

CALEB WARREN

CURRICULUM VITA

Eller College of Management
University of Arizona
PO Box 210108
Tucson, AZ 85721-0108

calebwarren@arizona.edu
calebwarrenresearch.com

POSITIONS

Eller College of Management, University of Arizona

Associate Professor in the Marketing Department, May 2019 -
Assistant Professor in the Marketing Department, July 2016 – May 2019

Mays Business School, Texas A&M University

Assistant Professor in the Marketing Department, August 2013 – June 2016

Bocconi University

Assistant Professor in the Marketing Department, September 2010-July 2013

EDUCATION

Leeds School of Business, University of Colorado, Boulder

PhD in Marketing, May 2010
Advisor: Margaret C. Campbell

Goizueta Business School, Emory University

Bachelor of Business Administration, May 2004
Concentration in Marketing

AWARDS, GRANTS, & HONORS

Outstanding reviewer award from the *Journal of Consumer Research*, October 2018

Finalist for the best article published in JCR in the calendar year 2014, October 2017

Ferber Award for the best interdisciplinary dissertation article published in JCR, October 2015

Editorial Review Board member

Journal of Consumer Research, since July 2015

Journal of Consumer Psychology, since January 2019

Mays Competitive Summer Research Grant, Summer 2015

Marketing Science Institute Grants:

“Humorous Complaining,” January 2011 (w/ A. P. McGraw & C. Kan).

“On the Relationship Between Humor and Brand Attitude,” July 2010 (w/ A. P. McGraw).

AMA-Sheth Doctoral Consortium Fellow, Atlanta, GA, June 2009

RESEARCH

PEER-REVIEWED PUBLICATIONS

- Warren, C.**, Batra, R., Loureiro, S., Bagozzi, R. 2019. Brand Coolness. *Journal of Marketing*. Forthcoming (First two authors equal contribution)
- Warren, C.** & Reimann, M. Crazy-Funny-Cool Theory: Divergent Reactions to Unusual Product Designs. *Journal of the Association for Consumer Research*. Forthcoming. (Equal authorship)
- Warren, C.**, Carter, E. P. & McGraw, A. P. 2019. Being Funny is Not Enough: The Influence of Perceived Humor and Negative Emotional Reactions on Brand Attitudes. *International Journal of Advertising*. Forthcoming
- Warren, C.** & Mohr, G. S. 2019. Ironic Consumption. *Journal of Consumer Research*. Forthcoming.
- Warren, C.** Barsky, A. & McGraw, A.P. 2018. Humor, Comedy, and Consumer Behavior. *Journal of Consumer Research*, 45, 529-552.
- Warren, C.** Pezzuti, T. & Koley S. 2018. Is Being Emotionally Inexpressive Cool? *Journal of Consumer Psychology*, 28, 560-577.
- Warren, C.** & McGraw, A.P. 2016. When Do Humorous Marketing Communications Hurt Brands? *Journal of Marketing Behavior*, 2, 39-67.
- Warren, C.** & McGraw, A.P. 2016. Differentiating What Is Humorous from What Is Not. *Journal of Personality and Social Psychology*, 110, 407-430.
- Warren, C.** & McGraw, A.P. 2015. Opinion: What Makes Things Humorous. *Proceedings of the National Academy of Sciences*, 112, 7105-6.
- Campbell, M.C. & **Warren, C.** 2015. Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. *Journal of Consumer Research*, 41, 1316-31. (Equal authorship)
- McGraw, A. P., **Warren, C.**, & Kan, C. 2015. Humorous Complaining. *Journal of Consumer Research*, 41, 1153-71.
- Bauman, C.W., McGraw, A.P., Bartels, D. & **Warren, C.** 2014. Revisiting External Validity: Concerns about Trolley Problems and Other Sacrificial Dilemmas in Moral Psychology. *Social and Personality Psychology Compass*, 8/9, 536-54.
- Warren, C.** & Campbell, M. C. 2014. What Makes Things Cool? How Autonomy Influences Perceptions of Coolness. *Journal of Consumer Research*. 41, 543-563.
*Winner of the Robert Ferber Award and finalist for best paper of the year
- McGraw, A.P., Williams, L.E., & **Warren, C.** 2014. The Rise and Fall of Humor: Psychological Distance Modulates Humorous Responses to Tragedy. *Social Psychological and Personality Science*, 5, 566-572.

PEER-REVIEWED PUBLICATIONS (cont.)

McGraw, A.P., **Warren, C.**, Williams, L.E., & Leonard, B. 2012. Too Close For Comfort or Too Far to Care? Finding Humor in Distant Tragedies and Close Mishaps. *Psychological Science*, 23, 1215-1223.

Campbell, M.C. & **Warren, C.** 2012. A Risk of Meaning Transfer: Are Negative Associations More Likely to Transfer than Positive Associations. *Social Influence*, 7, 172-92.
(Equal authorship)

Warren, C., McGraw, A.P., Van Boven, L. 2011. Values and Preferences: Defining Preference Construction. *Wiley Interdisciplinary Reviews: Cognitive Science*, 2, 193-205.

McGraw, A. P. & **Warren, C.** 2010. Benign Violations: Making Immoral Behavior Funny. *Psychological Science*, 21, 1141-1149. (Equal authorship)

BOOK CHAPTERS

Warren, C. & McGraw, A.P. 2014. Appreciation of Humor. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 52-55.

McGraw, A.P. & Warren, C. 2014. The Benign Violation Theory of Humor. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 75-77.

McGraw, A.P., Williams, L.E. & Warren, C. 2014. Psychological Distance. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 602-604.

MANUSCRIPTS UNDER REVIEW / WORKING PAPERS

Koley, S. Warren, C., & Ramanathan, S. When Does Anxiety Increase Attempts to Spend Time and Money Efficiently?

Koley, S. Warren, C., & Ramanathan, S. How Anger Influences Choice.

Hodges, B., Warren, C., & Estes, Z. More Than Words: A Psycholinguistic Perspective on the Properties of Effective Brand Slogans.

Warren, C., Barsky, A., & McGraw, A. P. What Are the Ingredients of a Good Joke? Identifying a Recipe for Successful Humor Production.

Wakefield, L. & Warren, C. The Emergence of Online Ephemeral Communications: Opportunities and Challenges for Marketers.

Warren, N., Farmer, M., Gu, T., & Warren, C. How to Write Papers that Have a Larger Impact.

Farmer, M., & Warren, C. Conceptualizing and Measuring Integral Nostalgia

PEER-REVIEWED CONFERENCE PRESENTATIONS

Ironic Consumption. Competitive Paper at the Association for Consumer Research Conference: San Diego, CA. October 2017.

Ironic Consumption. Competitive Paper at the Society for Consumer Psychology Conference: St. Pete Beach, FL. February 2016.

Beyond Funny Ads: Empirical and Theoretical Insights into Humorous Consumption and Marketing. Presentation as part of a special session at the Association for Consumer Research Conference: Baltimore, MD. October 2014.

Does One Step Forward Seem Larger Than One Step Back? Evidence of a Progress Illusion in Goal Monitoring. Competitive Paper at the European Marketing Academy Conference: Valencia, Spain. June 2014.

Is Concealing Emotional Expression Cool? Presentation as part of a special session at the Society for Consumer Psychology Conference: Miami, FL. March 2014.

Humorous Consumption. Competitive Paper at the Association for Consumer Research Conference: Chicago, IL. October 2013.

Does One Step Forward Seem Larger Than One Step Back? Initial Evidence of a Positive Bias in Goal Monitoring. Competitive Paper at the European Association for Consumer Research Conference: Barcelona, Spain. July 2013.

What Makes Things Cool? The Role of Bounded Autonomy. Competitive paper at the European Marketing Academy Conference: Istanbul, Turkey. June 2013.

What Makes Things Cool? The Role of Bounded Autonomy. Competitive paper at the LaLonde Marketing Communications and Consumer Behavior Conference: La Londe les Maures. May 2013.

Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. Competitive Paper at the Society for Consumer Research Conference: Florence, Italy. June 2012.

Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. Presentation as part of a special session at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

When Humorous Marketing Backfires: Uncovering the Relationship Between Humor, Negative Affect, and Brand Attitude. Competitive paper at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

Humorous Consumer Complaining. Working paper presentation at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

That Sucks – You Need to See It! Why and When Violations Go Viral. Working paper presentation at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

PEER-REVIEWED CONFERENCE PRESENTATIONS (cont.)

Benign Marketing Violations: How and When Humorous Marketing Hurts Brands. Presentation at the International Society for Humor Studies Conference in Boston, MA. July 2011.

What Makes Things Funny?... And Why Is It Important to Behavioral Decision Theory? Presentation at the International Conference on Behavioral Decision Making at the Interdisciplinary Center (IDC) Herzliya, Israel. June 2011.

What Makes Things Cool? How Autonomy Influences Perceptions of Coolness. Competitive paper at the Association for Consumer Research Conference: Jacksonville, FL. October 2010.

Make a Funny: Humor Production and the Benign Violation Theory. Working paper presentation at the Association for Consumer Research Conference: Jacksonville, FL. October 2010.

Wrong but Funny: Moral Violations Can Elicit Mixed Emotions. Competitive paper presentation at the Society for Consumer Psychology Winter Conference: San Diego, CA. February 2009.

Wrong but Funny: The Absurdity of Moral Violations. Working paper presentation at the Society for Judgment and Decision Making Conference; Chicago, IL. November 2008.

Product Meaning and Consumer Creativity. Working paper presentation at the Association for Consumer Research Conference; San Francisco, CA. October 2008.

Transferring Meaning from Cultural Entities to Brands. Working paper presentation at the Association for Consumer Research Conference; Memphis, TN. October 2007.

INVITED TALKS

What Are the Ingredients of a Good Joke? Identifying a Recipe for Successful Humor Production.
Marketing Department, University of Michigan, Ann Arbor, MI, March 2019

Ironic Consumption

Marketing Department, University of Oregon, Eugene, OR, May 2018

Consumer Behavior Research Camp, University of Cincinnati, OH; April 2018

UA/ASU Research Symposium, University of Arizona, Tucson, AZ; April 2017

Shansby Research Seminar Series, University of California, Berkeley, CA; January 2017

Is Being Emotionally Inexpressive Cool?

Marketing Department, University of Texas, Austin, TX; April 2016.

College of Business, Stony Brook University; Stony Brook, NY; May 2015.

INVITED TALKS (cont.)

Empirically Testing What Makes Things Cool.

Social Psychology Department, University of Arizona, Tucson, AZ; April 2017
 Fred Rhodewalt Social Psychology Winter Conference; Park City, UT; January 2017.
 Marketing Department, San Diego State University, San Diego, CA; October 2015.
 Marketing Department, University of Arizona, Tucson, AZ; October 2015.
 Marketing Department, Indiana University; Bloomington, IN; September 2015.
 Marketing Department, University of Texas, San Antonio; March 2014.

Goal Monitoring: Does One Step Forward Seem Larger Than One Step Back?

Social Psychology Winter Conference; Park City, UT; January 2014

How Humor Attempts Influence Brand Attitude.

Institute for Marketing Management, Vienna University; Vienna, Austria; January 2013.
 Fred Rhodewalt Social Psychology Winter Conference; Park City, UT; January 2013.

Humorous Consumption.

Marketing Department, University of New Mexico, Albuquerque, NM; November 2012
 Marketing Department, American University, Washington D.C.; October 2012
 Marketing Department, Texas A&M University, College Station, TX; October 2012

Understanding Humor in Marketing and Consumption.

Università della Svizzera Italiana, Lugano, Switzerland; October 2012

What Makes Things Cool? How Autonomy Influences Perceptions of Coolness.

Marketing Department, Erasmus University. Rotterdam, Netherlands; June 2012.

What Makes Things Funny? Initial Evidence for a Benign Violation Theory of Humor.

Social Psychology Winter Conference; Park City, UT; January 2012.
 Psychology Department, University of Warwick, Coventry, UK; October 2011.

What Makes Things Cool and Why Marketers Should Care.

Management Department, Bocconi University. Milan, Italy; December 2009.

Values and Preferences: Defining Preference Construction.

Social Psychology Department, University of Colorado. Boulder, CO; November 2009.

Wrong but Funny: Moral Violations Can Elicit Mixed Emotions.

University of Houston Doctoral Symposium. Houston, TX; April 2009.

TEDX TALKS

What Makes Things Cool, TedX U of A, Tucson, AZ, February 2018.

What Makes Things Funny: Insight from a Dead Chicken, TedX Bocconi, Milan, Italy, February 2015.

TEACHING

TEACHING INTERESTS

Consumer Behavior e-Marketing/Digital Marketing	Branding/Brand Management Marketing Research	Advertising/IMC Principals of Marketing
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TEACHING EXPERIENCE

Instructor, University of Arizona

Consumer Behavior (Undergraduate course, Fall 2016 –)

Digital Marketing (Undergraduate course, Fall 2016 –)

Digital Marketing (MBA/Masters course, Fall 2019 –)

Instructor, Texas A&M University

Consumer Behavior (Undergraduate course, Fall 2013 – Spring 2016)

Understanding Consumer Behavior (Masters course, Fall 2013 – Fall 2014)

Instructor, Bocconi University

Consumer Behavior (PhD Seminar, Fall 2012)

Understanding Consumer Behavior (Masters course, Fall 2012)

Introduction to e-Marketing and e-Commerce (Undergraduate course, Fall 2011- Fall 2012)

Product Management (Undergraduate course, Fall 2011- Fall 2012)

Strategic Marketing and Marketing Plan (Masters course, Fall 2011)

Instructor, University of Colorado, Boulder

Buyer Behavior (Undergraduate course, Fall 2006 – Fall 2008)

ACADEMIC ADVISING

PhD Advisor (*Co-advisor)

*Matthew Farmer, University of Arizona, Spring 2021 (expected)

John Yi, University of Arizona, Spring 2020 (expected)

*Shruti Koley, Texas A&M University, Spring 2018

Dissertation Committee

Julie Schiro, University of Colorado, Spring 2016

Lane Wakefield, Texas A&M University, Spring 2016

ACADEMIC ADVISING (cont.)

Masters Thesis Advisor

Sara Simondi, Bocconi University, December 2013
Tiziano di Russo, Bocconi University, March 2013
Diana Raimondi, Bocconi University, March 2013
Maria Elisa Kaserer, Bocconi University, March 2013
Tzvetelina Vladova, Bocconi University, March 2013
Borislava Kostova, Bocconi University, October 2012
Xinlu Liu, Bocconi University, October 2012
Wenshuo Hua, Bocconi University, July 2012
Elena Gasan, Bocconi University, March 2012
Danny Buccilli, Bocconi University, March 2012
Mira Todorova, Bocconi University, March 2012

Undergraduate Thesis Advisor

Ciara Traynor, University of Arizona, May 2018
Anastasia Tsoupidi, Bocconi University, March 2014
Alessandra Padovani, Bocconi University, March 2014
Caecilie Nielson, Bocconi University, October 2013
Yasmin Steinle, Bocconi University, October 2013
Aleksandra Mladenovic, Bocconi University, October 2013
Srdjan Radosavljevic, Bocconi University, June 2013
Federico Fossati, Bocconi University, March 2013
Gianna Lengyel, Bocconi University, October 2012
Giuditta Gallo, Bocconi University, October 2012
Nora Thommessen, Bocconi University, October 2012
Ceylin Tasa, Bocconi University, October 2012
Marco Prestini, Bocconi University, October 2012
Nikola Babic, Bocconi University, October 2012
Andreja Miletic, Bocconi University, October 2012
Diletta Masperi, Bocconi University, October 2012
Alexander Menagarishvili, Bocconi University, October 2012
Iva Shamalanova, Bocconi University, July 2012
Andrea Muttoni, Bocconi University, July 2012
Antonio Alagna, Bocconi University, July 2012

SERVICE

REVIEWER

Journal of Consumer Research (Editorial Review Board member)
Journal of Consumer Psychology (Editorial Review Board member)
Journal of Marketing Research
Journal of Marketing
Psychological Science
Journal of Personality and Social Psychology
Organizational Behavior and Human Decision Processes
Cognition
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Personality and Social Psychology Compass
Social Influence
Cognitive Science
Journal of Individual Differences
Social Problems
Journal of Social Psychology
Emotion Review
AMS Review
Journal of Brand Strategy
Urban Studies
National Science Foundation
Society for Consumer Psychology (Program Committee member for 2019 conference)
Association for Consumer Research (Program Committee member for 2017 and 2019 conferences)
European Marketing Academy
The Lalonde Conference

SERVICE TO THE UNIVERSITY

PhD Committee (Marketing Department, University of Arizona & Texas A&M)
Chair of Payne Research Symposium (University of Arizona, January 2018)
Coordinator of Consumer Psychology Reading Group (University of Arizona)
Co-founder and coordinator of the Consumer Behavior Research Lunch (Texas A&M)
Administrator for Qualtrics Survey Software (Bocconi University)
Department representative for BELSS (Bocconi Experimental Lab for the Social Sciences)

PROFESSIONAL ORGANIZATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
American Marketing Association (AMA)
European Marketing Academy (EMAC)
Society for Judgment and Decision Making (SJDMM)
International Society for Humor Studies (ISHS)