

Adam W. Craig

Curriculum Vitae
September 2020

Gatton College of Business and Economics (445L)
University of Kentucky
Lexington, Ky 40526

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Academic Positions

Fellow: U. S. Securities and Exchange Commission, Office of the Investor Advocate (September 2020—Present)

Associate Professor of Marketing (with Tenure; August 2019—Present) and *Ashland Oil Research Professor* (August 2018—Present): Gatton College of Business and Economics, University of Kentucky

Assistant Professor of Marketing (August 2013—Present) and *Ashland Oil Research Fellow* (July 2018—Present): Gatton College of Business and Economics, University of Kentucky

Assistant Professor of Marketing (August 2011—June 2013): College of Business, University of South Florida

Education

Ph.D., Business Administration (Concentration: Marketing), Moore School of Business, University of South Carolina, 2011

B.A., Psychology (with Honors), Summa Cum-Laude, University of Kentucky, 2005

B.A., Integrated Strategic Communications, Summa Cum-Laude, University of Kentucky, 2005

Research Expertise

Consumer Neuroscience (Decision Neuroscience, Neuroeconomics, & Neuromarketing)

Social context effects on neural reward value

Neural response to marketing communications

Intertemporal decision making

Financial Decision Making

Social and cognitive influences on consumer spending

Awards/Honors

- Ashland Oil Research Fellow, 2018—Present
- Gatton Research and Creativity Grant Award (Co-Principal Investigator), 2017—2018
- Joint Appointment, University of Kentucky Psychology Department 2017—Present
- Association for Consumer Research Workshop Grant, Co-Recipient (with Martin Reimann)

- and Bill Hedgcock) “Consumer Neuroscience Pre-Conference” (\$2,250), 2016, 2020
- Professors’ Institute, Southern Methodist University, 2016
- Seale Faculty Fellow, Gatton College of Business, 2013
- Pierce Liles Doctoral Student of the Year, Moore School of Business, 2009
- Doctoral Student Research Award, Marketing Dept., Moore School of Business, 2009-2010
- Co-Recipient, McCausland Center for Brain Imaging Grant, 2008
- Fellow, AMA Sheth Doctoral Consortium, 2007
- Outstanding Psychology Major, University of Kentucky, 2005
- Phi Beta Kappa, 2004

Refereed Journal Publications

*indicates publication coauthored with a PhD student.

Sheehan, D., Ittersum, K. V., Craig, A. W., Romero, M. (2020) “A Packaged Mindset: How Elongated Packages Induce Healthy Mindsets,” *Appetite*, 150, 104657.

Landy, J. F., Jia, M., Ding, I. L., Viganola, D., Tierney, W., . . . Uhlmann, E. L. (2020) “Crowdsourcing hypothesis tests: Making transparent how design choices shape research results.” *Psychological Bulletin*, 146(5), 451-479. [Forecasting study participants denoted as ‘Other Authors’]

Chester, D., Bell, S. B., DeWall, C. N., West, S. J., Romero-Lopez, M., Craig, A. W. (2019) “Neural Correlates of Intertemporal Choice in Aggressive Behavior,” *Aggressive Behavior*, 45 (5), 507-516. [“first-last-author emphasis” convention adopted]

Romero, M., Craig, A. W., & Kumar, A. (2019) “Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices” *Journal of Marketing Research*, 56 (4), 620-636.

*Li, W., Hardesty, D., & Craig, A. W. (2018) “The Impact of Dynamic Bundling on Price Fairness Perceptions” *Journal of Retailing and Consumer Services*, 40 (January), 204-212.

*Romero, M. & Craig, A. W. (2017) “Costly Curves: How Human-Like Shapes Can Increase Spending,” *Journal of Consumer Research*, 44 (1) 80-98.

Besharat, A., Varki, S., & Craig, A. W. (2015) “Keeping Consumers in the Red: Hedonic Debt Prioritization Within Multiple Debt Accounts,” *Journal of Consumer Psychology*, 25 (2), 311-316.

Craig, A. W., Komarova, Y., Wood, S., & Vendemia, J. M. C. (2012) “Suspicious Minds: An fMRI Investigation of Deception Detection Processes in the Marketplace.” *Journal of Marketing Research*, 49 (3), 361-372.

Hockett, J., Saucier, D., Hoffman, B., Smith, S., Craig, A. (2009) “Oppression through acceptance? Predicting rape myth acceptance and attitudes toward rape victims,” *Violence Against Women*, 15 (8), 877-897.

DelVecchio, D., & Craig, A. W. (2008) "Mode Matters: An Exemplar Prototype Hybrid (EPH) Model of Reference Price Formation," *Journal of Product and Brand Management*, 17 (4), 272 – 279.

Select Working Manuscripts

(Titles have been altered to preserve double-blind review process)

*indicates manuscript coauthored with a PhD student.

Kull, A., Romero, M., & Craig, A. W., "Advertising Experiences," *Invited for Revision, Journal of Consumer Research*.

Romero, M., Kumar, A., Mormann, M., & Craig, A. W., "The Effects of Numerical Notation" *Invited for Revision, Journal of Consumer Research*.

Dretsch, H., Craig, A. W., & Wood, S., "Schema Variance and Luxury Brand Means" *Manuscript in preparation for submission, International Journal of Research in Marketing*.

Select Research in Progress

Romero, M., & Craig, A. W., "Anticipated Time Duration" *5 studies completed; Manuscript in preparation for submission, Journal of Consumer Research*.

Craig, A. W., & Commerford, B., "Financial Document Temporal Orientation and Investment Decisions" *4 studies completed*.

Sharma, N., Romero, M., & Craig, A. W., "Product Shape and Consumer Preference" *7 studies completed*;

Grant Submissions

1. 9/15/20-9/14/21, Securities and Exchange Commission, Intergovernmental Personnel Act Fellowship. Funded.
2. 7/1/21 – 6/30/25, National Institute of Health R01 "The impact of cultural practices, media exposure, and family communication about meat consumption behavior in cancer-related disparities" (Co-Investigator), *Scored 34%, not funded*.
3. "Minimizing misinformation's effectiveness using tags classification and tags value prediction" *Igniting Research Collaboration, University of Kentucky* (Co-Principal Investigator, with Hana Khamfroush, 2018). Not funded.
4. "Crossing the Finish Line – Moving From Second Round To Publication" *Gatton Research and Creativity Grant Award, University of Kentucky* (Co-Principal Investigator, with Aaron Garvey, Dan Sheehan, John Peloza, & David Hardesty, 2017).

Conference Roundtables

1. “Roundtable: Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social Neuroscience Informs Consumer Behavior (and Vice Versa)”. *Pre-conference workshop and Roundtable Co-Organizer (with Martin Reimann & William Hedgcock), 2017 Association for Consumer Research, San Diego, CA.*
2. “Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities for Collaboration at the Interface of Consumer Research and Functional Magnetic Resonance Imaging,” *Pre-conference workshop and Roundtable Co-Organizer (with Martin Reimann & William Hedgcock), 2016 Association for Consumer Research, Berlin, Germany.*
3. “10 Years of Consumer Neuroscience: Progress, Challenges, and Promises,” *Invited Discussant, 2014 Association for Consumer Research, Baltimore, MD.*
4. “Reading the Mind of the Consumer: Promises and Challenges of Predictive Methods in Consumer Neuroscience,” *Roundtable Co-Organizer (with Ming Hsu), 2013 Association for Consumer Research, Vancouver, BC.*
5. “Roundtable Session: Neuroscience, Marketing, and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare (Open to All),” *Invited Discussant, 2010 Association for Consumer Research.*
6. “Consumer Neuroscience: Current State of Knowledge and Future Research Directions” *Invited Discussant, 2009 Association for Consumer Research.*

Conference Presentations (**presenter)

1. Nathaniel Hudson**, Hana Khamfroush, Brent Harrison and Adam Craig (2020) “Smart Advertisement for Maximal Clicks in Online Social Networks Without User Data,” IEEE SMARTCOMP 2020.
2. Li, W.**, Hardesty, D. M., and Craig, A. W. (2019), “Hidden Price Promotions: Could Your Price Promotions Backfire,” American Marketing Association Winter Marketing Academic Conference, Austin, TX, February 2019.
3. Li, W.**, Hardesty, D., & Craig, A. W. (2019) “Hidden Price Promotions” *Southwest Decision Sciences Institute, Houston, TX.*
4. Craig, A. W.**, “Substantive Consumer Neuroscience” *Organizer Presentation, Consumer Neuroscience Preconference, 2017 Association for Consumer Research, San Diego, CA.*
5. Romero, M., Craig, A. W., Kumar, A., Moorman, M.**, “Influence of Number Format on Consumer Attention,” *Presented at the 2017 Association for Consumer Research, San Diego, CA.*

6. Li, W.** , Hardesty, D., Craig, A. W., “Comparing Apples with Oranges: The Impact of Dynamic Bundling on Price Fairness Perceptions,” *Presented at the 2017 Winter American Marketing Association meeting, San Antonio, TX.*
7. Romero** , M. & Craig, A. W., “The Costly Influence of Human-like Products and Stereotype Endorsement on Consumer Spending,” *Presented at the 2015 Association for Consumer Research, New Orleans, LA.*
8. Romero** , M. Craig, A. W., Kumar, A., “Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices,” *Presented at the 2015 Association for Consumer Research, New Orleans, LA.*
9. Besharat** , Varki, & Craig, “Keeping Consumer in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts,” *Presented at the 2014 Association for Consumer Research, Baltimore, MD.*
10. Vendemia, J.M.C.** , Boswell, C., Meek, S.W., Phillips, M., & Craig, A. “The Future of Lie Detection.” *The 2014 American Association of Police Polygraphers. Las Vegas, NV.*
11. Vendemia, J.M.C.** , Craig, A. W., DaSilva, A. Phillips-Meek, M., Meek, S., & Boswell, C., “Insights into the Neural Processes of Deception: A Converging Lines of Evidence Approach.” *Presented at the Border’s External Review Session, University of Arizona, Tuscon, Arizona, November 2013.*
12. Nguyen** , Kumar, & Craig, “Humor and Deception in Advertising: When Laughter May Not Be The Best Medicine.” *Presented at the 2012 American Psychological Association Annual Conference, Orlando, FL.*
13. Craig** , Wood, & Vendemia, “More Than Just ‘Sex Sells’: The Economics of Attraction Motives Complex Social Consumption Contexts.” *Presented at the 2012 American Psychological Association Annual Conference, Orlando, FL.*
14. Vendemia, J.M.C.** , Meek, S., Phillips, M., Craig, A.W., Buzan, R., & Boswell, C., “Insights into Neural Processes of Deception,” *Presented at American Polygraph Association, Singapore, February 2012.*
15. Craig** , Wood, & Vendemia, “Sex Sells”: The Impact of Social Context on Nucleus Accumbens Activity and Status Signaling.” *Presented at the 2011 Association for Consumer Research, St. Louis, MI.*
16. Craig, A.W., H.M. Johnson** , S. Wood, Y.A. Komarova, and J. Vendemia, “The Sensation of Luxury: Reward-Related Brain Response to Luxury Brands Depends on Goal-Congruent Cues.” *Presented at the 2011 Association for Consumer Research, St. Louis Missouri.*
17. Craig, A.W., H. M. Johnson** , S. Wood, Y.A. Komarova, and J. Vendemia, “The Sensation of Luxury: Reward-Related Brain Response to Luxury Brands Depends on Goal-Congruent Cues.” *Presented at the 2010 Society for Consumer Psychology.*

18. Wood, S., Craig**, A. W., Smith, D. V., Huettel, S., & Vendemia, J. M. C. "The Power of Celebrity: fMRI Evidence of Neural Response to Beauty and Fame," *Poster presented at 2010 Cognitive Neuroscience Society Annual Conference in Montreal, Canada.*
19. Craig, A. W. & Silk**, T. "Schedules of Reinforcement, Learning, and Frequency Reward Programs," *Competitive paper presented at 2009 annual meeting of the Society for Consumer Psychology.*
20. Craig**, A. W., Komarova**, Y. A., Wood, S. L., & Vendemia, J. "Suspicious Minds: An fMRI Investigation of Deception Detection Processes in the Marketplace," *Paper presented in special Consumer Neuroscience session at 2008 annual meeting of the Association for Consumer Research.*
21. Wood**, S. L. & Craig, A. W. "Happy Now or Overall? The Measurement of Local versus Global Well-Being," *Competitive paper presented at 2008 annual meeting of the Association for Consumer Research.*
22. Craig, A. W. & Silk**, T. "Schedules of Reinforcement, Learning, and Frequency Reward Programs," *Competitive paper presented at 2008 annual meeting of the Association for Consumer Research.*
23. Craig**, A. W., Komarova, Y., Wood, S. L., & Vendemia, J. "Neural Correlates of Deception Detection: A BOLD Imaging Study," *Poster presented at 2008 Cognitive Neuroscience Society annual conference.*
24. Wood, S. L., Craig**, A. W., & Vendemia, J. "Thinking Anew: Neural Correlates of Processing Innovative Options," *Poster presented at 2008 Cognitive Neuroscience Society annual conference.*
25. Craig**, A. W. & Poynor, C. "Scarcity Priming: Incidental Effects of Ambient Economic Conditions," *Poster presented at the Society for Consumer Psychology 2008 Annual Meeting in New Orleans, LA.*
26. Craig**, A. W., Leak**, R. & Poynor, C. "The Second Wind Phenomenon: Recovery from Cognitive Fatigue with Sensory Arousal," *Poster presented at the annual meeting of the 2006 Association for Consumer Research, Orlando, Florida.*
27. Phillips**, M., Meek, S., Nair, V., Sanchez, C., Craig, A., Komarova, Y., Smarandescu, L., Vijayakumar, D., & Vendemia, J. "Event-Related Potential Correlates of Switching Between Truthful and Deceptive Responses," *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY.*
28. Craig**, A. W., Jelsone, L., Komarova, Y., Meek, S., Nair, V., Phillips, M., Sanchez, C., Vijayakumar, D., Vendemia, J. "Anterior Cingulate Activation During Task Switching: Dipole Source Modeling of the N2b/P3a Complex with fMRI Activations," *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY.*

Service

Journals:

Editorial Review Board,

Journal of Consumer Research, begins 2021

Frontiers in Decision Neuroscience (2012—2014)

Ad-hoc Reviewer,

Journal of Consumer Research,

Journal of Consumer Psychology

Journal of Marketing Research

Journal of Environmental Psychology

Journal of Retailing and Consumer Services

International Journal of Research in Marketing

European Journal of Marketing

Frontiers in Neuroscience-Decision Neuroscience

Frontiers in Psychology-Personality and Social Psychology

Journal of Management

Marketing Letters

Journal of the Association for Consumer Research

Consumer Aesthetics Issue, 2019

Behavioral Pricing Issue, 2020

Maladaptive Consumption Issue, 2020

Professional Associations:

Consumer Neuroscience ACR Pre-Conference, Co-Organizer, 2016—2017, 2020

Association for Consumer Research,

Competitive Paper Reviewer

Chair, Membership Committee (Appointed) 2019—Present

Society for Consumer Psychology,

Paper Reviewer

Program Committee, 2019, 2020

Boutique Conference (Vice and Virtue), Program Committee, 2017

Academy of Marketing Science World Marketing Congress

Program Committee, 2020

Southeast Marketing Symposium,

William O. Bearden Student Research Award Reviewer (2014—2018)

Internal:

USF Marketing Dept. Search Committee for Full Professor, 2012

USF Marketing Dept. Search Committee for Instructor, 2012

UK Business Enterprise LLP Ad Hoc Cmte, 2014

UK Marketing Doctoral Program

Comprehensive Exam Grading Cmte, 2014-Present

Advisory Committee, 2015-2019

Director Graduate Studies, 2019—Present

UK Gatton Supply Chain Master's Degree Committee, 2019—2020

UK Gatton College of Business Behavioral Lab Equipment Committee, 2015

UK Gatton College of Business Upper-Division Appeals Cmte, 2015—2017

UK Gatton College of Business Recruiting Video Participant, 2017
UK Gatton College of Business Press Representative:
[Black Friday](#)
UK Gatton College of Business VPR Presenter, 2019
UK Gatton College of Business New Faculty Welcome Panel, 2019
UK Gatton Staff and Faculty Development Cmte, 2016—present
Diversity and Inclusion Subcommittee, 2017—present
Projects: World Café, Gatton Inclusion Vision Statement
Staff & Faculty Satisfaction Survey, design/analysis, 2017
UK EXP 396 External Internship Faculty Sponsor 2015, 2017
UK MKT 395 Independent Research Faculty Sponsor 2016—Present
UK MKT 310 Conversion to Honors Credit, 2016
UK PSY 394 Independent Research Faculty Sponsor 2017—Present
UK PSY 499 Senior Thesis Faculty Sponsor, 2019, 2020

Student Committees:

Doctoral Dissertation Co-Chair,
Marisabel Romero (USF, Placed: Colorado State University), 2016
Wenjing Li (UK, Placed: Stephen F. Austin University), 2018
Doctoral Dissertation Committee,
Ryan Langan (USF), 2014
David Chester (Psychology; UK), 2016
Ben Ng (Psychology; UK), 2017
Michael Lee (Psychology; UK), 2018
Alexander Ziegler (UK), 2019
Blake Holman (Accounting; UK), Expected 2023
Doctoral Qualifying Committee,
Sarah Beth Bell (Psychology; UK), 2017
Josh Lundberg, 2020
Doctoral Comprehensive Exam Committee,
Ben Ng (Psychology; UK), 2015
Sarah Beth Bell (Psychology, UK), 2017
Undergraduate Honors Thesis Chair
Kaycee Champion, 2018
Megan Foltz, 2018
UK Gaines Fellowship
Beau Revlett (Committee Member 2018-2019)
Madan Subheeswar (Committee Chair 2019-2020)

Community Advising

Andover Common Property, Board of Directors (served as HOA representative on negotiation and sale of former Andover Country Club for \$1.8 million)

Invited Presentations (Academic & Industry, Post Job Market)

- Gatton Interdepartmental Research Seminar, Fall 2020

- “Conducting Consumer Neuroscience Research” Southeast Marketing Symposium Pre-Conference, University of Memphis, Spring 2019
- “Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices, University of Kentucky, Behavioral Neuroscience & Psychology Department
- “Substantive Consumer Neuroscience” *Organizer Presentation*, Consumer Neuroscience Preconference, 2017 ACR.
- CB CLIK Research Forum (University of Louisville), Spring 2017
- Psychology Department, Morehead State University, Spring 2017
- Marketing Department, Oklahoma State University, Spring 2014
- Marketing Department, University of Kentucky, Fall 2012
- Central Pasco Chamber of Commerce, Spring 2013
- Tampa Bay Rays, Spring 2012
- Marketing Department, University of Florida, Fall 2011
- Decision Neuroscience Symposium, Temple University, Fall 2011
- Sociology Department, University of South Carolina, Spring 2011

Professional Affiliations (Current and Prior)

- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology
- Cognitive Neuroscience Society
- Society for NeuroEconomics