

## CECILE K. CHO

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Department of Management and Marketing  
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### EDUCATION

**Graduate School of Business, Columbia University**, New York, NY  
Ph.D. in Marketing

**Sloan School of Management, MIT**, Cambridge, MA  
M.B.A. in eCommerce and Marketing

**Princeton University**, Princeton, NJ  
M.A. in Russian Studies

**Harvard College, Harvard University**, Cambridge, MA  
A.B. in Russian and Soviet Studies (*With Honors*)

### ACADEMIC POSITIONS

2010 – pres. **University of California-Riverside  
School of Business Administration**  
*Assistant Professor in Marketing*

2009 – 2010 **Moscow School of Management, SKOLKOVO**  
*Assistant Professor in Marketing, Research Fellow*

2007 – 2009 **University of California-Riverside  
School of Business Administration**  
*Assistant Professor in Marketing*

### CURRENT RESEARCH INTERESTS

Goal setting and satisfaction  
Impact of anticipated emotions on decisions  
Context effects  
Cross-cultural and international marketing

### PUBLICATIONS

Levav, Jonathan, Ran Kivetz and Cecile Cho (2010), "Motivational Compatibility and Choice Conflict," *Journal of Consumer Research*, 37(3), pp 429-442.

Cho, Cecile and Gita V. Johar (2011), "Attaining Satisfaction," *Journal of Consumer Research*, forthcoming.

## **CONFERENCE AND OTHER PUBLICATIONS**

Hannah Chang, Cecile Cho, Leonard Lee (2010), "Seeking Emotion Enhancement or Uncertainty Resolution? A Dual-System Approach to Examining Post-Purchase Information Search," *Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN : Association for Consumer Research.

Cho, Cecile and Gita V. Johar (2008), "Low-balling on Goals to Regulate Future Affect: A Functional Strategy?" *Advances in Consumer Research*, Vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN, Association for Consumer Research.

Levav, Jonathan, Ran Kivetz and Cecile Cho (2008), "Too Much Fit? How Regulatory Fit Can Turn Us into Buridan's Asses," *Advances in Consumer Research*, Vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN, Association for Consumer Research.

Cho, Cecile and Gita V. Johar (2006), "Strategic Expectation Management and its Unintended Consequence on Satisfaction," *Advances in Consumer Research*, Vol. 33, eds. Connie Pechman and Linda Price, Duluth, MN: Association for Consumer Research, p. 475-478.

## **MANUSCRIPTS UNDER REVIEW AND IN PROGRESS**

"Affect-driven goal setting: Effective strategy?" Coauthor: Gita Johar

"Illusory Success: Influence of Shifting Comparison Standard on Subjective Feedback and Goal Revision" Coauthor: Theresa Cho

"Motives as Reliable Predictor of International Marketing Segmentation and Implications for Strategies," Coauthor: Theresa Cho

"Effect of Recursive Feedback on the Need for Image-Management and Enhancement in Virtual Communities." Coauthors: Sangman Han

"Post-choice Information Search." Coauthors: Rom Shrift, Leonard Lee and Hannah Chang

"Effect of Mood on Categorization and False Consensus Effect." Coauthor: Baler Bilgin

"Need for Closure in Shopping Behavior." Coauthors: Anirban Mukhopadhyay and Leonard Lee

"Context Dependence in Choice: Nature of Conflict Matters." Coauthor: Ran Kivetz

## REFEREED CONFERENCE PRESENTATIONS AND INVITED TALKS

Cho, Cecile and Gita V. Johar, "Strategic Expectation Management and its Unintended Consequence on Satisfaction," *Association for Consumer Research*, San Antonio TX, October 2005.

Special session title: "Thinking about the future: Effects of Expectations, Fantasies and Simulated Consequences on Judgment and Behavior" (*Session co-chair*).

Cho, Cecile, "Unintended Consequence of Managing Expectations on Satisfaction," *Association for Consumer Research*, Portland, OR, October 2004. Working paper session.

Cho, Cecile, Ran Kivetz, and Jonathan Levav, "'Buridan's Ass' in Consumer Research: Too Much Fit and Consumer Choice," *Society for Judgment and Decision Making*, Houston, TX, November 2007.

Cho, Cecile, Ran Kivetz, and Jonathan Levav, "'Buridan's Ass' in Consumer Research: Too Much Fit and Consumer Choice," *Society for Consumer Psychology*, Las Vegas, NV, February 2007.

Special session title: "Behavioral Consequences of Regulatory Fit in Consumer Behavior" (*Session chair*).

Cho, Cecile and Gita V. Johar, "Low-balling on Goals to Regulate Future Affect: A Functional Strategy?" *Association for Consumer Research*, Memphis, TN, October 2007.

Special session title: "Erroneous Lay Theories of Future Affect: Processes and Consequences" (*Session co-chair*).

Cho, Cecile, "Low-balling on Goals to Regulate Future Affect: A Functional Strategy?" Social Psychology Seminar Series, Psychology Department, University of California Riverside, Riverside, CA, March 2009.

Cho, Cecile, Leonard Lee and Hannah Chang, "Seeking Emotion Enhancement or Uncertainty Resolution? A Dual-System Approach to Examining Post-Purchase Information Search" *Association for Consumer Research*, Pittsburgh, PA, October 2009.

Cho, Cecile, "Low-balling on Goals to Regulate Future Affect: A Functional Strategy?" Seminar Series, SKK Graduate School of Management, Seoul, Korea, November 2009.

Cho, Cecile and Gita Johar, "Attaining Satisfaction," *Association for Consumer Research Asia Pacific*, Beijing, China, June 2011.

## AWARDS, FELLOWSHIPS AND HONORS

- 2009 - 2010 Skolkovo Institute of Emerging Market Studies Research Grant
- 2008 - 2009 Regents Fellowship, University of California
- 2008 - 2009 Academic Senate Research Grant, University of California, Riverside
- 2007 - 2009 AGSM Research Grant, University of California, Riverside
- 2002 - 2007 Doctoral Fellowship, Graduate School of Business, Columbia University
- 1994 -1996 Council on Regional Studies, Full Merit Scholarship, Princeton University
- 1990-1993 Harvard College Scholarship, Harvard College
- 1990-1993 Dean's List, Harvard College
- 1990-1993 Cary Agassiz Certificate of Merit, Harvard College

## PROFESSIONAL SERVICES

- 2010- pres. *Ad hoc reviewer*, Journal of Consumer Research
- 2005-2010 *Reviewer*, Association for Consumer Research
- 2006-2008 *Reviewer*, Society for Consumer Psychology
- 2007-2008 *Ad hoc reviewer*, MIS Quarterly
- 2007 *Session chair*, Association for Consumer Research Annual Conference
- 2007 *Session co-chair*, Society for Consumer Psychology Annual Conference
- 2006 *Session co-chair*, Association for Consumer Research

## TEACHING and RESEARCH EXPERIENCE

- 2010- pres. *Instructor*, Consumer Behavior (Undergraduate), University of California-Riverside.
- 2010 Spring *Instructor*, Marketing Strategy Seminar (MBA), Moscow School of Management, SKOLKOVO, Moscow, Russia.
- 2009 - 2010 *Research Fellow*, Skolkovo Institute of Emerging Market Studies (SIEMS), Beijing, China.
- 2007- 2009 *Instructor*, Consumer Behavior (Undergraduate), University of California-Riverside.
- 2004 -2007 *Research Assistant*, to Gita Johar and Bernd Schmitt, Columbia Business School, Columbia University.

## INDUSTRY EXPERIENCE

2000-2002      *Management Consultant*, A. T. Kearney, New York, NY.  
Conducted market research and made strategy recommendations on marketing, brand positioning, distribution strategies to Fortune 100 consumer goods companies.

## PROFESSIONAL MEMBERSHIP

Association for Consumer Research  
American Marketing Association  
Society for Consumer Psychology  
Society for Judgment and Decision Making

## PERSONAL

English (fluent), Korean (fluent), Russian (proficient), Japanese (proficient), and French (basic).  
Citizenship: US Citizen.

## REFERENCES

**Rami Zwick**, *Professor of Marketing*  
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**Gita V. Johar**, *Meyer Feldberg Professor of Business*  
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**Jonathan Levav**, *Class of 1967 Associate Professor of Business*  
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