

Rebecca K. Trump
Curriculum Vitae
PhD Candidate (Marketing)

Eller College of Management
Department of Marketing
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Education:

PhD Candidate Marketing: University of Arizona, Eller College of Management (July 2005 – present)

Dissertation Title: “Self-Brand Overlap and Dissociation.”

Chair: Merrie Brucks, Ph.D.

(Expected Completion March 2010)

BS: Georgia State University, Atlanta, Georgia (2005)

Double Major: Mathematics and Economics

Graduated *magna cum laude*

Awards and Honors:

- AMA Sheth Foundation Doctoral Consortium Fellow (2009)
- Lisle and Roslyn Payne Outstanding Doctoral Student Award, University of Arizona (2009)
- Dean’s Teaching Award, Eller College of Management, University of Arizona (2008 and 2009)

Research Interests:

I am primarily interested in the impact of brands on consumers’ identities. Specifically, my research takes a social cognitive approach to investigating the incorporation of loved brands into the psychological self and the dissociation of disliked brands from the self. I am also interested in: 1) how various measurements of a brand’s impact on the self relate to one another and 2) the contextual effects on consumer-brand bonds.

Under Review:

“Overlap and Dissociation of Mental Representations of Self and Brand.” Rebecca K. Trump and Merrie Brucks. Under review at *Social Cognition*; submitted May 2009.

“Overlap and Dissociation of Mental Representations of Self and Brand.” Rebecca K. Trump and Merrie Brucks, competitive paper under review at Association for Consumer Research Conference, 2009; submitted March 2009.

Note: The version of “Overlap and Dissociation of Mental Representations of Self and Brand” submitted to the Association for Consumer Research Conference was positioned for the consumer research audience and is 23 pages in length. If accepted, an extended abstract will be published in the conference proceedings. The version submitted to *Social Cognition* provides further conceptual depth and data analysis, totals 35 pages, and was positioned for an audience of experimental psychologists.

Dissertation:

Title: “Self-Brand Overlap and Dissociation”

Committee: Dr. Merrie Brucks (Chair)
Dr. Lan Chaplin, Dr. Narayan Janakiraman, Dr. Toni Schmader

Description: The dissertation examines the relation between the cognitive representations of loved and disliked brands and the psychological self. It investigates the overlap of the self and loved brands and the dissociation of the self from disliked brands. Further, how the cognitive representations of brands in relation to the self compare with other aspects of self-brand bonds, such as brand relationships and connections, is addressed. Additionally, the effect of the working self-concept on these phenomena is explored

Current Status: The dissertation proposal has been successfully defended. Further, the initial demonstration study is complete and the corresponding manuscript is under review at *Social Cognition*. A follow-up study has been completed with two additional studies planned, beginning in June 2009 and finalized by December 2009.

Publication Targets: The initial manuscript from the dissertation is under review at *Social Cognition*. Two future manuscripts are planned from this dissertation. One will be methodologically focused and the target is the *Journal of Marketing Research*. The target for the manuscript focused on the role of the working self-concept in consumer-brand bonds is the *Journal of Consumer Research*.

Research in Progress:

“Self-Brand Fusion.” Rebecca K. Trump and Merrie Brucks. Targeted for the *Journal of Marketing Research*. First study completed; second study in data collection phase.

“Not All Self-Brand Connections are Created Equal.” with Lan Nguyen Chaplin and Alokparna Basu Monga. Targeted for the *Journal of Consumer Research*. Preliminary data collection stage.

Research Presentations:

“Self-Brand Overlap and Dissociation in Cognitive Structure”, Mittelstaedt Symposium, April 2008, Lincoln, Nebraska.

“Self-Brand Overlap and Dissociation”, Society for Consumer Psychology Conference, poster session, February 2009, San Diego, CA.

Teaching Interests:

- Introduction to Marketing/Marketing Management
- Consumer/Buyer Behavior
- Brand Management
- Marketing Research
- Marketing and Public Policy
- Advertising and Public Relations
- Integrated Marketing Communications

Teaching Experience:

Instructor

- Principles of Marketing, Summer 2006: This upper-division undergraduate course related marketing principles for non-marketing minors. Rating: 4.6/5.0
- Principles of Marketing, Summer 2007: This upper-division undergraduate course related marketing principles for non-marketing minors. Rating: 4.8/5.0
- Buyer Behavior, Summer 2008: This upper-division undergraduate course focuses on customer behavior and the application of concepts and research findings from the behavioral sciences in the solution of marketing problems. Rating: 4.8/5.0
- Buyer Behavior, Summer 2009: This upper-division undergraduate course focuses on customer behavior and the application of concepts and research findings from the behavioral sciences in the solution of marketing problems. Semester in progress.

Teaching Experience, continued:

Guest Lecturing

- ‘The Self,’ MBA Buyer Behavior, University of Arizona (Fall 2008)
- “Upstream vs. Downstream Social Marketing and Consumer Habits,” Undergraduate Marketing, Law and Society, University of Arizona (Spring 2009)
- “The Self,” Undergraduate Buyer Behavior, University of Arizona (Fall 2008)
- “Group Influence and Opinion Leadership,” Undergraduate Buyer Behavior, University of Arizona (Fall 2008)
- “Attitudes,” Undergraduate Buyer Behavior, University of Arizona (Fall 2008)
- “Subcultures,” Undergraduate Buyer Behavior, University of Arizona (Fall 2008)
- “Knowledge and Understanding,” Undergraduate Buyer Behavior, University of Arizona (Fall 2007)
- ‘The IAT and Self and Brand Connections,’ Undergraduate Buyer Behavior, University of Arizona (Fall 2007)

Doctoral Coursework :

Marketing:

Marketing Management Strategy
Socio-Cultural Aspects of Consumer Behavior
Psychological Aspects of Consumer Behavior
Development of Marketing Theory
Marketing Models
Organizational Learning Colloquium
Pricing Research Colloquium
General Marketing Colloquium

Instructor:

Dr. Shankar Ganesan
Dr. Melanie Wallendorf
Dr. Merrie Brucks
Dr. Linda Price
Dr. Yubo Chen
Dr. Alan Malter
Dr. Lance Erickson
Various Faculty

Psychology:

Advanced Social Psychology
Social Cognition
Attitudes and Persuasion
Cultural Psychology
Judgment and Decision Making

Dr. Jeff Greenberg
Dr. Toni Schmader
Dr. Jeff Stone
Dr. Stephanie Fryberg
Dr. Terry Connolly

Methods and Statistics:

Survey Research Methods
Univariate Statistical Analysis
Multivariate Statistical Analysis
Statistical Methods in Psychological Research

Dr. Barbara Gutek
Dr. Tamar Kugler
Dr. Ken Koput
Dr. AJ Figueredo

Professional Activities:

- Trainee Reviewer, *Journal of Consumer Research* (2009)
- Reviewer, *Society for Consumer Psychology* (2009)
- Reviewer, *Association for Consumer Research*, North American Conference (2007 and 2009)

University Service:

- Scheduling Coordinator (aiding with visiting scholars, faculty and doctoral student recruitment, and bookkeeping), The University of Arizona Marketing Doctoral Student Association (2006-2007 Academic Year)
- Interim Scheduling Coordinator, The University of Arizona Marketing Graduate Student Association (Summer 2008)

References:

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Robert and Kathleen Eckert Professor of Marketing
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