

LAURA SMARANDESCU
Teaching Associate Professor in Marketing
Lehigh University

Email: las519@lehigh.edu

EDUCATION

Ph.D. Marketing, University of South Carolina 2007
B.A. Marketing, University of British Columbia 2002

PROFESSIONAL APPOINTMENTS

Lehigh University: Teaching Associate Professor in Marketing from 2023
Lehigh University, Visiting Lecturer in Marketing 2020-2023
Lehigh University, Visiting Associate Professor in Marketing 2019-2020
East Stroudsburg University, Associate Professor in Management 2017-2019
University of Colorado at Boulder, Visiting Assistant Professor 2015-2017
Iowa State University, Faculty Affiliate with Human Computer Interaction 2012- 2015
Iowa State University, Assistant Professor in Marketing 2007-2015

HONORS

Society for Judgment and Decision Making Annual Conference, 2005
Runner-up Best Poster Award
AMA - Sheth Foundation Doctoral Consortium Fellow 2004

TEACHING

Courses Taught:

Marketing Research (undergraduate and MBA)
Consumer Behavior (undergraduate and MBA)
Promotional Strategy (undergraduate and MBA)
Global Marketing
Innovation and Product Development

Principles of Marketing

Sales Management

Marketing Strategy

Other Teaching Interests: Marketing for Healthcare/ Public Health

Leadership in Teaching:

ISU: Member of an interdisciplinary team that was awarded an NSF grant for a Ph.D. program in Engineering, Design and Business.

Student Development and Mentoring

I mentored over 50 undergraduate students on directed studies, honor projects, undergraduate research assistantships, and internships.

I served on 3 doctoral dissertation and four creative component committees in MIS, Education and Graphic Design.

Undergraduate Student Conference Presentations:

Iowa State University Undergraduate Research Symposium 2009

Research at the Capitol Poster Presentation 2009

Graduate Student Conference Presentations

Society of Personality and Social Psychology student poster presentation 2011

Association for Consumer Research, student poster presentation 2010

Iowa State Health competition, student poster presentation 2010

Service Learning Projects

Between 2017-2021, I developed and executed a range of service-learning and live marketing initiatives. These projects not only enabled students to apply their course-based knowledge but also provided them with invaluable hands-on experience in marketing, fostering meaningful interactions with local businesses and both the university and broader community.

- Conduct exploratory research for Expedition Life, a new social media platform 2021
- Finding new revenue generating opportunities for Coreo 1, an Italian company that commercializes green screen technology for stadium spaces 2020
- Brand sponsoring proposal for Chukkers, NYC PR agency; agency requested research about appropriate brand sponsors to name a premier polo stadium in Buenos Aires 2019
- Promotional campaign for Inside Game (film new release) 2019
- Promotional campaign for ESU recreational facility Stoney Acres 2018

- Promotional campaign for the Warrior Pantry, the ESU university food bank 2018
- Promotional campaign in support of hurricane relief, ESU 2017
- Promotional campaign for a boxing facility for Parkinson's patients 2017

RESEARCH PUBLICATIONS

Refereed Journal Articles

Qing, Hu, Robert West and Laura Smarandescu (2015). "The Role of Self-Control in Information Security Violations: Insights from Cognitive Neuroscience Perspectives," *Journal of Management Information Systems*, 31(4), 6-48.

Smarandescu, Laura, Douglas Walker and Brian Wansink (2014). "Mindless Drinking: How Gender and BMI Relate to the Consumption of Alcohol," *International Journal of Drug Policy*, 25(6), 1131- 1134.

Smarandescu, Laura, Douglas Walker and Brian Wansink (2014), Big Drinkers: How BMI, Gender and Rules of Thumb Influence the Free Pouring of Wine," *International Journal of Drug Policy*, 25(6), 1050-1056.

Smarandescu, Laura and Terrence Shimp (2014), "Drink Coca Cola, Eat Popcorn, Choose Powerade: The Limits of Subliminal Persuasion," *Marketing Letters*, 1-12.

Douglas Walker, Laura Smarandescu and Brian Wansink (2013). "Half Full or Empty: Cues that Lead Wine Drinkers to Unintentionally Overpour," *Substance Use and Misuse*, 49 (3): 295-302.

Smarandescu, Laura, Randall Rose and Douglas Wedell (2013). "Priming a Cross-Category Brand Alliance: The Moderating Role of Attribute Knowledge and Need for Cognition," *Psychology & Marketing*, vol. 30 (2), 133-147.

Shimp, Terence A., Stacy Wood and Laura Smarandescu (2007). "Self-generated Advertisements: Consumer Testimonials and the Perils of Consumer Exaggeration," *Journal of Advertising Research*, vol. 47 (December), 453– 461.

Wedell, Douglas H., Susanne K. Hicklin, and Laura Smarandescu (2007). "Contrasting Models of Assimilation and Contrast," *Assimilation and Contrast in Social Psychology*, eds. D. Stapel and J. Suls, New York: Psychology Press, 45-74.

Shimp, Terence A., Stacy Wood and Laura Smarandescu (2005). "Consumer Testimonials as Self-Generated Advertisements: Evaluative Reconstruction Following Product Usage," *Marketing Science Institute Reports*, 2, 93-113.

GRANTS AWARDED

I have been a P.I., Co- P.I. or a Faculty Participant on several internal and external interdisciplinary grant initiatives related to consumer behavior and decision making.

2014 Iowa State College of Business Summer Grant (P.I.), "The Effect of Hunger on Prosocial Behaviors," Award: \$12,500.

2013 NSF Iowa EPSCoR Grant (P.I.), "Midwest Consumers' Perceptions of Gasoline- Ethanol Blends," Award: \$12,000.

2013 Iowa State College of Business Interdisciplinary Grant (P.I.), "A Study to Examine the Role of Dynamic Digital Displays on Food Selection and Behavior in a Retail-like Laboratory Setting" with Brian Mennecke (P.I., MIS, ISU), and Sarah Francis, Nutrition, ISU), Award: \$12,500.

2013 Iowa State College of Business Summer Research Grant (P.I.), "Seeing Brands through Rose Colored Lenses: A Neuroscience Investigation of the Role of Mood in Processing Comparative Claims," with Robert West (Co-P.I., Psychology), and Zachary Yaple (Neuro Lab) Award: \$12,500.

2013 A proposal for the Accelerating Collaboration in Research (ACR) Initiative, College of Engineering, ISU (Co-P.I.), "Deep Brain Transcranial Magnetic Stimulation Therapy," with David Jiles (P.I., Electrical Engineering), Ravi Hadimani (Co-P.I., Electrical Engineering), Elizabeth Stegemoller (Co-P.I., Kinesiology), and A. Kanthasamy (Co-P.I., Biomedical Sciences), Award: \$68,000.

2012 VPEO Strategic Initiative (Co-P.I.), "Innovation Workshop for Children with Cognitive Disabilities" with Deborah Satterfield (P.I., Design), Sunghyun Kang (Co-P.I., Design), Award: \$174,000.

2012 ISU Internal Grant/ Engineering Dean's Initiative (Co-P.I.), "Fund Raising Activities in Support of a Center for Deep Brain Stimulation," with David Jiles (P.I.) and Ravi Hadimani, (Co-P.I., Electric and Computer Engineering, ISU); Anumatha Kanthasamy, (Co-P.I., Biomedical Sciences, ISU); Laurie McCormick and Ricardo Jorge, (Co-P.I., Psychiatry and Neuroscience, University of Iowa), Award: \$20,000.

2012 Iowa State College of Business Research Bootstrap Grant (Co-P.I.), "Neuroscience Study on Individual Differences in Compliance with Information Security Protocols" with Qing Hu (P. I., MIS), Robert West (Co-P.I., Psychology), and Zachary Yaple (Neuro Lab) Award: \$4,000.

2012 Iowa State College of Business Research Bootstrap Grant (P.I.), "The Role of Stage of Change in Diabetes Related Web Search: An Eye Tracking Study," with Sree Nilakanta (Co-P.I., MIS), and Andrea Peer (HCI), Award: \$4,000.

2008 Iowa State College of Business Research Bootstrap Grant (P.I.), "The Joys and Pains of Self-Chosen Gifts: On the Mental Accounting and Consumption of Gift Cards," with Scott Swain (Marketing, Boston University) and Tim Silk (Marketing, UBC), Award: \$4,000.

PRACTITIONER CONFERENCES AND WORKSHOP PARTICIPATION:

Content Jam Conference, Chicago, 2019

Content Jam Conference, Chicago 2018, Workshop on Getting the Most out of Social Media

Content Jam Conference, Chicago 2018, Workshop on Google Analytics

ACADEMIC CONFERENCE PRESENTATIONS

“Mesmerized: The Effect of Rotating Digital Displays on Food Preference,” (with Anicia Peters, Brian Mennecke, and Andrew Luse), Association for Consumer Research, Chicago, October, 2013.

“Mesmerized: The Effect of Rotating Digital Displays on Food Preference,” (with Anicia Peters, Brian Mennecke and Andrew Luse), Advertising and Consumer Psychology, San Diego, June, 2013.

“New York Under Water: The Effect of Source Credibility on Attitudes Toward Climate Change,” (with Raluca Cozma and Russell Lemken), Society for Personality and Social Psychology, New Orleans, January, 2013.

“Mesmerized: The Effect of Rotating Digital Displays on Food Preference,” (with Anicia Peters, Brian Mennecke and Andrew Luse), Society for Personality and Social Psychology, New Orleans, January, 2013.

“Taking a Closer Look at the Endowment Effect,” (with Douglas Bonett and Kam Yeung), Society for Personality and Social Psychology, New Orleans, January, 2013.

“Understanding Attribute Inferences in Paired Association Primes: The Case of Cross-Category Brand Alliances,” (with Douglas Wedell and Randall Rose), Association for Consumer Research, San Louis, October 2011.

“Contrast and Assimilation in Response to Associative Priming: The Case of Cross-Category Brand Alliances,” (with Randall Rose and Douglas Wedell), American Academy of Advertising, Minneapolis, MN, March 2010.

“The Role of Personal Perspective in Consumer Decision Making,” (with Deanne Brocato), Society for Personality and Social Psychology Annual Conference, Las Vegas, NV, January 2010.

“Does Mood Affect Comparison: The Role of Mood in Processing Comparative Advertising Claims,” (with Russell Lacznik and Randall Rose), Society for Judgment and Decision Making Annual Conference, Boston, MA, November 2009.

“The Effect of Monetary Format on the Mental Accounting and Consumption of Windfalls,” (with Tim Silk and Scott Swain), Marketing Science Summer Conference, Vancouver, BC, June 2008.

“The Effect of Monetary Format on the Mental Accounting of Windfalls,” (with Tim Silk and Scott Swain), Midwest Economics Association Annual Meeting, Chicago, IL, March 2008.

“The Effect of Monetary Format on the Assignment of Windfall Income to Mental Accounts,” (with Tim Silk and Scott Swain), Society for Consumer Psychology Winter Conference, New Orleans, LA, February 2008.

“Preference Reversals in Consumer Weighting of Utilitarian and Hedonic Attributes in Judgment,” (with Douglas Wedell), Association for Consumer Research Annual Conference, Memphis, TN, October 2006.

Laura Smarandescu, “Preference Reversals in Consumer Weighting of Utilitarian and Hedonic Attributes in Judgment,” (with Douglas Wedell), Behavioral Decision Research in Management Conference, Santa Monica, CA, June 2006.

“Two Peas in a Pod: Attribute Mutability in Across-Category Product Associations.” (with Randall Rose and Douglas Wedell), Society for Judgment and Decision Making, Annual Conference, Toronto, ON, November 2005.

“Non-consequential Reasoning in Hedonic and Utilitarian Consumption Decisions,” Association for Consumer Research Annual Conference, Toronto, October 2005.

“Consumer Testimonials as Post-experience, Self-generated Advertisements: Evaluative Reconstruction Following Product Usage,” (with Terence Shimp and Stacy Wood), European Association for Consumer Research Conference, Stockholm, June 2005.

“Changing Brand Perceptions through a Brand Ally: The Role of Fit in Across Category Brand Advertising Alliances,” Society for Consumer Psychology Winter Conference, St. Petersburg, FL, February 2005.

“Non-consequential Reasoning in Hedonic and Utilitarian Consumption Decisions,” Society for Judgment and Decision Making Annual Conference, Minneapolis, November 2004.

“When Bad News Strikes: Understanding the Role of Commitment in Consumers’ Reactions to Negative Information,” Academy of Marketing Science Conference, Vancouver, May 2004.

UNIVERSITY SERVICE

University Committees

1. Member of the ESU University Strategic Planning Committee
2. Member of the ESU University Service Learning Committee
3. Member of the ESU University SITE (Scholarship, Innovation, Teaching, Entrepreneurship) Committee
4. Member of the ESU University Entrepreneurship Committee
5. Member of the ISU Senate Subcommittee on Diversity, Equity and Inclusion
6. ISU, Graduate Council: Member Elect for Social Sciences and Education
7. ISU Graduate Council: Miller Grant Subcommittee Member
8. ISU Graduate Council: Karas Dissertation Award Subcommittee
9. ISU Graduate Council: Member of the Graduate Student Inclusive Climate Task Force

College Committees

1. ISU, College of Business, Art Task Force
2. ISU College of Business Computer Advisory Committee

Department Committees

1. Lehigh University, Departmental Curriculum Task Force

2. ISU, Chair of the Subject Pool Committee and Subject Pool Faculty Administrator
3. ISU, Marketing Club Advisor
4. ISU, Department Search Committee for a senior neuroscience position
5. ISU, Department Search Committee for a lecturer position

PROFESSIONAL SERVICE

I reviewed papers for *Journal of Advertising*, *Marketing Letters*, *Cognitive Science*, *Journal of Nutrition Education and Behavior*, *Society for Judgment and Decision Making*, *Association for Consumer Research*, *Decisions Sciences Institute*, and *Journal of Nutrition Education and Behavior*.

ENTREPRENEURSHIP EXPERIENCE

My professional experience is centered around entrepreneurship, innovation, and collaboration.

I embarked on my entrepreneurial path shortly after the fall of the Berlin Wall, founding one of Romania's first companies. Subsequently, between 2014 and 2015, driven by my passion for music and the emergence of social media advertising on platforms like Facebook, I ventured into talent acquisition and concert promotion. I successfully booked numerous nationally touring acts and spearheaded the establishment of a music venue dedicated to immersive musical experiences.

More recently, I developed and executed a range of service-learning and live marketing projects. These projects not only enabled students to apply their course-based knowledge, but also provided them with invaluable hands-on experience in marketing, fostering meaningful interactions with local businesses and the broader community.