

CHRISTINE M. PAGE

Department of Management and Business
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EDUCATION

Ph.D., Marketing UNIVERSITY OF COLORADO, Boulder, Colorado, December 1997
M.S., Marketing UNIVERSITY OF COLORADO, Boulder, Colorado, 1992
B.S., Finance UNIVERSITY OF COLORADO, Boulder, Colorado, 1987

ACADEMIC EMPLOYMENT

Chair, Department of Management & Business, Skidmore College
May 2008-June 2010.

Associate Professor, Department of Management & Business, Skidmore College
July 2003–present.

Assistant Professor, Department of Management & Business, Skidmore College
Aug 1997-June 2003.

INDUSTRY EXPERIENCE

University of Colorado Health Science Center, *Marketing Consultant*, Boulder, CO
May 1997-Aug 1997

Cystic Fibrosis Foundation, *Field Director*, Washington D.C.
July 1989-Aug 1990

Trinity Investment Management Corporation, *Assistant Portfolio Manager*, Denver, CO.
Dec 1987-June 1989:

RESEARCH ACTIVITIES

Refereed Journal Publications:

Page, C. and J. Robins (2016), "Revitalizing the Classics: An Investigation into the Motivation, Ability, and Opportunity of Frequent and Infrequent Attendees of Classical Performing Arts to Patron such Events," *American Journal of Arts Management*, September, 1-39.

Herr, P.M., C. Page, B. Pfeiffer, and D. Davis, (2012), "Affective Influences on Evaluative Processing," *Journal of Consumer Research*, Vol. 38, 833-845.

Herr P.M. and C. Page (2004), " Asymmetric Response Latencies in Liking and Disliking Judgments: So What's Not to Like?" *Journal of Consumer Research*, Vol. 30 (4), 588-601

Lepkowska-White E. C. Page, and M. Youndt (2004) Web Image and Young Consumers: An Empirical Investigation of Factors Influencing Perceptions of Online Companies,' *Journal of Internet Commerce*, Vol. 3, No. 2.

Kang, Y.S., P.M. Herr, and C. Page (2003), "Time and Distance: Asymmetries in Consumer Trip Knowledge and Judgments," *Journal of Consumer Research*, Volume 30 (3), 420-429

Page, C. and P. Colby (2003), "If Only I Hadn't Smoked: The Impact of Counterfactual Thinking on a Smoking Related Behavior," *Psychology and Marketing*, 20 (11), 955-976.

Page, C. and P.M. Herr (2002), "An Investigation of the Processes by which Product Design and Brand Strength Interact to Determine Initial Affective and Quality Judgments," *Journal of Consumer Psychology*, 12 (2), 133-147.

Page, C. and E. Lepkowska-White (2002), "Web Equity: A Framework for Building Consumer Value in Online Companies," *Journal of Consumer Marketing*, 19 (3), 231-248.

Page C., and N. Ridgway (2001), "The Impact of Consumer Environments on Consumption Patterns of Children from Disparate Socioeconomic Backgrounds," *Journal of Consumer Marketing*, 18 (1), 21-40. *Paper received the High Commendation Award for being one of the best papers published in JCM in 2001.*

Refereed Conference Publications:

Page, C. and P. Herr (2016) "Well-Being Consequences of Smartphone Deprivation," in American Psychological Association Convention Proceedings, Denver, CO, p. 563 (for publication only abstract was printed).

Green, A., M. Staton, C. Page (2012) "Implicit Theories of Personality and Perceptions of Corporate Behavior," in *Society for Consumer Psychology Proceedings*, eds. Amitav Chakravarti, Anirban Mukhopadhyay, Las Vegas, NV, p. 202 (for publication only abstract was printed).

Page, C. and K. Smith (2010), "He Who Dies with the Most Alternative Fuel Wins: An Alternative Application of Terror Management Theory," in *American Marketing Association Proceedings*, eds. Michael Brady and Michael Hartline, New Orleans, LA, p. 119 (for publication only abstract was printed).

Herr, P., C. Page, and B. Pfeiffer (2009), "Asymmetric Associations and Affective Evaluations: Influences of Positive and Negative Affect," in *Association for Consumer Research Proceedings*, eds. Dipankar Chakravarti, Rajiv Vaidyanathan, and Sridhar Samu, Hyderabad, India, p. 197 (for publication only abstract was printed).

Page, C., B. Pfeiffer, and P. Herr (2007), "Affect and Asymmetric Association of Positive and Negative Judgments," in *Society for Consumer Psychology Proceedings*, eds. Dawn Lerman and David Luna, Las Vegas, NV, p. 14 (for publication only abstract was printed).

Page C. and S. Belew (2005), "Viral Marketing: A New Outbreak," in *Society for Consumer Psychology Proceedings*, eds., Anne Brumbaugh and Geraldine Henderson, St. Pete, FL, p.47 (for publication, only abstract was printed).

Lepkowska-White E., A. Parsons, and C. Page (2004) "Student Perceptions of 'Client' Based Learning: Do Learning Styles and Student Skills Make a Difference?" *The 2004 International Applied Business Research Conference Proceedings*, San Juan, Puerto Rico, p.25 (for publication, only abstract was printed).

Lepkowska-White, E, C. Page, and M. Youndt (2002), "Web Image and Young Consumers: An Empirical Investigation of Factors Influencing Perceptions of Online Companies," in *Global Business and Technology Proceedings*, ed. Chiang-Nan Chao, 32-33 (for publication, only abstract was printed).

Herr, P. and C. Page (2002), "Asymmetric Judgments: Empirical Support for Bivariate Representations of Attitude," in *Society for Consumer Psychology Proceedings*, eds. Julie Edell and Ronald Goodstein, 20-22 (for publication, only abstract was printed).

Page, C. and E. Lepkowska-White (2001), "Web Equity: A Framework for Building Brand Value in a Dot.com World," in *American Marketing Association Educators' Proceedings*, eds. Ram Krishnan and Madhu Viswanathan, Chicago, IL: American Marketing Association, 67-69 (for publication, only abstract was printed).

Page, C. and N. Ridgway (2000), "An Assessment of the Differences in Consumption Behaviors of Children from Disparate Socioeconomic Backgrounds," in *Marketing and Public Policy Proceedings*, eds. Paula Fitzgerald Bone, Karen Russo France, and Joshua L. Wiener, 53 (for publication, only abstract was printed).

Page, C. and J. Mohr (1995), "Individual and Institutional Productivity in Marketing: Publishing in the Top Three Marketing Journals, 1989-1993," in *American Marketing Association Educators' Proceedings*, eds. David W. Stewart and Naufel J. Vilcassim, Chicago, IL: American Marketing

Association, 417-424.

Page, C. (1994), "Relational Exchanges: A Theoretical Model of Negotiation," in *Academy of Marketing Science Proceedings*, eds. Elizabeth J. Wilson and William C. Black, Coral Gables, FL: Academy of Marketing Science, 402-407.

Page, C. (1992), "A History of Conspicuous Consumption," in *Workshop on Materialism and Other Consumption Orientations Conference Proceedings*, eds. Floyd Rudmin and Marsha Richins, Provo, UT: Association of Consumer Research, 82-87.

Works Under Review

Page, C. and K. Smith (2016), "He Who Dies with the Most Renewable Energy Wins: An Alternative Application of Terror Management Theory," Under review at the *Journal of Consumer Marketing*.

Page, C. and P. Herr (2016), "'Giving Up Your Smartphone and Gaining Your Self: Anxiety, Self-Esteem, and Task Performance Consequences of Smartphone Deprivation,'" Under review at the *Society for Consumer Psychology Conference* (in February 2017).

Refereed Presentations:

Page, C. and P. Herr (1999), "Product Evaluation: The Importance of Product Design and Brand Equity on Consumers' Liking and Quality Judgments," Presentation at the Summer *Society for Consumer Psychology Conference*.

Mohr, J., C. Page, and G. Gundlach (1998), "Governance and Inter-firm Learning," Special Session Presentation at the 1997 Winter *American Marketing Association Conference*.

TEACHING ACTIVITIES

Courses Taught

Advertising and Promotions Management
Foundations of Marketing
Consumer Behavior
Honors Thesis Seminar
Ethics of Tobacco and Alcohol Advertising

Teaching Certification:

University of Colorado Graduate Teaching Certification, 1997

PROFESSIONAL ACTIVITIES

Board Member, Society for Consumer Psychology, 2014-2016
Ad hoc Reviewer, *Journal of Consumer Research*
Reviewer, 2016 Society for Consumer Psychology
Reviewer, 2014 Society for Consumer Psychology

Reviewer, 2008 Society for Consumer Psychology
Reviewer, 2008 Association for Consumer Research
Co-Chair, Marketing Communications Track, AMA 2007 Summer Educator's Conference
Reviewer, 2007 Association for Consumer Research
Reviewer, 2004-2007 Society for Consumer Psychology
Co-Chair, 2003 Society for Consumer Psychology Conference, New Orleans, LA
Discussant, 2001 Marketing and Public Policy Conference
Moderator, 2000 AMA 3rd Annual Internet Symposium: Attracting Repeat Visitors to Your Web Site
Reviewer, 1998, 1999 Society for Consumer Psychology
Reviewer, 1995 AMA Winter Educators' Conference: Organizational Marketing Track
Discussant, 1995 AMA Winter Educators' Conference, Dynamics of Relationship Evolution.

PROFESSIONAL AFFILIATIONS

Society for Consumer Psychology
Association for Consumer Research
American Marketing Association

SERVICE AT SKIDMORE COLLEGE

SERVICE TO THE COLLEGE

- Member, Tenure Review Board, 2014-present
- Member, Faculty Workload Working Group, 2013-2015
- Member, Saratoga Reads Advisory Committee, 2003-2004
- Chair, Committee on Academic Freedom and Rights, 2003-2004
- Member, Committee on Academic Freedom and Rights, 2001-2004
- Member, Director of Strategic Communications Search Committee, Spring 2002
- Member, Admissions Market Research Search Committee, Spring 2002
- Member, Instructional Resources Committee involved in the development and configuration of a "smart" classroom, Spring 2000
- Member, Zankel Chair Search Committee, 1999
- Member, Committee on Academic Standing, Fall 1999 - Spring 2000
- Member, Academic Integrity Board, Fall 1998 - Spring 2000

SERVICE TO DEPARTMENT OF MANAGEMENT & BUSINESS

- Member, Curriculum and Program Self-Study subcommittee
- Member, Marketing Search Committee, 2013
- Chair, Management and Business Department, May 2008-2010
- Member, Senior Thesis Subcommittee, Fall 2004-2010
- Member, MBD Business Advisory Council 1997 – 2003
- Member, Saratoga-Skidmore Entrepreneurial Project 2000 – present
- Member, Harder Chair Search Committee, 2011, 2000, 1998
- Chair, Student Sub-Committee for AACSB accreditation 1998-1999
- Member, Instructional Resources Sub-Committee for AACSB accreditation, 2000

- Coordinator, Business Research Roundtable meetings, 1997-2001

HONORS AND AWARDS

Skidmore College, Research Grant, Fall 2007-Spring 2008, Research Grant (\$5,000)

Nominated for the University of Colorado Graduate Student Research Award, Fall 1996

Nominated for the Joe Frescona Teaching Excellence Award, Fall 1996

AMA Doctoral Consortium Fellow, University of Pennsylvania, 1995

University of Colorado Graduate School Fellowship, 1995 (\$1,650)

University of Colorado Graduate School Fellowship, 1995 (\$1,000)

University of Colorado Graduate School Fellowship, 1994 (\$1,650)

Gerald Hart Doctoral Research Fellowship, 1995 (\$1,500)

Gerald Hart Doctoral Research Fellowship, 1994 (\$3,000)

Invited Participant, University of Nebraska Marketing Doctoral Symposium, 1994