

# CURRICULUM VITAE

## JULIE Y. HUANG

College of Business  
Stony Brook University  
Stony Brook, NY 11794-3775

Office: Harriman 319  
Email: [julie.huang@stonybrook.edu](mailto:julie.huang@stonybrook.edu)

### APPOINTMENTS

Associate Professor of Marketing, College of Business, Stony Brook University	2020-present
Assistant Professor of Marketing, College of Business, Stony Brook University	2014-2020
Post-Doctoral Fellow and Lab Manager, Rotman School of Management, University of Toronto	2011-2014

### EDUCATION

Ph.D. Yale University, Social Psychology	2011
M.S. Yale University, Social Psychology	2007
B.A. University of Maryland, Psychology and English	2003

### AWARDS, HONORS, AND GRANTS

<i>Stony Brook Trustees Faculty Award, \$20 000</i> , Stony Brook Foundation	2019
<i>Transformative Consumer Research Grant, \$2025</i> , Association for Consumer Research	2019
<i>Elected Member</i> , Society for Experimental Social Psychology	2017
<i>NCID Exemplary Diversity Scholar</i> , University of Michigan	2011
<i>Finalist</i> , Robert Wood Johnson Foundation Health & Society Scholars	2010
<i>Fellowship</i> , Summer Institute in Social Psychology	2009
<i>Phillip G. Zimbardo Dissertation Award</i> , Yale University	2008-2009
<i>Graduate Student Travel Grant</i> , Society for Judgment and Decision-Making	2008
<i>National Merit Scholarship</i>	1999-2003

### RESEARCH EXPERTISE

Goals and Motivation  
Interpersonal Judgments

Consumer Behavior  
Labor practices

## PUBLICATIONS/ARTICLES UNDER REVIEW

1. Huang, Julie Y. (2020), "Unfit by Accident: Third-party Perception of Parental Fitness Based upon Childbearing Intention." *Social Psychological and Personality Science*, 11:1, 126-33.
2. Lee, Spike W.S., Julie Y. Huang and Norbert Schwarz (2020), "Risk Overgeneralization in Times of a Contagious Disease Threat," *Frontiers in Psychology*, 11:1392.
3. Chan, C.S. Richard, Haemin Dennis Park, Julie Y. Huang and Annaleena Parhankangas (2020), "Less is More? Evidence for a Curvilinear Relationship Between Readability and Screening Evaluations Across Pitch Competition and Crowdfunding Contexts." *Journal of Business Venturing Insights*, 14, e00176.
4. Maglio, Sam J., Odelia Wong, Cristina D. Rabaglia, Evan Polman, Taly Reich, Julie Y. Huang, Hal E. Hershfeld and Sean P. Lane (2020), "Perceptions of Collaborations: How Many Cooks Seem to Spoil the Broth?" *Social Psychological and Personality Science*, 11:2, 236-43.
5. Huang, Julie Y., Joshua A. Ackerman and George E. Newman (2017), "Catching (up with) Magical Contagion: A Review of Nemeroff & Rozin's (1994) Model," *Journal for the Association of Consumer Research*, 2:4, 430-443.
6. Napier, Jaime, Julie Y. Huang, Andrew Vonasch and John A. Bargh (2017), "Superheroes for Change: Physical Safety Promotes Social (but not Economic) Liberalism," *European Journal of Social Psychology*, 48, 187-195.  
Media: "A Yale Psychologist's Simple Thought Experiment Temporarily Turned Conservatives into Liberals," *Business Insider*; "How Fear of a Physical Threat can Foster Social Conservatism," *Pacific Standard*.
7. Huang, Julie Y., Joshua M. Ackerman and Alexandra Sedlovskaya (2017), "(De)Contaminating Product Preferences: A Multi-method Investigation Into Pathogen Threat's Influence on Used Product Preferences," *Journal of Experimental Social Psychology*, 70, 143-52.
8. Wilson, Nicholas H. and Julie Y. Huang (2017), "Two Faces of Social-psychological Realism: A Commentary on *Social Perception and Social Reality*," *Behavioral and Brain Sciences*, 40. [commentary]
9. Huang, Julie Y. and John. A. Bargh (2014), "The Selfish Goal: Autonomously Operating Motivational Structures as the Proximal Cause of Human Judgment and Behavior," *Behavioral and Brain Sciences*, 37, 121-75. [target article]
10. Huang, Julie Y. and John. A. Bargh (2014), "Multitudes of Perspectives: Integrating the Selfish Goal Model with Views on Scientific Metaphors, Goal Systems, and Society," *Behavioral and Brain Sciences*, 37, 159-75. [reply to commentaries]

11. Bargh, John A. and Julie Y. Huang (2014), "The Evolutionary Unconscious: From 'Selfish Genes' to 'Selfish Goals,'" in *The Control Within: Motivation and its Regulation (Sydney Symposium in Social Psychology)*, Vol. 15, Joseph P. Forgas, ed. New York: Psychology Press.
12. Huang, Julie Y., Joshua M. Ackerman and John A. Bargh (2013), "Superman to the Rescue: Simulating Physical Invulnerability Attenuates Exclusion-related Interpersonal Biases," *Journal of Experimental Social Psychology*, 49, 349-54.
13. Ackerman, Joshua M., Julie Y. Huang and John A. Bargh (2012), "Evolutionary Perspectives on Social Cognition," in *The Handbook of Social Cognition*, Susan T. Fiske and C. N. Macrae, eds. Thousand Oaks, CA: Sage, 451-73.
14. Huang, Julie Y., Alexandra Sedlovskaya, Joshua M. Ackerman and John A. Bargh (2011), "Immunizing Against Prejudice: Effects of Disease Protection on Outgroup Attitudes," *Psychological Science*, 22, 1550-56.\*  
Media: "The Anti-Prejudice Shot," *The Wall Street Journal*; "It's Flu Season— Watch Your Prejudices," *Huffington Post*; "Foreigners Make Me Sick," *Boston Globe*; "A Vaccination Against Social Prejudice," *Association for Psychological Science*.  
  
\*Huang, J.Y., (2018). Corrigendum: Immunizing against Prejudice: Effects of Disease Protection on Attitudes Towards Out-Groups," *Psychological Science*, 29, 1-2.  
[corrigendum]
15. Huang, Julie Y., Hyunjin Song and John A. Bargh (2011), "Smooth Trajectories Travel Farther into the Future: Fluency Effects on Prediction of Trend Continuation," *Journal of Experimental Social Psychology*, 47, 506-08.
16. Huang, Julie Y. and John A. Bargh (2011), "The Selfish Goal: Self-deception Occurs Naturally from Autonomous Goal Operation," *Behavioral and Brain Sciences*, 34, 27-28.  
[commentary]
17. Bargh, John A., Lawrence E. Williams, Julie Y. Huang, Hyunjin Song and Joshua A. Ackerman (2010), "From the Physical to the Psychological: Mundane Physical Experiences Influence Social Judgment and Interpersonal Behavior," *Behavioral and Brain Sciences*, 33, 267-68. [commentary]
18. Huang, Julie Y., Lawrence E. Williams and John A. Bargh (2009), "Conceptual Scaffolding: Further Thoughts on the Relation Between the Physical and Social Worlds," *European Journal of Social Psychology*, 39, 1276-77. [reply to commentaries]
19. Williams, Lawrence E., Julie Y. Huang and John A. Bargh (2009), "The Scaffolded Mind: Higher Mental Processes are Grounded in Early Experience with the Physical World," *European Journal of Social Psychology*, 39, 1257-67.

20. Bargh, J. A. and Julie Y. Huang (2009), "The Selfish Goal," in *The Psychology of Goals*, Gordon B. Moskowitz and Heidi Grant, eds. New York: Guilford, 127-50.
21. Huang, Julie Y. and John A. Bargh (2008), "Peak of Desire: Activating the Mating Goal Changes Life-stage Preferences Across Living Kinds," *Psychological Science*, 19, 573-78.
22. Graham, Stephen M., Julie Y. Huang, Margaret S. Clark and Vicki S. Helgeson (2008), "The Positives of Negative Emotions: Willingness to Express Negative Emotions Promotes Relationships," *Personality and Social Psychology Bulletin*, 34, 394-406.
23. Dugan, Laura, Julie Y. Huang, Gary LaFree and Clark McCauley (2008), "Sudden Desistance from Terrorism: The Armenian Secret Army for the Liberation of Armenia and the Justice Commandos of the Armenian Genocide," *Dynamics of Asymmetric Conflict*, 1, 231-49.

### **SELECTED WORK IN PROGRESS**

1. Huang, Julie Y., J.M. Ackerman and L.W. Williams, "Threatened by Technological Progress: Disease avoidance and Innovation." Manuscript in preparation.
2. "Magical Contagion from the Prison Pipe Line." Manuscript in preparation. Target journal: *Journal of Consumer Psychology*.
3. "Still Just Garbage? Disease Concerns on the Appreciation of Recycled Products" (with J.M. Ackerman and A. Sedlovskaya). Manuscript in preparation.

### **PRESENTATIONS**

1. "Consumer response to prison-made products: Magical contagion or not?" Paper scheduled for presentation at the Marketing Colloquium, Iona College, New Rochelle, NY (2020 – Conference canceled due to coronavirus).
2. "Automaticity in Consumer Judgments about Products Made Within the Prison Labor System." Symposium presentation at the annual meeting of the *Society for Personality and Social Psychology*, Portland, OR (2019).
3. "Made for change: Consumer reactions to products made from prison labor." Paper presented at the Marketing Colloquium, Iona College, New Rochelle, NY (2018).
4. "Threatened by progress: Disease avoidance on the presence of and preferences for innovation." Invited talk at the Psychology Department, Stony Brook, NY (2018).

5. "Threatened by technological progress: Disease avoidance on the presence of and preferences for innovation." Paper presented at the Marketing Colloquium, Iona College, New Rochelle, NY (2017).
6. "Threatened by technological progress: Disease avoidance on the presence of and preferences for innovation." Invited talk at the annual meeting of the *Society for Personal and Social Psychology*, San Diego, CA (2016).  
Media: "Do Infectious Diseases Dampen Innovation?" *Society for Personality and Social Psychology Newsletter* (March 01 2016).
7. "Threatened by technological progress: Disease avoidance on the presence of and preferences for innovation." Invited talk at the Political Science Department, Stony Brook, NY (2016).
8. "(De)Contaminating Consumer Biases." Invited talk at the Marketing Department speaker series, Stony Brook University, NY (2013).
9. "(De)Contaminating Consumer Biases: Disease Threat and Protection on the Evaluation of Used-goods." Paper presented at the *BBCRST Conference*, Binghamton University, NY (2013).
10. "Fear of Contamination on Product Preferences." Paper presented at the annual meeting of the *Society for Consumer Psychology*, Las Vegas, NV (2012).
11. "What's Newer is Better: Disease Concerns Affect Previously-owned Products." Paper presented at the *Ivey Symposium on Consumer Behavior*, University of Western Ontario, ON (2012).
12. "Goals gone wild: Social consequences of goal operation and completion." Invited talk for the Marketing Area Seminar, Rotman School of Management, University of Toronto, ON (2011).
13. "Goals gone wild: Goal activation and completion on consumer behavior." Invited talk for the Marketing Area Seminar, Olin Business School, Washington University at St. Louis, MO (2011).
14. "Goals gone wild: Goal influence over individual behavior." Invited talk for the Dispute Resolution Research Center Seminar Series, Kellogg School of Management, Northwestern University, IL (2011).
15. "Mating and metaphors: Evolutionary psychology meets priming effects" (with. J.A. Bargh and L.E. Williams). Invited talk at the annual meeting of the *Society for Experimental Social Psychology*, Chicago, IL (2007).

## TEACHING EXPERIENCE

### Instructor

*College of Business, Stony Brook University*

Marketing Management (EMBA; Fall 2014)

Principles of Marketing (undergraduates; Fall 2014-2020; Spring 2015-2021)

*Rotman School of Management, University of Toronto*

Introduction to Organizational Behavior (undergraduates, Spring 2014)

## SERVICE

### Professional Service

Treasurer, Society for the Study of Motivation (SSM)	2017-present
Council Member-at-large, Society for the Study of Motivation (SSM)	2015-2017
Reviewer, ACR Conference Working Papers	2015, 2016
Reviewer, AMA Winter Academic Conference Paper	2018

### Grant Reviewer

National Science Foundation  
Israeli National Science Foundation

### Ad-hoc Reviewer

*Journal of Consumer Research*  
*Journal of Consumer Psychology*  
*Organizational Behavior and Human Decision Processes*  
*Behavioral and Brain Sciences*  
*Journal of Personality and Social Psychology*  
*Psychological Science*  
*Journal of Experimental Social Psychology*  
*Personality and Social Psychology Bulletin*  
*European Journal of Social Psychology*  
*Cognition and Emotion*  
*PLOS One*  
*Frontiers in Psychology*

### Department and University Service

Organizing Committee Member, AAPI Mentoring Network @ SBU	2021-present
Senator-at-Large, University Senate	2015-present
Faculty Representative, University Academic Judiciary Committee	2019-present
Strategic Planning Committee	2019-present
Commencement speaker selection committee	2015-2019
Faculty member, Marketing Area Hiring Committee	2017
Subject Pool Coordinator	2017
AOL business knowledge task force committee	2015

## **PROFESSIONAL MEMBERSHIPS**

Association for Consumer Research  
Society for Consumer Psychology  
Society for Personality and Social Psychology  
Society for the Science of Motivation  
Society for Experimental Social Psychology  
Behavioral and Brain Sciences Associate Membership