

LAN NGUYEN CHAPLIN, PH.D.

PROFESSOR

**MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED MARKETING COMMUNICATIONS
CORE FACULTY, GOLUB CAPITAL SOCIAL IMPACT LAB AT KELLOGG
NORTHWESTERN UNIVERSITY (SINCE JUNE 2022)**

EDUCATION

- **University of Minnesota**, Doctor of Philosophy in Business Administration
Major: Marketing | Minor: Psychology
- **University of Pennsylvania**, Bachelor of Arts
Major: Neuroscience | Concentration: Behavioral Medicine

OTHER ACADEMIC POSITIONS

2013-2022 Associate Professor, *University of Illinois at Chicago*
2013 Associate Professor, *Villanova University*
2010-2013 Assistant Professor, *Villanova University*
2008-2010 Assistant Professor, *University of Arizona*
2003-2007 Assistant Professor, *University of Illinois at Urbana-Champaign*
2000-2002 Lecturer, *University of Minnesota*

VISITING SCHOLAR POSITIONS

2019 (Fall) University of Melbourne, Australia (Sabbatical)
2019 (Fall) Nanyang Technological University, Singapore (Sabbatical)
2017 (Summer) Kellogg School of Management, Northwestern University

RESEARCH POSITIONS

1996-1998 Research Associate, *University of Pennsylvania*
Unit for Experimental Psychiatry (Principal Investigator: David F. Dinges, Ph.D.),
Division of Sleep and Chronobiology

OVERVIEW & IMPACT OF RESEARCH [[Google Scholar Citations](#)]

Lan Nguyen Chaplin is one of the international leaders in the area of children's consumer behavior, with a publication record focused on children's well-being and consumer behavior. Her article with Marsha Richins titled "Material Parenting: How the Use of Goods in Parenting Fosters Materialism in the Next Generation" was co-winner of the 2018 award for Best Article published in *JCR* and was one of the most highly cited *JCR* articles in 2016. Her research is cited by scholars across disciplines and has been covered by global media outlets (e.g., *TIME*, *Forbes*, *The New York Times*, *Fortune*, *The Atlantic*, *National Geographic*). It has also gained traction in popular culture (e.g., *Spotify*, *Glamour*, *Esquire*, *Scientific American*, *Popular Science*, *Psychology Today*, *Yahoo! Parenting*; *Yahoo! Finance*) and social media, such as *Reddit*.

Lan's research incorporates theories from child development and psychology to unpack the process of children's development of consumer values and positive well-being. She has provided the field with a first look at the process of how a number of consumer phenomena develops throughout childhood (e.g., materialism, consumer stereotyping, appreciation of experiences).

Methodologically, Lan has developed novel measures to study complex phenomena such as children's development of brand knowledge, materialism, self-brand connections, and consumer stereotypes. Finally, Lan's research has societal impact. Specifically, her research has implications for children's well-being and success. She works with her community to educate concerned constituents on how to help children develop a strong sense of self to navigate a world that is inundated by confusing and often negative marketing and social media messages.

RESEARCH RECOGNITION

Awards

- Finalist, 2020 Best Article Award, *International Journal of Research in Marketing (IJRM)*. Chaplin, Lan Nguyen, Tina M. Lowrey, Ayalla A. Ruvio, L.J. Shrum, Kathleen D. Vohs (2020), "Age differences in children's happiness from material goods and experiences: The role of memory and theory of mind," *IJRM*, 37 (3), 572-586.
- Co-Winner, 2018 Best Article Award, *Journal of Consumer Research (JCR)* [**FT 50**]¹
Marsha L. Richins and Lan Nguyen Chaplin (2015), *JCR's Policy Board* selects the best article award winner(s) each year after soliciting nominations from the journal's **Editorial Review Board** and **associate editors**. ERB members and AEs are provided with all articles published in the calendar year three years prior to the award year and invited to nominate up to five articles that have made the greatest contribution to knowledge about consumer behavior.
- Co-winner of the ACR Sheth Foundation Dissertation Competition for Public Purpose Research, 2002.

Editorial Review Boards

- *Journal of Positive Psychology* (since 2010)
- *Journal of Consumer Research* (since 2014)
- *Journal of Consumer Affairs* (since 2017)
- *Journal of Public Policy & Marketing* (since 2020)

Editorship

- Co-editor, with Deborah Roedder John and Connie Pechmann: *Journal of Association for Consumer Research*, Issue: Children and Adolescent Consumer Behavior: Foundations and New Research Directions (April, 2024).
- Guest Associate Editor: *Journal of Public Policy & Marketing* (June, 2020)
- Guest Associate Editor: *Journal of Consumer Psychology* (Special Issue on Marketplace Morality, 2017)

Other Honors

- 2023 Association for Consumer Research Co-Chair, Seattle, WA
- 2022 Member of selection committee for Editor for the *Journal of Public Policy & Marketing*
- 2022 Society for Consumer Psychology Scientific Awards committee (with Laura Peracchio and Jenny Escalas)
- One of the most highly cited articles in the *Journal of Consumer Research* [**FT 50**] in 2016: Richins and Chaplin (2015)
- Research featured in the *Journal of Consumer Research's* Research Curations: Transformative Consumer Research (Spring/Summer 2015; Curator: Julie Ozanne- Lead article)
 - ❖ Marsha L. Richins and Lan Nguyen Chaplin (2015), "Material Parenting: How the Use of Goods in Parenting Fosters Materialism in the Next Generation," *Journal of Consumer Research*, Volume 41, Issue 6, (April), 1333–1357. [**FT 50**]
 - ❖ *JCR* Research Curations are virtual collections of recently published *JCR* articles selected to highlight an important consumer research topic. Articles are curated by domain experts.
- Doctoral Symposium, Association for Consumer Research, Baltimore, MD, 2014
- Research Support Grant, UIC, College of Business, 2014-2015
- Dean's nomination for Campus Insights, 2014 (2-3 faculty members are nominated by the College of Business Dean, based on their scholarly work and their ability to convey their research in a public setting)
- Research Support Grant, Villanova School of Business, 2011, 2012

¹ **FT 50**= The *Financial Times'* Top 50 Business Journals, used as part of the Financial Times' Research and Business School rankings

- Villanova School of Business Summer Research Support, 2011, 2012
- Summer Research Fellowship, Villanova University, 2011
- Doctoral Dissertation Fellowship, Carlson School of Management, University of Minnesota, 2002-2003 academic year
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Miami, June 2001.
- Albert J. Haring Symposium Representative (Presenter), Indiana University, March 2000.

PUBLICATIONS

Journal Articles and Practitioner Publications

- **Chaplin, Lan Nguyen** (2022), "We Are Worthy", **Science**, 378, Issue 6620, November 11, DOI: 10.1126/science.adf6612
- **Chaplin, Lan Nguyen** (2022), "First-Generation College Students Need Mentors Who Believe in Us", **Science (online version)** November 10, 2022.
- **Chaplin, Lan Nguyen** (2022), "How to Disrupt a System That Was Built to Hold You Back: 3 Ways Women of Color Can Stand Up Against Bias in Academia", **Harvard Business Publishing Education**, October 20, 2022. Full article originally published in *Harvard Business Review*.
- **Chaplin, Lan Nguyen** (2022), "How to Get Comfortable "Being Yourself" at Work", ²**Harvard Business Review**, July 13. **[FT 50]**
 - One of HBR readers' "Favorite Reads" in August 2022
- **Chaplin, Lan Nguyen** (2022), "What I Wish I Had Known About My Mother", **Harvard Business Review**, April 8. **[FT 50]**
 - One of HBR editors' "Favorite Reads" in July 2022
- Shrum, L.J., **Lan Nguyen Chaplin** and Tina M. Lowrey (2021), "Psychological Causes, Correlates, and Consequences of Materialism," Editors: Derek Rucker and Zakary L. Tormala, **Consumer Psychology Review**, 1–18. [Invited]
- **Chaplin, Lan Nguyen** (2021), "Let's Talk About Our Career Failures", **Harvard Business Review**, August 2, 2021. **[FT 50]**
 - Trending HBR article in August in the Professional Transition Category
 - One of HBR readers' "Favorite Reads" in August 2021
- **Chaplin, Lan Nguyen** (2021), "How to Disrupt a System That Was Built to Hold You Back", **Harvard Business Review**, March 8, 2021. **[FT 50]**
 - Trending HBR article in March in the Race Category
 - One of HBR readers' "Favorite Reads" in March 2021
 - One of HBR editors' "Favorite Articles" in 2021
- Richins, Marsha and **Lan Nguyen Chaplin** (2021), "Object Attachment, Transitory Attachment, and Materialism in Childhood", **Current Opinion in Psychology**, 39 (June)

² HBR receives ~10M unique visits and ~20M page views per month

20-25. Special Issue: Object Attachment, Editors: Derek Rucker and Melissa Norberg [Invited].

- Bublitz, Melissa, **Lan Nguyen Chaplin**, Laura A. Peracchio, *Ashley Deutsch Cermin, Mentor Dida, Jennifer Edson Escalas, Meike Eilert, *Alexei Gloukhovtsev, Elizabeth G. Miller (2021), "Rise Up: Understanding Youth Social Entrepreneurs and Their Ecosystems," **Journal of Public Policy & Marketing**, 40(2), 206-225
- **Chaplin, Lan Nguyen**, Tina M. Lowrey, Ayalla A. Ruvio, L.J. Shrum, Kathleen D. Vohs (2020), "Age differences in children's happiness from material goods and experiences: The role of memory and theory of mind," **International Journal of Research in Marketing**, 37 (3), 572-586. *Finalist, Best 2020 Article Award
- John, Deborah Roedder John and **Lan Nguyen Chaplin**, (2019), "Children's Understanding of the Instrumental Value of Products and Brands," Research Dialogue, **Journal of Consumer Psychology**, 29 (2), 328-335. [Invited] **[FT 50]**
- Hamilton, Rebecca, Debora Thompson, Sterling Bone, **Lan Nguyen Chaplin**, Kelly Goldsmith, Vladas Griskevicius, Ronald Hill, Deborah Roedder John, Chiraag Mittal, Thomas O'Guinn, Paul Piff, Caroline Roux, Anuj Shah, Meng Zhu (2019), "The Effects of Scarcity on Consumer Decision Journeys", **Journal of the Academy of Marketing Science**, 47 (3), 532-550. **[FT 50]**
- **Chaplin, Lan Nguyen**, Deborah Roedder John, Aric Rindfleisch, and Jeffrey Froh (2019), "The Impact of Gratitude on Adolescent Materialism and Generosity", **Journal of Positive Psychology**, 14 (4), 1-10.
- Gasiorowska, Agata, **Lan Nguyen Chaplin**, Tomasz Zaleskiewicz, Sandra Wygrab, and Kathleen D. Vohs (2016), "Money Cues Increase Agency and Decrease Prosociality Among Children: Early Signs of Market Mode Behaviors," **Psychological Science**, 27 (3), 331-344.
- Richins, Marsha L. and **Lan Nguyen Chaplin** (2015), "Material Parenting: How the Use of Goods in Parenting Fosters Materialism in the Next Generation", **Journal of Consumer Research**, 41 (6), 1333-1357. **[FT 50]**
 - Co-Winner, Best Article Award in *JCR* (2018)
 - One of the most highly cited articles in *JCR* for 2016
 - Lead article
 - Reprinted in *JCR's Research Curations: Transformative Consumer Research* (Spring/Summer 2015; Curator: Julie Ozanne)
- **Chaplin, Lan Nguyen** and Michael I. Norton (2015), "Why We Think We Can't Dance: Theory of Mind and Performance in Children", **Child Development**, 82 (2), 651-658.
- **Chaplin, Lan Nguyen**, Ronald P. Hill, and Deborah Roedder John (2014), "Poverty and Materialism: A Look at Impoverished Versus Affluent Children", **Journal of Public Policy and Marketing**, 33 (1), 78-92.
- Burroughs, James, **Lan Nguyen Chaplin**, Mario Pandelaere, Michael I. Norton, Nailya Ordabayeva, Alexander Gunz, and Leslie Dinanuer (2013), "Using Motivation Theory to Develop a Transformative Consumer Research Agenda for Reducing Materialism in Society," **Journal of Public Policy & Marketing**, 32 (1), 18-31.

- Hill, Ronald Paul, Kelly D. Martin and **Lan Nguyen Chaplin** (2012), "A Tale of Two Marketplaces: Consumption Restriction, Social Comparison, and Life Satisfaction", *Marketing Letters*, 23 (3), 731-744.
- Cheng, Shirley, Tiffany Barnett White, and **Lan Nguyen Chaplin** (2012), "The Effects of Self-Brand Connections on Responses to Brand Failure: A New Look at the Consumer-Brand Relationship," *Journal of Consumer Psychology*, 22 (April), 280-288. [FT 50]
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2010), "Interpersonal Influences on Adolescent Materialism: A New Look at the Role of Parents and Peers," *Journal of Consumer Psychology*, 20 (April), 176-184. [FT 50]
- **Chaplin, Lan Nguyen** and Tina M. Lowrey (2010), "The Development of Consumer-Based Consumption Constellations in Children," *Journal of Consumer Research*, 36 (February), 757-777. [FT 50]
- **Chaplin, Lan Nguyen**, Wilson Bastos, and Tina M. Lowrey (2010), "Beyond Brands: Happy Adolescents See the Good in People," *Journal of Positive Psychology*, 5 (September), 342-354.
- **Chaplin, Lan Nguyen** (2009), "Please May I Have a Bike? Better Yet, May I Have a Hug?: An Examination of Children's and Adolescents' Happiness," *Journal of Happiness Studies*, 10 (October), 541-562.
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2007), "Growing Up in a Material World: Age Differences in Materialism in Children and Adolescents," *Journal of Consumer Research*, 34 (December), 480-493. [FT 50]
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2005), "The Development of Self-Brand Connections in Children and Adolescents," *Journal of Consumer Research*, 32 (June), 119-129. [FT 50]

Book Chapters

- John, Deborah Roedder John and **Lan Nguyen Chaplin**, (2022), "Children as Consumers: A Review of Fifty Years of Research in Marketing," APA Handbook of Consumer Psychology, Editor-in-Chief: Lynn R. Kahle, Associate Editors: Tina M. Lowrey and Joel Huber.
- **Chaplin, Lan Nguyen**, L.J. Shrum, and Tina M. Lowrey (2019), "Children's Materialism and Identity Development," in Handbook of Research on Identity Theory in Marketing, eds. Americus Reed II and Mark Forehand, Edward Elgar Publishing, Northampton, Massachusetts, 434-447.
- **Chaplin, Lan Nguyen** (2018), "How Can You Help Children Navigate Market Messages as Technology Progresses?", in *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, eds. Hill, Ronald, Cait Lamberton and Jennifer Swartz, Routledge: New York, 180-182.

- Lowrey, Tina M., **Lan Nguyen Chaplin**, Agnes Nairn, Aysen Bakir, Verolien Cauberghe, Elodie Gentina, Liselot Hudders, Hua Li, Fiona Spotswood, and Anna Maria Zawadzka (2018), "Conducting International Research with Children: Challenges and Potential Solutions," in *The Routledge Companion to Consumer Behavior*, eds. M. R. Solomon and T. M. Lowrey, New York: Routledge, 346-360.
- **Chaplin, Lan Nguyen** and Paul M. Connell (2015), "Developmental Consumer Psychology in the 21st Century," in *The Cambridge Handbook of Consumer Psychology*, eds. Michael I. Norton, Derek Rucker, and Cait Lamberton, 180-203.
- John, Deborah Roedder and **Lan Nguyen Chaplin** (2013), "Self-Brand Connections in Children," in *The Routledge Companion to Identity and Consumption*, ed. Ayalla A. Ruvio and Russell W. Belk, Routledge, 177-86.

Invited Popular Press Articles

- **Chaplin, Lan Nguyen** and Kathleen D. Vohs (2016), "Even Small Children Are Less Helpful After Touching Money," ***Scientific American***, (June 21).
- **Chaplin, Lan Nguyen** and Michael I. Norton (2015), "Why Don't You Want to Sing and Dance in Public?" ***Scientific American***, (February 24).

Abstracts and Conference Proceedings

- **Chaplin, Lan Nguyen**, Tina M. Lowrey, Ayalla Ruvio, L. J. Shrum and Kathleen D. Vohs (2018), "When Children Derive Happiness from Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind," in *European Marketing Academy Proceedings*, eds. L. Warlop and S. Muylle, Leuven, Belgium, EMAC.
- **Chaplin, Lan Nguyen**, Tina M. Lowrey, Ayalla A. Ruvio, L. J. Shrum, and Kathleen D. Vohs (2016), "When Children Derive Happiness From Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind," in *International Advances in Consumer Psychology*, Vol. 2, eds. D. Dahl, B. Kamleitner, P. Moreau, and M. Schreier, Vienna, Austria: Society for Consumer Psychology, Pages: 133-138.
- Bob M. Fennis, **Lan Nguyen Chaplin**, Silviu Tiorean, and Kathleen D. Vohs (2016) "A Sense of Wealth Or Poverty Can Help Or Hurt Charitable Giving", in *NA - Advances in Consumer Research Volume 44*, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 108-112.
- **Lan Nguyen Chaplin**, Tina Lowrey, Ayalla Ruvio, L. J. Shrum, and Kathleen Vohs (2016) "How Do Children Derive Happiness From Past Experiences? Developmental, Experimental, and Longitudinal Evidence", in *NA - Advances in Consumer Research Volume 44*, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 133-138.
- **Chaplin, Lan Nguyen**, Tina M. Lowrey, Ayalla Ruvio, and L. J. Shrum (2015), "When Children Derive Happiness from Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind," in *European Marketing Academy Proceedings*, eds. L. Warlop and S. Muylle, Leuven, Belgium, EMAC.

- **Chaplin, Lan Nguyen** and Deborah Roedder John (2014) "Poverty and Materialism: Are Impoverished Children More Materialistic than Affluent Children?" in NA- *Advances in Consumer Research*, Vol. 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, Pages: 11-12.
- **Chaplin, Lan Nguyen** and Michael I. Norton (2012), "Why Some Children Move and Groove So Well: A Look at Creative Performance and Theory of Mind," in *Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, Pages: 213-18.
- **Chaplin, Lan Nguyen**, Tina M. Lowrey, Kristin Trask, and Ayalla Ruvio (2012), "Happiness Ain't Always Material Things (Destiny By Michael Jackson) -- Or, Is It?", in *Advances in Consumer Research*, Vol. 40, ed. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 729-30.
- Bastos, Wilson and **Lan Nguyen Chaplin** (2011), "Happiness: How Different Dimensions of Happiness Are Affected by Different Attributes of the Purchased Good", *Society for Consumer Psychology Conference*, Pages: 151-152.
- Cheng, Shirley Y. Y., Tiffany Barnett White, and **Lan Nguyen Chaplin** (2009), "When Poor Brand Extensions Result in Favorable Brand Evaluations," in *Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 45-48.
- Wood, Natalie, **Lan Nguyen Chaplin**, and Michael Solomon (2009), "Virtually Me: Youth Consumers and Their Online Identities," in *Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 20-26.
- **Chaplin, Lan Nguyen**, Aric Rindfleisch, and Deborah Roedder John (2008), "Materialism, Gratitude and Prosocial Behavior in Children and Adolescents," *Society for Consumer Psychology Conference*, New Orleans, LA, February 21-23, Pages: 354-355.
- **Chaplin, Lan Nguyen** and Tina M. Lowrey. (2008), "Response Latency Verification of Children's Consumption Constellations," *Society for Consumer Psychology Conference*, New Orleans, LA, February 21-23, Pages: 79-81.
- Cheng, Shirley Y.Y., Tiffany Barnett White, and **Lan Nguyen Chaplin (2007)**, "The Role of Self-Brand Connections in Brand Evaluation", in *European Advances in Consumer Research*, Volume 8, eds. Stefania Borghini and Mary Ann McGrath and Cele Otnes, Duluth, MN: Association for Consumer Research, Pages: 438-440.
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2005), "Materialism in Children and Adolescents: The Role of the Developing Self-Concept", in *Advances in Consumer Research*, Volume 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN : Association for Consumer Research, Pages: 219-220.
- **Chaplin, Lan Nguyen** and Deborah Roedder John (2005), "The Development of Brand Meaning in Children and Adolescents", in *European Advances in Consumer Research*, Volume 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden: Association for Consumer Research, Pages: 83-83.

- **Nguyen, Lan** and Deborah Roedder John (2002), “Assessing Brand Equity in Children: A Method for Eliciting Brand Associations,” in *Advances in Consumer Research*, Volume 29, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA: Association for Consumer Research, Pages: 395-396.
- **Nguyen, Lan** and Deborah Roedder John (2001), “‘Abercrombie & Fitch’-- That’s Me! Brand Names in Children’s Self-Concepts,” in *Advances in Consumer Research*, Volume 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA : Association for Consumer Research, Page: 48.

Grants Awarded

- 2020 Association for Consumer Research grant on Transformative Consumer Research- Research Project: Children's Health Knowledge (with Margaret Campbell and Tina Lowrey; \$3,000)

INVITED RESEARCH PRESENTATIONS and DOCTORAL SEMINARS

- University of Melbourne, Australia (Fall 2019)
 - ❖ 2 guest speaker research seminars
 - ❖ 2 Ph.D. seminars
- Nanyang Technological University, Singapore (Fall 2019)
 - ❖ 1 guest speaker research seminar
 - ❖ 2 Ph.D. seminars
- University of Pennsylvania, Guest speaker, Prof. Americus Reed’s Ph.D. seminar (2017)
- University of Pennsylvania, Guest speaker, Prof. Americus Reed’s Ph.D. seminar (2016)
- Northwestern University, Kellogg KAMP (2016)
- University of Texas-Arlington (2015)
- University of Illinois-Chicago (2013)
- University of Illinois at Urbana-Champaign (2013)
- Villanova University (2009)
- St. Joseph’s University (2009)
- Portland State University (2006)
- University of Arizona (2006)
- London Business School (2002)
- University of Illinois at Urbana-Champaign (2002)
- University of Wisconsin-Madison (2002)
- University of Texas at San Antonio (2002)
- Hong Kong University of Science and Technology (2002)
- Georgetown University (2002)

PARTIAL LIST OF MEDIA COVERAGE OF SCHOLARSHIP

2018 to Current

- Forbes (2022)
- Podcast: Chaz Thorne (2022)
- National Geographic (March 2021)
- Podcast: Nataly Kogan (2021)
- MSN.com (2020)
- CNBC (2020)
- Psychology Today (2020)
- SiriusXM 143 (2020)
- Consumer Affairs (2020)
- Sciencedaily (2020)
- WalletHub (2020)
- Northwestern Mutual (2019)
- Harlem World Magazine (2019)
- Forbes (2018)
- Marketwatch (2018)
- The Atlantic (2018)
- Consumer Affairs (2018)
- Esquire Magazine (2018)
- Psychology Today (2018)
- Chicago Tribune (2018, front page, Thanksgiving Day)
- Reddit (2018, 40,000+ upvotes)
- Podcast "Bad with Money" hosted by Comedian Gabby Dunn (2018)
- WalletHub (2018)

2015-2017

- Spotify (2017)
- Daily Mail (2017)
- Scientific American (2016)
- Forbes (2015)
- Fortune (2015)
- TIME (2015)
- Quartz (2015)
- CBS news (2015)
- Scientific American (2015)
- Yahoo! News (2015)
- Yahoo! Finance (2015)
- Yahoo! Parenting (2015)
- Huffington Post (2015)
- Psych Central (2015)
- Money Talks News (2015)
- Nature World News (2015)
- EurekAlert! (2015)
- Today's Parent (2015)
- Parents Magazine (2015)
- Redbook (2015)
- Der Spiegel (2015)
- Daily American Online (2015)
- Daily Mail (2015)
- Deseret News (2015)
- KTAR News Phoenix (2015)
- KCUR FM radio (2015)
- The Herald-Times (2015)
- The Stir (2015)
- BYU Radio Morning Show (2015)

2009-2014

- The New York Times (2014)
- Washington Times (2014)
- Smithsonian Magazine (2014)
- ABC news radio (2014)
- Futurity.org (2014)
- Yahoo! India Lifestyle (2014)
- Daily Mail (2014)
- Christianity Daily (2014)
- Digital Journal (2014)
- Medicalxpress (2014)
- Science Daily (2014)
- United Press International (2010)
- EurekAlert! (2009)
- Science Daily (2009)
- Calgary Herald (2009)
- Vancouver Sun (2009)
- Physorg.com (2009)

2008 and earlier

- Popular Science (2008)
- United Press International (2007, 2006)
- USA Today Interview
- Psychology Today (2007)
- Reuters (2007)
- CBC News (2006, 2007)
- Medicalnewstoday.com (2006)
- Today Show Interview
- WHYY radio

CONFERENCE PRESENTATIONS and ROUNDTABLES/PANELS

- **Chaplin, Lan Nguyen**, Roundtable, “*New Insights and New Opportunities: Understanding the Landscape of Child Consumer*”, Association for Consumer Research Conference, October 20-23, 2022.
- **Chaplin, Lan Nguyen**, Roundtable, “*Journal of Association for Consumer Research (JACR) Information Session*”, Association for Consumer Research Conference, October 20-23, 2022.
- **Chaplin, Lan Nguyen**, Faculty Facilitator, “*Building the Field We Want*”, Doctoral Symposium, Association for Consumer Research Conference, October 20-23, 2022.
- **Chaplin, Lan Nguyen**, The PhD Project Faculty Participant: Marketing Doctoral Student and Faculty Alumni Conference, Chicago, IL, October 10-11, 2022.
- **Chaplin, Lan Nguyen**, Panelist, Mid-Career Workshop, “*Embracing Duality in Our Lives.*” Association for Consumer Research Conference, Virtual, October 28-30, 2021.
- **Chaplin, Lan Nguyen**, Panelist, Knowledge Forum—“*Children as Consumers: Past and Future Research Directions*”, Association for Consumer Research Conference, Virtual, October 28-30, 2021.
- **Chaplin, Lan Nguyen**, “*Journal of Association for Consumer Research, Editors’ Roundtable*”, Association for Consumer Research Conference, October 28-30, 2021.
- **Chaplin, Lan Nguyen**, Track participant, “*Food Well-Being*,” Transformative Consumer Research Conference, June 28-29, 2021.
- *Bublitz, Melissa, **Lan Nguyen Chaplin**, Laura A. Peracchio (Track Co-Chairs); Ashley Deutsch Cermin, Mentor Dida, Jennifer Edson Escalas, Meike Eilert, Alexei Gloukhovtsev, Elizabeth G. Miller “Transformative Consumer Research and the United Nations 2030 Agenda for Sustainable Development”, Marketing and Public Policy Conference, June 25, 2021.
- **Chaplin, Lan Nguyen**, Invited Panelist, “The Scarcity ‘New Normal’: Scarcity and Income Inequality Post-COVID,” Marketing and Public Policy Conference, June 24, 2021.
- **Chaplin, Lan Nguyen** and Ayalla Ruvio (Co-Organized Session); Panelists: Shannon Blakely, Dr. Josko Brakus, Dr. Colleen Harmeling, Dr. Forrest Morgeson, Dr. Americus Reed II, Robert Sundy (2021), “Transforming Brand Experiences to Maintain and Build Brand Equity in the Age of Covid-19 and Beyond,” American Marketing Association, Winter Academic Conference, February 17-19, 2021.
- Melissa Bublitz, Laura Peracchio and **Lan Nguyen Chaplin** (Track Co-Chairs); Ashley Deutsch Cermin, Mentor Dida, Jennifer Edson Escalas, Meike Eilert, Alexei Gloukhovtsev, Elizabeth G. Miller, “*Teens as Changemakers*” Transformative Consumer Research Conference, Miami, FL., May 19-21, 2019.

- **Chaplin, Lan Nguyen**, “What Makes Children Happy?” University of Southern California, 3rd IEPR-LABEL Conference, May 3-4, 2018. (Invited)
- **Chaplin, Lan Nguyen** (Round Table Discussant), “Toward an Integrated Understanding of Resource Scarcity,” Association for Consumer Research, San Diego, CA., Oct.26-29, 2017.
- *Fennis, Bob, **Lan Nguyen Chaplin**, Silviu Tierean, and Kathleen D. Vohs, “*Sense of Wealth or Poverty Can Help or Hurt Charitable Giving*,” Association for Consumer Research, Berlin, Germany, October 27-30, 2016.
- **Chaplin, Lan Nguyen** (Round Table Discussant), “*Luxury Brands, Conspicuous Consumption and Social Signaling*,” Association for Consumer Research, Berlin, Germany, October 27-30, 2016.
- ***Chaplin, Lan Nguyen**, Tina M. Lowrey, Ayalla Ruvio, L.J. Shrum and Kathleen D. Vohs, “*How Do Children Derive Happiness from Past Experiences? Developmental, Experimental, and Longitudinal Evidence?*” Berlin, Germany, October 27-30, 2016.
- Hamilton, Rebecca, Debora Thompson, Banerji, Ishani, Sterling Bone, **Lan Nguyen Chaplin**, Vadas Griskevicius, Kelly Goldsmith, Ronald Hill, Chiraag Mittal, Thomas O’Guinn, Paul Piff, Deborah Roedder John, Caroline Roux, Anuj Shah, Debora Thompson, Meng Zhu, 10th Triennial Invitational Choice Symposium, “Economic Deprivation and Decision Making: How Does Experience with Having Less Influence Choice?” Lake Louise, AB, Canada, May 14-17, 2016.
- ***Chaplin, Lan Nguyen**, Tina M. Lowrey, Ayalla Ruvio, L.J. Shrum and Kathleen D. Vohs, “Children’s Understandings of Social and Material Resources Are Both Similar to and Quite Different from Adults: Surprising Evidence from 1200 Toddlers to Teens”, SPSP Annual Convention, ***Selected as one of the distinguished speakers in the symposium**, San Diego, California, January 28-30, 2016.
- **Chaplin, Lan Nguyen**, *Tina M. Lowrey, Ayalla Ruvio, L.J. Shrum and Kathleen D. Vohs, “When Children Derive Happiness from Experiences: A Developmental Investigation of the Role of Memory and Theory of Mind”, the Society for Consumer Psychology International Conference, Vienna, Austria, June 25-27, 2015.
- Nairn, Agnes, **Lan Nguyen Chaplin**, Aysen Bakir, Hua Li, and Anna Zawadska, “Ethical Research with International Children,” (poster), Villanova, PA, May 31-June 2, 2015.
- **Chaplin, Lan Nguyen**, *Tina M. Lowrey, Ayalla Ruvio, L.J. Shrum and Kathleen D. Vohs, “Children’s Happiness with Experiences: A Developmental Investigation”, European Marketing Academy Conference, Belgium, May 26-29, 2015.
- **Chaplin, Lan Nguyen**, “Childhood Happiness, Possessions and Self-Transformations.” The 27th Annual Convention of the Association for Psychological Science, New York, NY, May 21-24, 2015. (Invited)
- *Gasiorowska, Agata, Tomasz Zaleskiewicz, Sandra Wygrab, **Lan Nguyen Chaplin**, and Kathleen D. Vohs, “Children Become More Agentic but Less Helpful Around Money: Early Signs of Market Mode Behaviors,” Society for Research in Child Development, Philadelphia, PA. March 18-22, 2015.

- *Vohs, Kathleen D., Agata Gasiorowska, Tomasz Zaleskiewicz, Sandra Wygrab, and **Lan Nguyen Chaplin**, “Don’t Show Them the Money?: Kids from a Former Communist and a Highly Capitalistic Culture Get Better at Personal Goals but Worse at Generosity after Handling Money,” Society for Personality and Social Psychology, Long Beach, CA. February 26-28, 2015.
- *Gasiorowska, Agata, Tomasz Zaleskiewicz, Sandra Wygrab, **Lan Nguyen Chaplin**, and Kathleen D. Vohs, “Children Become More Agentic But Less Helpful After Being Reminded of Money.” The 26th Annual Convention of the Association for Psychological Science, San Francisco, CA. May 22-25, 2014.
- ***Chaplin, Lan Nguyen**, Ronald P. Hill and Deborah Roedder John, “Poverty and Materialism: Are Impoverished Children More Materialistic Than Affluent Children?”, Association for Consumer Research Conference, Chicago, IL. October 3-6, 2013.
- ***Chaplin, Lan Nguyen** and Michael I. Norton “Why Some Children Move and Groove So Well: A Look at Creative Performance and Theory of Mind,” Association for Consumer Research Conference, Vancouver, British Columbia. October 4-7, 2012.
- ***Chaplin, Lan Nguyen**, Tina M. Lowrey, and Ayalla Ruvio “Happiness Ain’t Always Material Things” -- Or, Is It?” Association for Consumer Research Conference, Vancouver, British Columbia. October 4-7, 2012.
- ***Chaplin, Lan Nguyen**, Deborah Roedder John and Jeffrey Froh, “A Powerful Antidote to Adolescent Materialism—Gratitude”, American Psychological Association Conference, Orlando, FL., Aug 1-4, 2012.
- **Chaplin, Lan Nguyen**, *Ronald P. Hill, and Deborah Roedder John, “The Development of Materialism in Impoverished Children,” Marketing and Public Policy Conference, Atlanta, GA., June 7-9, 2012.
- **Chaplin, Lan Nguyen**, *Tina M. Lowrey, Kristin Trask, and Ayalla Ruvio, “Children’s Preferences for Material Objects Over Experiences,” Ghent University, Ghent, Belgium, June 2012.
- **Chaplin, Lan Nguyen**, Chris Manolis, *Tina M. Lowrey, and Kristin Trask, “Do Experiences Make Children Happier than Material Things?” Third Transformative Consumer Research Conference, Waco, TX, June 24-26, 2011.
- ***Chaplin, Lan Nguyen**, Aric Rindfleisch, and Deborah Roedder John, “The Powerful Effects of a Simple ‘Thank-You’ on Adolescents’ Materialism and Generosity,” Marketing and Public Policy Conference, Washington, D.C., June 2-4, 2011.
- ***Chaplin, Lan Nguyen**, *Chris Manolis, Tina M. Lowrey, and Kristin Trask, “Experiential versus Material Purchases: Why Children Are Happier with Material Purchases,” Marketing and Public Policy Conference, Washington, D.C., June 2-4, 2011.
- **Chaplin, Lan Nguyen**, Chris Manolis, *Tina M. Lowrey, and Kristin Trask, “Materialism in Children: Preferences for Possessions vs. Experiences,” presented at the Transformative Consumer Research Conference, Waco, TX, June 2011.

- *Bastos, Wilson and **Lan Nguyen Chaplin**, "Happiness: How Different Dimensions of Happiness are Affected by Different Attributes of the Purchased Good," Society for Consumer Psychology Conference, Atlanta, GA, Feb. 23-27, 2011.
- **Chaplin, Lan Nguyen**, and *Tina M. Lowrey, "Children's Consumption Constellations," University of Newcastle, Newcastle, Australia, June 2010.
- **Chaplin, Lan Nguyen**, and *Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations," Monash University, Caulfield East, Australia, May 2010 (posted on website to share with Monash campuses in Malaysia and South Africa).
- **Chaplin, Lan Nguyen**, and *Tina M. Lowrey, "Children's Consumption Constellations," Melbourne Business School, Melbourne, Australia, May 2010.
- **Chaplin, Lan Nguyen**, and *Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations," University of Sydney, Sydney, Australia, May 2010.
- **Chaplin, Lan Nguyen**, and Lowrey, Tina M., "Children's Consumption Constellations: How Children Develop, Store, and Use Brand Name Associations in Memory," University of Wisconsin-Milwaukee, November 2009.
- **Chaplin, Lan Nguyen**, and Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations in Children," University of Texas-San Antonio Marketing Department Research Colloquia, October 2009.
- **Chaplin, Lan Nguyen** and *Tina M. Lowrey, "You Drive a Prius? I Bet I Know What Brand of Cereal You Eat!: Children's Understanding of Consumption Constellations," Marketing and Public Policy Conference, Washington, D. C., May 28-30, 2009.
- ***Chaplin, Lan Nguyen**, and *James Burroughs, Materialism Track Discussion Leader, Second Transformative Consumer Research Conference, Villanova, PA., June 26-28, 2009.
- Cheng, Shirley Y. Y., Tiffany Barnett White, and ***Lan Nguyen Chaplin**, "Self-Brand Connections, Poor Brand Extensions, and Favorable Parent Brand Evaluations," Society for Consumer Psychology Conference, San Diego, CA, February 12-14, 2009.
- **Chaplin, Lan Nguyen**, and *Tina M. Lowrey, "Children's Consumption Constellations: How Children Develop, Store, and Use Brand Name Associations in Memory," University of Wisconsin-Milwaukee, November 2009.
- **Chaplin, Lan Nguyen**, and *Tina M. Lowrey, "The Development of Consumer-Based Consumption Constellations in Children," UTSA Mktg. Dept. Research Colloquia, San Antonio, TX, October 2009.
- Cheng, Shirley Y. Y., *Tiffany Barnett White, and **Lan Nguyen Chaplin**, "When Poor Brand Extensions Result in Favorable Brand Evaluations," Association for Consumer Research Conference, San Francisco, CA, October 23-26, 2008.
- Wood, Natalie, *Michael Solomon and **Lan Nguyen Chaplin**, "Virtually Me: Youth Consumers and Their Online Identities," Association for Consumer Research Conference, San Francisco, CA, October 23-26, 2008.

- Wood, Natalie, *Michael Solomon, and **Lan Nguyen Chaplin**, “Virtual Playgrounds,” Summer American Marketing Association Conference, San Diego, CA, August 2008.
- ***Chaplin, Lan Nguyen**, Aric Rindfleisch, and Deborah Roedder John, “Materialism, Gratitude and Prosocial Behavior in Children and Adolescents,” Society for Consumer Psychology Conference, New Orleans, LA, February 21-23, 2008.
- ***Chaplin, Lan Nguyen** and Tina M. Lowrey, “Response Latency Verification of Children’s Consumption Constellations,” Society for Consumer Psychology Conference, New Orleans, LA, February 21-23, 2008.
- Cheng, Shirley, *Tiffany Barnett White, and **Lan Nguyen Chaplin**, “The Role of Self-Brand Connections in Brand Evaluations,” European Association for Consumer Research Conference, Milan, Italy, July 2007.
- ***Chaplin, Lan Nguyen**, “Materialism Research,” Midwest Materialism Conference, Panel Discussant, University of Illinois at Urbana-Champaign, March 24, 2007.
- **Chaplin, Lan Nguyen**, *Tina M. Lowrey, Tara Gerstner, Leslie Jinks, and Chandra Kalapatapu, “Children’s Consumption Constellations,” Texas Marketing Faculty Consortium, Baylor University, Waco, TX, March 2005.
- ***Chaplin, Lan Nguyen** and Deborah Roedder John, “Materialism in Children and Adolescents: The Role of the Developing Self-Concept,” Association for Consumer Research Conference, Portland, Oregon, October 2004.
- ***Chaplin, Lan Nguyen** and Deborah Roedder John, “The Development of Brand Images in Children,” Society for Consumer Psychology Conference, APA Annual Meeting, Honolulu, Hawaii, August 2004.
- ***Nguyen, Lan** and Deborah Roedder John, “Assessing Brand Equity in Children: A Method for Eliciting Brand Associations,” Association for Consumer Research Conference, Austin, Texas, October 2001.
- ***Nguyen, Lan** and Deborah Roedder John, “ ‘Abercrombie & Fitch’-- That’s Me! Brand Names in Children’s Self-Concepts,” Association for Consumer Research Conference, Salt Lake City, Utah, October 2000.
- ***Nguyen, Lan** and Deborah Roedder John, “ ‘Abercrombie & Fitch’-- That’s Me! Brand Names in Children’s Self-Concepts,” Albert J. Haring Symposium, Indiana University, March 2000.
*Presenter

RESEARCH IN PROGRESS

- *with* Margaret Campbell (University of Colorado), Tina M. Lowrey (HEC-Paris), and Serkan Saka [UIC, Ph.D. Student], “Children’s Development of Health Knowledge” (Stage: 3 Studies completed; Target: *Journal of Consumer Research*)

- with Deborah Roedder John (University of Minnesota) and Aric Rindfleisch (University of Illinois at Urbana-Champaign), “Understanding the impact of COVID-19 on Children and Parents: A Look at Development, Happiness and Consumer Values” [Stage: Writing, Target: *Journal of Consumer Research*]
- with Byung Lee [Columbia Business School, Ph.D. Student] and Donald Lehmann (Columbia Business School), “The Meaning of Friendship Across Generations” [Stage: Literature Review; 2 Studies Completed; Target: *Journal of Consumer Research*]

TEACHING

Honors

- Office of the Provost: Faculty Award (2019) to recognize an external teaching award. [University]
- Top 50 Undergraduate Business Professors (2018), *Poets & Quants* [Top Nominee-Set a new record for the number of incoming nominations] [International]
- Nominated by seniors for the UIC Silver Circle Award for Excellence in Teaching (2017) [College]
- UIC Business Dean’s Recognition for Outstanding Teaching (2017) [College]
- Invited to give a presentation on innovative teaching methods by the *Marketing Management Association* (2015) [International]
- Received Department Chair’s Highest Teaching Evaluation (2011, 2012, 2013) *Villanova University* [Department]
- List of Excellent Instructors (top 10% campus-wide: rated as outstanding) *University of Illinois at Urbana-Champaign*, [received recognition for all sections and all semesters taught while at UIUC (2003-2005; 2007)] [University]
- “Excellence in Teaching” Award, *CSOM, University of Minnesota, 2001-2002* [University]
- “2001 Robert Lieberman Memorial Award” for excellence in teaching *Marketing and Logistics Management Department, CSOM, University of Minnesota* [University]
- “Excellence in Teaching” Award, *CSOM, University of Minnesota, 2000-2001* [Department]

Undergraduate [2003-2020 Average ratings for “overall quality of the course” and “quality of instruction” (or equivalent)= **4.80/5.00**]

University of Illinois at Chicago

- Consumer Behavior; 2013-2020
- Brand Management; 2014-2015

Previous Universities

- Consumer Behavior; 2002-2013
- Principles of Marketing; 2001

MBA [2003-2020 Average ratings for “overall quality of the course” and “quality of instruction” (or equivalent)= **4.80/5.00**]

University of Illinois at Chicago

- Consumer Behavior; Fall 2017
- Brand Management; Fall 2015

University of Illinois at Urbana-Champaign, University of Arizona, Villanova University

- Brand Management; 2007-2012

Executive MBA

- University of Hawaii, Vietnam Executive MBA Program: Brand Management, since 2020
- University of Minnesota, Advantage Program: "Defining and Measuring Brand Equity"-- Assistant to Professor Deborah Roedder John, Summer 2002

Ph.D. Seminars [University of Illinois at Chicago]

- Special Topics: Consumer Behavior in Children and Other Vulnerable Populations; Fall 2016, Fall 2018, Fall 2020
- Special Topics: Welcome to Academia; Spring 2020

SERVICE TO THE PROFESSION / DISCIPLINE

Conference Leadership

- **Branding Track Co-Chair** (with Ayalla Ruvio): *2021 AMA Winter Marketing Educators' Conference*, Virtual.
- **Dialogical Track Co-Chair** (with Melissa Bublitz and Laura Peracchio; Dialogical Track: *Teens as Changemakers*): *2019 Transformative Consumer Research Conference*, Miami, FL.
- **Conference Co-Chair** (with Michal Maimaran): *2017 Kellogg-UIC Children's Well-Being and Happiness Conference*, Evanston, IL.
- **Children and Materialism Track Co-Chair** (with Agnes Nairn, Hult): *2015 Transformative Consumer Research Conference*, Philadelphia, PA.
- **Materialism Track Co-Chair** (with James Burroughs, University of Virginia): *2009 Transformative Consumer Research Conference*, Philadelphia, PA.
- **Working Paper Co-Chair** (with Cele Otnes, University of Illinois at Urbana-Champaign): *2009 Association for Consumer Research Conference*, Pittsburgh, PA.
- **Materialism Conference Co-Chair** (with Aric Rindfleisch, University of Wisconsin-Madison): *2007 Biennial Midwest Materialism Conference*, Urbana-Champaign, IL
- **Consumer Behavior Track Co-Chair** (with Sonia Basu Monga, University of South Carolina): *2007 AMA Summer Marketing Educators' Conference*, Washington, D.C.
- **Materialism Conference Co-Chair** (with Aric Rindfleisch, University of Wisconsin-Madison): *2005 First Midwest Materialism Conference*, Urbana-Champaign, IL.

Conference Program and Competitive Papers Committees

- Association for Consumer Research Conference (2008; 2011; 2012, 2014, 2015; 2017-2022)
- Society for Consumer Psychology Conference (2012-2015; 2019) Asia Pacific Association for Consumer Research Conference (2011)
- European Association for Consumer Research Conference (2007, 2011)

Ad Hoc Reviewer

- Journal of Marketing Research (**JMR**)
- Child Development (**CD**)
- Science Advances (**SA**)
- Journal of Personality and Social Psychology (**JPSP**)

- Journal of Consumer Psychology (**JCP**)
- Developmental Psychology (**DP**)
- Journal of Association for Consumer Research (**JACR**)
- Journal of Business Research (**JBR**)
- Journal of Economic Psychology (**JEP**)
- Journal of Happiness Studies (**JHS**)
- Social Influence (**SI**)
- European Association for Consumer Research Conference (**EACR**)
- European Marketing Academy Conference (**EMAC**)
- Association for Consumer Research Conference (**ACR**)
- Society for Consumer Psychology Conference (**SCP**)
- Asia Pacific Association for Consumer Research Conference (**APACR**)
- Academy of Marketing Science (**AMS**)
- Transformative Consumer Research Conference (**TCR**)
- Marketing and Public Policy Conference (**MPP**)

Other

- Ph.D. Project: Faculty mock interview (2022)
- Judge, Mary Kay Dissertation Competition (2017, 2018, 2019)
- Judge, Society for Consumer Psychology Conference Doctoral Student Travel Award (2017, 2019)

PROFESSIONAL ASSOCIATIONS

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Personality and Social Psychology (SPSP)
- American Psychological Association (APA)

SERVICE TO THE UNIVERSITY

University of Illinois at Chicago

- Office of the Chancellor, Search committee for the Vice Chancellor for Strategic Marketing and Communications (2020-2021)
- Office of the Vice Provost for Undergraduate Affairs and Academic Programs (OVPUAAP) Educational Policy Committee (2020)
- Office of the Vice Provost for Undergraduate Affairs and Academic Programs (OVPUAAP) First Year Experience Summit Co-Organizer (2020-2021)
- Office of the Vice Provost for Undergraduate Affairs and Academic Programs (VPUAAP)- Faculty Seminar Series presenter, “Engage Students: Be Mindful, Authentic, and Prosocial”, Nov. 20, 2020
- The Provost’s Fall 2020 Leadership Retreat, Presenter
- Office of the Vice Provost for Undergraduate Affairs and Academic Programs (VPUAAP)
 - ❖ Faculty Advisor to the Vice Provost (AY 2020-2021)
- Provost Susan Poser’s Task Force for COVID-19 Academic Planning
 - ❖ Chair, Subcommittee #3 “Gaining Student Perspectives” (Mar-Oct 2020; Jan 2021- May 2021)
- Provost Susan Poser’s General Education Task Force (2018-2019)

- Invited by Chancellor Amiridis to represent UIC at a Chicagoland Chamber of Commerce event for emerging leaders (May 18, 2017)
- College of Business faculty representative, Higher Learning Commission Reaccreditation meeting (April 24-25, 2017)

Villanova University

- Faculty Advisor, Vietnamese Student Association, Spring 2013
- Faculty Mentor, Vietnamese Student Association, 2011-2012
 - ❖ Service-International Montessori Schools—Paoli
- Special Olympics Volunteer 2010, 2012

University of Arizona

- Faculty Advisor, UA Women's Lacrosse, 2008-2010

University of Illinois at Urbana-Champaign

- Head Coach, UIUC Women's Lacrosse, 2003-2006

SERVICE TO THE COLLEGE

Northwestern University

- Medill School of Journalism, Media and Integrated Marketing Communications, Tenure and Promotion Standards Committee (2022)

University of Illinois at Chicago

- **Undergraduate Student Advising:** Independent Study (IS) and Honors College Capstone (HCC)
 - ❖ Danny Olan (IS) (2020)
 - ❖ Tyler Benavides (HCC) (2018-2019)
 - ❖ Allan Rodriguez (IS) (Fall 2018)
 - ❖ Gladstone Hukporti (IS) (Fall 2018)
 - ❖ Jared Richmond (IS) (Fall 2016)
- **Additional Undergraduate Student Mentorship:**
 - ❖ Faculty mentor, CBA Cohort Program (Business Scholars Cohort) (AY 2020-2021)
 - ❖ Faculty mentor, Business Scholars (2015-2019)
 - ❖ Invited Speaker: UIC Business Women's Leadership Conference (2017)
 - ❖ Invited Speaker: Business Scholars (2016, 2017, 2018)
 - ❖ Honors College Fellow (2017, 2018)
 - ❖ Faculty Mentor, UIC Business Women's Leadership Conference (2015)
- Committee member, CBA Bylaws Review (2020)
- Managerial Studies Department Representative, AACSB Continuous Improvement Review Visit (2018)
- Invited Speaker: Dean's Advisory Council (2013, 2016)

Villanova University

- Transition to Tenure Committee (2011-2012)
- VSB Open House (2011, 2012)

- VSB Academic Resource Fair (2011)

University of Arizona

- MBA Committee (2009-2010)
- Research Committee (2009-2010)
- Co-Chair (with Bob Lusch), "Lisle & Roslyn Payne Research Symposium: Research in Branding" (Fall 2008)
- Undergraduate Honors Thesis Advisor (2008-2009)—Valerie Haggerty

University of Illinois at Urbana-Champaign

- Faculty Advisor-American Marketing Association UIUC Chapter
- Undergraduate Program Committee
- Judge, 2004 IDM Case Competition

SERVICE TO THE DEPARTMENT

University of Illinois at Chicago

- **Ph.D. Student Supervision:**
 - ❖ Dissertation Committee Member:
 - E. Anlamlier (2018-2019)
 - J. Ko (2016-2017)
 - ❖ 1st Year Summer Paper Advisor (Ph.D. Program)
 - S. Raif (2017)
- **Committees:**
 - ❖ Peer Teaching Enrichment and Development Committee Co-Chair (2020)
 - ❖ Peer Teaching Evaluation, Enrichment and Development Committee Co-Chair (2019)
 - ❖ Faculty Advisory Committee (2016, 2017)
 - ❖ Ph.D. Program Admissions Committee (since 2014)
 - ❖ Faculty Recruiting Committee (2015, 2017, 2018)

Villanova University

- Faculty Recruiting Committee (2012)
- Independent Study Supervisor (Victoria Horn-Falvey Scholar Winner, 2012-2013)
- Mentored MBA students (Patrick Demchko, Katie Quigley and Nicholas Sommer) on a brand audit for Loandsons.com
- Research mentor to Brendan McKenna, Nicholas Sommer, and Mia Berni (2010-2011)

University of Arizona

- **Ph.D. Student Supervision:**
 - ❖ Ph.D. First Year Paper Reviewer
 - ❖ Ph.D. Third Year Paper Reviewer
 - ❖ Oral Defense and Dissertation Committee Member, Rebecca Trump
- IRB Departmental Chair (2009-2010)
- Co-Coordinator (with Linda Price), "Going on the Job Market" Seminar (Spring 2008)

University of Illinois at Urbana-Champaign

- **Ph.D. Student Supervision:**
 - ❖ Ph.D. Summer Paper Reviewer
 - ❖ Dissertation Committee Member, Linda Tuncay
- Ph.D. Program Committee
- Ph.D. Admissions Committee
- Co-Coordinator (with Ursula Sullivan, Jeffrey Schmidt), “Going on the Job Market” Seminar (Spring 2004-2007)
- Advisor for Independent Study Students—(e.g., Maya Wolfson; Audrey Huber)

PUBLIC SERVICE

- **University of Pennsylvania**
 - ❖ Penn Ambassador: Penn Alumni Interview Program (since 2002)
 - ❖ Penn First Plus Alumni Volunteer— Penn First Plus Alumni are Penn graduates who were among the first in their families to attend college, and/or had limited resources as undergraduate or graduate students.
- **Communities in Schools (CIS) of Chicago** (Mission: To surround students with a community of support, empowering them to stay in school and achieve in life.)
 - ❖ Leadership Council (2020-2021)
 - ❖ Board of Directors (since 2021)
- **Cradles to Crayons (Chicago)** (Mission: To provide children from birth through age 12, living in homeless or low-income situations, with essential items they need to thrive – at home, at school and at play.)
 - ❖ Partners Advisory Council (since 2018)
- **QuanTâm** (since 2014)-An organization that connects people through kindness
 - ❖ Led 13 [civic engagement projects](#) (average project length: ~3 months)
 - ❖ Helped UIC undergraduates and alumni develop professional skills by collaborating with 46 local and global businesses to serve the community
 - ❖ Professional development coach for UIC undergraduates and alumni
 - ❖ Professional development workshops [e.g., Implicit Biases in the Workplace; Do You Have Gravitas; Personal Branding; Women in Business; Resume Writing; Interviewing; Networking; Diversity in the Workplace; Transitioning from the Classroom to the Boardroom]

BILINGUAL

- Vietnamese

FUN FACTS

- I am the youngest of 14 children from a Vietnamese refugee family.
- I play the violin.
- I love cooking Vietnamese Phở for UIC alumni.
- While in graduate school, I coached the Edina High School Girls’ Lacrosse Team (State Champions, 2002).
- As an assistant professor at the University of Illinois at Urbana-Champaign, I coached the Illinois Women’s Lacrosse Club team and won back to back conference championships.
- I have traveled to 22 countries in just over 7 months.