands, Marketing Science Institute.
- Drolet, Aimee (2001), "Effects of Online Decision Environment Variables on Consumer Preferences: An Illusion of Consumer Control?" Choice Theory for the Empowered Consumer, 2001 UC Berkeley Invitational Choice Symposium.
- Drolet, Aimee (2001), "A Consumer Meta-Preference for Change," Young Scholars Conference, Utah, Market Science Institute.

- Drolet, Aimee and Patti Williams (2000), "A Motivational Account of the Effects of Aging on Persuasion," Association of Consumer Research.
- Williams, Patti, and Aimee Drolet (2000), "Effects of Aging on Response to Emotional Versus Rational Advertising," Marketing Science Conference.
- Drolet, Aimee and Itamar Simonson (1999), "Use of Non-Effort Reducing Heuristics in Consumer Choice," Association of Consumer Research.
- Drolet, Aimee and Donald Morrison (1999), "The Art of Scale Development: Often Less is More," Marketing Science Conference.
- Drolet, Aimee and Michael W. Morris (1997), "The Effects of Nonverbal Behavior in Interpersonal Affect," Association of Consumer Research.
- Aaker, Jennifer L. and Aimee Drolet (1995), "Sincerity and Trust: A Multidimensional Attitudinal View," Association of Consumer Research.
- Drolet, Aimee and Michael W. Morris (1995), "Communication Media and Interpersonal Trust in Conflicts: The Role of Rapport and Synchrony of Nonverbal Behavior," National Academy of Management Meetings.

INVITED TALKS

AMA Sheth Foundation Doctoral Consortium, 2004; Bocconi University, 2014; Boston University, 1997; California State University, Northridge, 2002, 2008; Duke University, Fuqua School of Business, 2004; Emory University, 2013; Google (London), 2014; Harvard School of Business, Harvard University, 1998, 2007; Hong Kong University of Science and Technology, 1997; IESE Business School, 2008; MIT Sloan School of Management, 1999; Northwestern University, Kellogg School of Management, 2005, 2011; London School of Business, 2002, 2010; Mattel, 2016; Melbourne Business School, 2005; National Academy of Sciences, Engineering, & Medicine, 2018; New York University, Stern School of Business, 2000; Rice University, Jones Graduate School of Management, 2001; Stanford University, Center for the Study of Language and Information, 2004; Stanford University, Department of Philosophy, 2006; Stanford University, Graduate School of Business, 1998, 2001, 2003, 2004; Toulouse Business School, 2022; University of California Berkeley, Haas School, 1997, 2007; University of California Irvine, Merage School of Management, 2005; UCI/UCLA/USC Annual Marketing Conference, 2007, 2009; University of California Los Angeles, Department of Psychology, 1998); University of California Los Angeles, Department of Psychology, 1998; University of California, Santa Barbara, Psychology Department, 2011; University of Chicago, Booth School, 2002, 2009; University of Florida Marketing Camp, Gainesville, 2004; University of Iowa Marketing Camp, 2013; University of Michigan Ross School of Business, 2006; University of Minnesota, Carlson School of Management, 2003; University of Pennsylvania, The Wharton School, 1997, 2001; University of Southern California, Psychology, 2012; University of Sussex, 2019; University of Washington Marketing Camp, 2013; and Yale University, School of Management, 2009.

TEACHING

Doctoral

Behavioral Decision Theory, 1997, 2007, 2012, 2014
 Behavioral Research Methods in Marketing, 2007, 2010, 2014, 2015, 2019
 Consumer Behavior, 2020, 2022, 2024

MBA

Advanced Brand Management, 2023
 Brand Management, 1999-present
 Brand Planning, 2005-2006 (Stanford University Graduate School of Business)
 Consumer Behavior, 1997-present

Market Assessment, 1999

Undergraduate

Consumer Psychology, 2005

ADVISING

Doctoral Committee Chair

Hyewook Jeong (Marketing, 2010)

Li Jiang (Marketing, 2016)

Doctoral Committee Member

Amy Goldring (Psychology, 2002)

Zeynep Askehirli (Organizational Strategy, 2003)

Frank Guo (Psychology, 2005)

Benjamin Storm (Psychology, 2008)

Hee Seung Lee (Psychology, 2010)

Shannon McGillivray (Psychology, 2013)

Elizabeth Webb (Marketing, 2013)

Veronica Yan (Psychology, 2014)

Laura Johnson (Psychology, 2014)

Elizabeth Castle (Psychology, 2015)

Michael Cohen (Psychology, 2015)

Stephanie Vezich (Psychology, 2015)

Mirei Takashima (Marketing, 2016)

Cassandra Davis (Marketing, University of Arkansas, 2016)

Samer Sarofim (Marketing, University of Kansas, 2016)

Aylar Pour Mohammed (Marketing, Bocconi, 2017)

Rachel Marie Adams (Public Health, 2019)

Stephanie Ly (Public Health, 2019)

Hannah Joy Malan (Public Health, 2020)

Michelle Kao Hukphong (Public Health, 2020)

Neha Nair (Marketing, 2025)

Masters of Marketing Committee Chair

Jingjing Ma (Marketing, 2007)

Aleksey Verkhivker (Marketing, 2015)

SERVICE

Anderson School

Member, Faculty Executive Committee Curriculum Sub-Committee on New Courses

Faculty Adviser to the Alumni Engagement Committee on the Board of Advisors, 2023-

Panelist, Evolve Conference: The Future of Retail, 2023

Panelist, Super Bowl Ad Review, 2023

Faculty Advisor to the Alumni Board, 2022-

Member, Chair Allocation Committee, 2022-

Teaching Coordinator, Marketing Area, 2022-

Marketing Area Chair, 2009-2012, 2015-2017, 2018-2020

Finances, Marketing Area, 2009-2020

Benefactor and Decorator, Anderson Faculty Lounge, 2020
Speaker, Anderson Alumnae Association, (London, Paris, and Zurich), 2019
Marketing Area Recruiting Director, 2005-2006, 2008-2009
Gender Committee, 2014
Staffing Committee, 2006-2008
Director of Information Services Search Committee, 2007
Ph.D. Liaison, 2005-2006
Director, Anderson School Class of 2000 Behavioral Lab, 2000-2006
Founder, Anderson School Class of 2000 Behavioral Lab, 1999

UCLA

UCLA Health and Wellness Committee; Work Expectations Committee, 2021-
Speaker, San Diego Chancellor's Society Salon, 2020
UCLA Dining and Healthy Campus Initiative, Vending Machine Project, 2019
Cognitive Psychology Faculty Search Committee, 2005-2006

PROFESSION

Editorial Service

Journal of the Association for Consumer Research, Issue on Habits, Guest Editor (2015-2018)
Journal of Behavioral Decision Making, Editorial Review Board (2006-2023)
Journal of Consumer Psychology, Associate Editor (2014-2017)
Journal of Consumer Psychology, Editorial Review Board (2005-2017)
Journal of Consumer Research, Associate Editor (2009-2014)
Journal of Consumer Research, Guest Associate Editor (2008)
Journal of Consumer Research, Editorial Review Board (2003-2017)
Journal of Experimental Psychology: Applied, Editorial Review Board (2009-2017)
Marketing Letters, Editorial Review Board (2008-2011)

Journal Reviewing

Basic and Applied Social Psychology; *Cognition*; *International Journal of Hospitality Management*;
International Journal of Research in Marketing; *Journal of the Academy of Marketing Science*; *Journal of Behavioral Decision Making*; *Journal of Consumer Psychology*; *Journal of Consumer Research*; *Journal of Experimental Psychology: Applied*; *Journal of Marketing*; *Journal of Marketing Research*; *Journal of Personality and Social Psychology*; *Journal of Retailing and Consumer Services*; *Marketing Letters*; *Motivation and Emotion*; *Organizational Behavior and Human Decision Processes*; *Personality and Social Psychology Bulletin*; *Psychological Science*

Other

Academic Freedom Alliance
 Founding member, 2021
 Membership committee, 2021-2023
 Donations committee, 2023-
Associate Editor Competitive Paper Sessions, Association for Consumer Research, 2008, 2013
Discussant, Society for Consumer Psychology Conference, 1998, 2007-2009
Discussant, Association for Consumer Research, 2000, 2009
Judge, *Journal of Consumer Research*, 2006 Ferber Award
Organizer, "The Habit-Driven Consumer Conference," University of Southern California, 2016
Organizer, "The Aging Consumer Conference" University of Michigan, 2008
Organizing Committee, Behavioral Decision Research in Management Conference, 2006

Panelist, National Science Foundation, Decision Research and Management Science, 2010-2012
Panelist, Board on Behavioral, Cognitive, and Sensory Sciences, National Academies SEM, 2018
Program Committee, Association for Consumer Research, 2002-2003, 2005-2006, 2013, 2015
Program Committee, Society for Consumer Psychology, 2021
Reviewer, Association for Consumer Research
Reviewer, Marketing Science Institute
Reviewer, National Science Foundation
Reviewer, Society for Consumer Psychology