

DENISE BUHRAU, PHD

Harriman Hall 309, College of Business, Stony Brook University, Stony Brook, NY 11794,
denise.buhrau@stonybrook.edu

EDUCATION

Tulane University, New Orleans, LA, USA	December 2010
A.B. Freeman School of Business	
Ph.D., Management (Concentration: Consumer Behavior/Marketing)	

ACADEMIC POSITIONS

Associate Professor, SUNY at Stony Brook, Stony Brook, NY, USA	01/2020-present
Assistant Professor, SUNY at Stony Brook, Stony Brook, NY, USA	06/2012-12/2019
Visiting Assistant Professor, American University, Washington, DC, USA	08/2010-05/2012

PUBLICATIONS

Russell, Cristel, **Denise Buhrau**, and Anne Hamby (2021), "Reducing television influences on US adolescents who are high reactance," *Journal of Children and Media*, 15, 153-164.

Buhrau, Denise (2020), "Approach and Avoidance Strategies in Health Goal Pursuits: The Moderating Role of Weight Status," *Food Quality and Preference*, 8.

Comunale, Christie L., Charles A. Barragato, and **Denise Buhrau** (2019), "Framing Tax Audit Risks: The Role of Temporal Framing and Perceived Fairness," *Advances in Accounting in Behavioral Research*, 22, 1-19.

Buhrau, Denise and Tugrul Can Ozturk (2018), "Motivating Healthy Eating: The Role of Presentation Format and Health Consciousness," *Food Quality and Preference*, 64 (March), 167-171.

Russell, Cristel A., Véronique Régnier-Denois, Boris Chapoton, and **Denise Buhrau** (2017), "Impact of Substance Messages in Music Videos on Youth: Beware the Influence of Connectedness and Its Potential Prevention-Shielding Effect," *Journal of Studies on Alcohol and Drugs*, 20, 674-683.

Russell, Cristel A. and **Denise Buhrau** (2015), "The Role of Television Viewing and Direct Experience on Adolescents' Beliefs about the Health Risks of Fast Food Consumption," *Appetite*, 92(1), 200-206.

Buhrau, Denise and Mita Sujan (2015), "Temporal Mindsets and Self-Regulation: The Motivation and Implementation of Self-Regulatory Behaviors," *Journal of Consumer Psychology*, 25(2), 231-244.

SELECTED WORK IN PROGRESS

“The Distinct Effects of Construal Level and Concrete Mindset on Subjective Time Perception”, with Ethan Pew

“Free ≠Free: The Differential Impact of the Framing of ‘Free’ on Choice Behavior,” with Ethan Pew

“Temporal Mindsets and Goal Schedules”

“Presentation Format and Vividness,” with Jiajun Li

CONFERENCE PRESENTATIONS

The Differential Effectiveness of Approach and Avoidance Strategies in Health Goal Pursuit, *Marketing & Public Policy Conference*, AMA, Washington, DC, June 2019.

Free ≠Free: The Differential Effects of Freebie Methods, *Association for Consumer Research*, New Orleans, October 2015.

- Selected as one of the 10 best working papers for inclusion in the inaugural ACR 2015 Data Blitz

The Influence of Pictures and Text on Food Consumption, *European Society for Consumer Psychology*, Vienna, Austria, June 2015.

The Influence of Pictures and Text on Food Consumption, *Marketing and Public Policy Conference*, AMA, Washington, DC, June 2015.

The Distinct Effects of Construal Level and Concrete Mindset on Subjective Time Perception, *Society Personality and Social Psychology*, Long Beach, February 2015.

The Distinct Effects of Construal Level and Concrete Mindset on Subjective Time Perception, *Society for Judgment and Decision Making*, Long Beach, November 2014.

Free ≠Free: The Differential Effects of Freebie Methods, *Association for Consumer Research*, Baltimore, October 2014.

TV Viewing and Fast Food Consumption, *Association for Consumer Research European Conference*, Barcelona, Spain, June 2013.

The Dual Effects of Construal Level on Subjective Time Perception, *Behavioral Decision Research in Management*, Boulder, Colorado, June 2012.

Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors, *Society for Consumer Psychology*, APA, Washington, DC, August 2011.

Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors, *Public Policy and Marketing Conference*, AMA, Washington, DC, June 2011.

Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors, *Latin American Research Consortium*, Tulane University, New Orleans, LA, March 2011.

Increasing Adherence to Health Recommendations: The Role of Temporal Orientation and Message Framing, *Tulane Health and Sciences Research Days*, New Orleans, LA, March 2010.

Increasing Adherence to Health Recommendations: The Role of Temporal Orientation and Message Framing, *Latin American Research Consortium*, Tulane University, New Orleans, LA, March 2010

INVITED TALKS

“The Influence of Pictures and Text on Food Consumption,” Washington College, College of Business, November 2015.

“Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors “, Stony Brook University, Department of Psychology, October 2012.

“Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors”, College of Business, Stony Brook University, October 2011.

“Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors”, Sabanci University, Sabanci School of Management, October 2011.

“Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors”, Aalto University, School of Business, September 2011.

UNDERGRADUATE STUDENT MENTORING

Honor Theses

Stony Brook University

Jenna Errante: Presentation Format and Inclusion/Exclusion Strategies	Fall 2017 – Spring 2018
Cory Haltman: Construal Level and Implicit Theories	Fall 2017 – Spring 2018
Shaowen Zhao: Health Benefit Types, CFC and Readiness for Change	Fall 2016 - Spring 2017
Nicole Cerullo: The Framing of Health Recommendations	Spring 16 - Spring 2017
Ishani Jayasinghe: Packaging Color of Pharmaceutical Products	Spring 2016- Spring 2017
Rifat Ismail: DO versus DON'T: Framing of Recommendations	Fall 2014-Spring 2015
Pamela Hernandez: The Pricing of Health-Related Products	Fall 2014-Spring 2015
Amy Chen: Presentation Format and Food Consumption	Spring 2014-Spring 2015
Linda Milano: The Differential Impact of the Framing of ‘Free’	Fall 2013-Fall 2014

Independent Studies

Stony Brook University

Jiajun Li: Presentation Format and Vividness	Spring 2021 - present
Cory Haltman: Construal Level and Implicit Theories	Spring 2017
Iqra Naru: Perception of Sweeteners	Fall 2016
Paul Falcone: Protection Motivation Theory	Spring 2016
Elizma Lucas Goal Progress and Framing of Recommendations	Spring 2015
Mary Parhiala: Goal Schedules	Fall 2012

American University

Kate Froehlich: Goal Schedules

Spring 2012

Alex Priest: The Role of Desirability and Feasibility in Temporal Mindsets

Spring 2011-Fall 2011

DISSERTATION COMMITTEES

Allison Sweeney: “The Making of a Habit: The Moderating Role of
Construal Level on the Development of Automaticity” (Committee Member)

Fall 2014-Spring 2016

TEACHING

Stony Brook University

Marketing Research, Principles of Marketing, Research Methods (Honors), Advertising and Promotion

American University

Marketing Research, Advertising and Brand Promotion, Principles of Marketing, Marketing and Business Communication

Tulane University

Research Designs and Applications in Behavioral Sciences (Honors Class), Advertising and Brand Promotion, Principles of Marketing

PROFESSIONAL SERVICE

Departmental Service

Member, Marketing Search Committee at SUNY Korea, Summer 2021.

Subject Pool Coordinator, College of Business, Stony Brook University, 2012 – present.

Marketing Assessment Committee: 2015 – 2016.

College of Business Transfer Orientation, ad hoc speaker, January 2015.

Member, Committee for Academic Integrity, December 2013.

Member, Marketing Search Committee, Fall 2013.

Expert Panelist, 20th Annual Kogod Case Competition, Kogod School of Business, American University, Spring 2012.

Member, Marketing Assessment Committee, American University, 2011-2012.

Behavioral Lab Administrator, A.B. Freeman School of Business, Tulane University, 2005-2010.

University Service

College of Business Representative, Responsible Conduct of Research and Scholarship task force: 2016 – present.

Reviewing

Journal Reviewing: American Journal of Public Health, Journal of Consumer Psychology, Addiction, European Journal of Social Psychology, Trends in Food Science and Technology, Appetite

Conference Reviewing: European Association for Consumer Research, Society for Consumer Psychology, Association for Consumer Research, Marketing and Public Policy Conference

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Personality and Social Psychology
American Psychological Association