

# Stacey R. Finkelstein

## Curriculum Vitae

### **Academic Positions:**

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*Associate Professor of Marketing and Area Head, 2017- present*  
Stony Brook University, College of Business

*Assistant Professor of Marketing, 2013 – 2017*  
Baruch College, Zicklin School of Business

*Assistant Professor of Health Policy and Management, 2011-2013*  
Columbia University, Mailman School of Public Health  
- Faculty Fellow Columbia University Institute of Social and Economic Research and Policy (ISERP)

### **Education:**

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*Ph.D, Business, 2011*  
The University of Chicago, Booth School of Business

*MBA, 2011*  
The University of Chicago, Booth School of Business

*BA, in Psychology with Departmental Honors and Economic*  
*Graduated Cum Laude and Phi Beta Kappa*  
University of California, San Diego, 2006

### **Achievements and Awards**

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American Marketing Association Marketing and Society Sig (MASSIG) Emerging Scholar Award Winner (2019)

Editorial Review Board Member, Journal of Marketing Research, (2020-present)

Editorial Review Board Member, Journal of Public Policy and Marketing (2016-present)

Editorial Review Board Member, Appetite (2017-present)

Editorial Review Board Member, Journal of Consumer Affairs (2017 – present)

Editorial Review Board Member, Journal of Consumer Research (2016-2018)

Journal of Public Policy and Marketing Outstanding Reviewer Award (2017)

Baruch College Center for Teaching and Learning Hybrid Course Conversion Fellowship (2015)

PSC-CUNY Grant Recipient “B” Category for \$6500

Hillel J. Einhorn Memorial PhD Fellowship (2010-2011)

Berkeley Behavioral Camp Representative, Berkeley, CA (2010)

University of Chicago, Booth School of Business Fellowship (2006-2010)

Phi Beta Kappa (2006)

## Impact

Citations (Google Scholar): 1639

H Index: 17

## Research Interests

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Transformative Consumer Research. Consumer Behavior, Healthcare Decision Making, Food Decision Making, Consumer Responses to Threat, Default Effects

## Journal Publications

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Finkelstein, Stacey R (2021). Editorial for “A Multi Method Exploration of Marketing Factors that Can be Used to Improve Access to Healthy Foods and Increase Healthy Food Consumption,” *Appetite*

Newman, Christopher L., Stacey R. Finkelstein, and Brennan Davis (2021). Transformative Consumer Research and Public Policy and Marketing Research: Distinct, Yet Complementary, Approaches. *Journal of Public Policy and Marketing*, 40, 331-335 (\*the authors contributed equally)

Yeh, Marie A., Ann M. Mirabito, and Stacey R. Finkelstein (in press). Physical Risk Messaging Enhances Favorable Attitudes Towards Mask Wearing. *Journal of Consumer Affairs* (\*the authors contributed equally)

Sherman, Gary D., Beth Vallen, Stacey R. Finkelstein, Paul M. Connell, Wendy Attaya Boland, and Kristen Feemster (in press). When Taking Action Means Accepting Responsibility: Omission Bias Predicts Parent’s Reluctance to Vaccinate Due to Greater Anticipated Culpability for Negative Side Effects. *Journal of Consumer Affairs*

Thomas, A., Newman, C., Finkelstein, S., Cho, Y.-N. (in press). Consumer Responses to Shopper Solutions in Service Settings. *Journal of Services Marketing*.

Finkelstein, Stacey R., Wendy Attaya Boland, Beth Vallen, Paul M. Connell, Gary D. Sherman, and Kristen Feemster (2020). Psychological Reactance Impacts Ratings of Vaccine-Related Communication Quality, Perceived Vaccine Safety, and Vaccination Priority among US Parents, *Human Vaccines and Immunotherapeutics*, 16, 1024-1029

Finkelstein, Stacey R., Xiaomeng Xu, and Paul M. Connell (2019). When Variety is not the Spice of Life: The Influence of Perceived Relationship Self-threat on Variety Seeking in Snack Choices, *Appetite*, 136, 154-159

Connell, Paul M., Stacey R. Finkelstein, Maura L. Scott, and Beth Vallen (2018). Negative Associations of Frozen Compared with Fresh Vegetables, *Appetite*, 127, 296-302

Finkelstein, Stacey R., Nan Liu, David Rosenthal, and Lusine Poghosyan (2018). “When Open Access Might Not Work: Understanding Patient Attitudes in Appointment Scheduling,” *Healthcare Management Review*, 43, 348-358

Liu, Nan, Stacey R. Finkelstein, Margaret Kruk, and David Rosenthal (2017). "When Waiting to See a Doctor is Less Irritating: Understanding Patient Preferences and Choice Behavior in Appointment Scheduling," *Management Science*, 64 (lead article), 1975-1976  
Featured in Management Science Review Blog

Finkelstein, Stacey R., Ayelet Fishbach, and Yanping Tu (2017). "When Friends Exchange Negative Feedback," *Motivation and Emotion*, 41, 69-83.

Connell, Paul M., Stacey R. Finkelstein, Maura L. Scott, & Beth Vallen (2016). "[Helping lower income parents reduce the risk of food waste resulting from children's aversion to healthier food options: Comment on Daniel \(2016\).](#)" *Social Science and Medicine*, 150, 286-289

Rios, Kimberly M., Stacey R Finkelstein, & Jennifer Landa (2015). "[Is There a "Fair" in Fair-Trade? Social Dominance Orientation Influences Perceptions of and Preferences for Fair-Trade Products.](#)" *Journal of Business Ethics*, 130, 171-180

Trump, Rebecca K., Paul M. Connell, & Stacey R. Finkelstein (2015). "Dissociation from beloved unhealthy brands decreases preference for and consumption of vegetables," *Appetite*, 92, 192-199 \*the three authors contributed equally

Trump, Rebecca K., Stacey R Finkelstein, & Paul M. Connell (2015). "[I will risk a stranger's money, but not my own or my friend's money: Effect of proximity of the money source to the self on financial risk-taking.](#)" *Marketing Letters*, 26, 501-512.

Cravener, Terry L., Haley Schlechter, Katharine L. Loeb, Cynthia Radnitz, Marlene Schwartz, Nancy Zucker, Stacey Finkelstein, Y. Claire Wang, Barbara J. Rolls, Kathleen L. Keller (2015). [Feeding Strategies Derived from Behavioral Economics and Psychology Can Increase Vegetable Intake in Children as Part of a Home-Based Intervention: Results of a Pilot Study.](#) *Journal of the Academy of Nutrition and Dietetics*.

Liu, Nan, Stacey R. Finkelstein, and Lusine Poghosyan (2013). "[A New Model for Nurse Practitioner Utilization in Primary Care: Increased Efficiency and Implications](#)" *Health Care Management Review*, 39, 10-20

Fishbach, Ayelet, Minjung Koo, & Stacey R. Finkelstein (2014). "[Motivation Resulting from Completed and Missing Actions.](#)" *Advances in Experimental Social Psychology*, 50, 257-307.

Poghosyan, Lusine., Nannini, A., Finkelstein, S. R., Mason, E., & Shaffer, J. (2013). "[Development and psychometric testing of the nurse practitioner primary care organizational climate questionnaire.](#)" *Nursing Research*, 62, 325-334.

Finkelstein, Stacey R, Nan Liu, David Rosenthal, Beena Jani, and Lusine Poghosyan (2013). "[Appointment Reminder Systems and Patient Preferences: Patient Technology](#)

[Usage and Familiarity with Other Service Providers as Predictive Variables,](#)” *Health Informatics*, 19, 79-90.

Finkelstein, Stacey R and Ayelet Fishbach (2012). “[Tell Me What I Did Wrong: Experts Seek and Respond to Negative Feedback,](#)” *Journal of Consumer Research*, 39

Finkelstein, Stacey R. and Ayelet Fishbach (2010). “[When healthy food makes you hungry,](#)” *Journal of Consumer Research (lead article)*, 37, 357-67.

- Featured in Journal of Consumer Research Curation Series on Food Decision Making

Fishbach, Ayelet, Tal Eyal, and Stacey R. Finkelstein (2010). “[How positive and negative feedback motivate goal pursuit,](#)” *Social Psychology and Personality Compass*, 4, 517-30.

McKenzie, Craig R. M., Michael J. Liersch, and Stacey R Finkelstein (2006). “[Recommendations implicit in policy defaults,](#)” *Psychological Science*, 17, 414-20.

#### *Book Chapters*

Connell, Paul M., Stacey R. Finkelstein, Maura L. Scott, and Beth Vallen. “Preventing Food Waste and Promoting Healthier Eating Among Lower-Income Families in Industrialized Nations,” in *Handbook of Famine, Starvation, and Nutrient Deprivation: From Biology to Policy*

Fishbach, Ayelet and Stacey R. Finkelstein. “[How feedback influences persistence, disengagement, and change in goal pursuit,](#)” in H. Aarts and A. Elliot (Ed.) *The Frontiers of Social Psychology Handbook*

#### **Teaching Experience**

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Integrated Marketing Management, MBA. Fall 2017-present

Consumer Insights, MBA, Spring 2018-present

Marketing and Society, MBA, Spring 2019

Marketing Strategy, Undergraduate Capstone Class. Fall 2013-present (Baruch College and Stony Brook University)

#### **Proceedings Publications**

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Stacey R. Finkelstein and Ayelet Fishbach (2010). “Giving, Seeking, and Responding to Negative Feedback,” *Advances in Consumer Research*, 36

Stacey R. Finkelstein and Ayelet Fishbach (2008). “When Healthy Food Makes You Hungry,” *Advances in Consumer Research*, 35, 181

#### **Conference Session Chair**

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A session on “Healthcare, it’s not like other service sectors,” for Transformative Consumer Research Conference (2019) (with Beth Vallen)

A session on “Physician and Consumer Responses to Vaccination Policy,” for Transformative Consumer Research Conference (2017) (with Paul Connell and Beth Vallen)

A symposium on “Publicizing Our Lives on the Internet: Factors Impacting Consumers’ Privacy and Well-being” presented at Marketing and Public Policy (2015) (with Paul Connell)

A symposium on “Consumer Motivation: How sequences of goal actions impact behavior over time,” to be presented at the annual meeting of the Association of Consumer Research (ACR), Jacksonville, Florida, 2010 (with Ying Zhang)

A symposium on “How Feedback Influences Sequences of Goal Actions, presented at the annual meeting of the Society for Consumer Psychology, St. Pete’s, Florida, 2010 (with Ayelet Fishbach)

## **Presentations**

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Discussant: JACR “Racism and Discrimination in the Marketplace” Boutique Conference

Newman, Christopher L., Stacey R. Finkelstein, and Brennan Davis (2021). Transformative Consumer Research and Public Policy and Marketing Research: Distinct, Yet Complementary, Approaches. *Journal of Public Policy and Marketing*, 40<sup>th</sup> Anniversary Session, AMA Marketing and Public Policy Conference

JACR Workshop on how to Conduct Racism and Discrimination Research

Association for Consumer Research Diversity, Equity, and Inclusiveness Pre Conference

Finkelstein, S and Rios, K., Society for Personality and Social Psychology Conference, 2019, “Cultural Appropriation or Cultural Exchange? The Role of Perceive Group Status and Feelings of Understanding on Evaluations and Choices of Traditional Cultural Products”

Finkelstein, S., Sherman, G. D., Vallen, B., Connell, P. M., and Feemster, K., Marketing and Public Policy Conference, 2018, “When Taking Action Means Taking Responsibility: Omission Bias Predicts Reluctance to Vaccinate Due to Greater Anticipated Culpability for Negative Side Effects”

Finkelstein, S., Fishbach, A., Association for Psychological Science, 2015, "Close Friends Stab You in the Front: When Friends and Colleagues Exchange Negative Feedback"

- Finkelstein, S., Connell, P., Trump, R., Society for Consumer Psychology, 2015, "Dissociation from beloved unhealthy brands decreases preference for and consumption of vegetables"
- Finkelstein, S., Connell, P., Mayor, L., Society for Consumer Psychology, 2015, "I Feel Safer Already: Self-disclosure increases as nearness in proximity becomes salient"
- Mayor, L., Finkelstein, S., Block, L., Marketing and Public Policy Conference, 2014, American Marketing Association, Boston, MA, "The Consequences of Psychological Distance and Construal Levels on Indulgence"
- Finkelstein, S., Connell, P., Trump, R., Marketing and Public Policy Conference, 2014, American Marketing Association, Boston, MA, "The Impact of Forced Dissociation from Beloved Brands on Consumption of Unhealthy and Healthy Foods"
- Finkelstein, S., Connell, P., Xu, X., Society for Personality and Social Psychology, 2013, "When Variety Isn't the Spice of Life: Heightened Self-Expansion Motivation Increases Brand Loyalty"
- Finkelstein, S., Rios, K., Association for Consumer Research, 2012, "Macroeconomic Threat Increases Preferences for Mainstream Products"
- Finkelstein, S., Fishbach, A., Society for Personality and Social Psychology, 2012, "When Images Prime Goal Attainment Versus the Goal"
- Finkelstein, S., Fishbach, A., Society for Consumer Psychology, 2011, "Close Friends Stab You In the Front: Long-Standing Friends Exchange More Negative Feedback"
- Finkelstein, S., Fishbach, A., Society for Personality and Social Psychology (SPSP), 2011, "Healthy Food Labels Make You Hungry."
- Finkelstein, S., Zhang, Y., Association for Consumer Research, 2010, "Consumer Motivation: How Sequences of Goal Actions Influence Motivation Over Time,"
- Finkelstein, S., Fishbach, A., Society for Consumer Psychology, 2010, "How Feedback Influences Sequences of Goal Actions"
- Finkelstein, S., Fishbach, A., Society for Judgment and Decision Making (SJD), 2009, "Giving, Seeking, and Responding to Negative Feedback"
- Finkelstein, S., Fishbach, A., Midwestern Psychological Association (MPA), "When Healthy Food Makes You Hungry: How External Controls Influence Motivation". (May 2008).

Finkelstein, S., Fishbach, A., Annual Meeting of the Society for Personality and Social Psychology JDM Preconference, 2008, "When Healthy Food Makes You Hungry: How External Controls Influence Motivation"

### **Invited Talks**

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#### **Organizations:**

Columbia University Food Policy and Obesity Prevention Group  
Farrell Health Center Family Medicine Night  
New York City Department of Health and Mental Hygiene  
The Advertising Council

#### **Universities (Non Job-Market)**

SUNY Stony Brook  
College of Business (2012, 2013)  
School of Communication and Journalism (2021)  
University of Massachusetts Amherst (2021)

### **Press Coverage**

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Wall Street Journal, NPR (Air Talk with Larry Mantle, Freakonomics Podcast), Slate Magazine, Harvard Business Review, Psychology Today

### **Professional Service:**

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#### **Editorial Work**

Guest Editor, Special Issue on "A Multi-Method Exploration of Marketing Factors that Can be Used to Improve Access to Healthy Foods and Increase Healthy Food Consumption, Appetite

#### **Editorial Review Board**

Journal of Marketing Research (2020 – present)  
Journal of Consumer Research (2016 - 2018)  
Journal of Public Policy and Marketing (2016 -present)  
Appetite (2017 – present)  
Journal of Consumer Affairs (2017-present)

#### **Ad Hoc Reviewer (in alphabetical order)**

ACR Conference Reviewer  
AMA Conference  
APA Conference  
Appetite  
Communication Research  
European Journal of Social Psychology  
Hong Kong Research Grants Council, Grant Reviewer  
Israeli Science Foundation, Grant Reviewer.  
Journal of Business Ethics

Journal of Business Research  
Journal of Consumer Research  
Journal of Experimental Social Psychology  
Journal of Personality and Social Psychology  
Journal of Public Policy and Marketing  
Journal of Marketing Research  
Marketing and Public Policy Conference Reviewer  
Motivation and Emotion  
Netherlands Organization for Scientific Research, Grant Reviewer.  
Personality and Social Psychology Bulletin  
Personality and Social Psychology Review  
Psychological Science  
Social Psychology and Personality Science  
Society for Consumer Psychology (SCP) Dissertation Proposal Reviewer  
Transformative Consumer Research Group Grant Reviewer  
Transformative Consumer Research Advisory Board

### **Teaching**

Stony Brook University

MKT 448 Marketing Strategy (2019-)  
MKT 565 Consumer Insights (2018-)  
MKT 567 Integrated Marketing Management (2017-)  
MKT 534 Marketing and Society (2019)

Baruch College

MKT 5750 Marketing Strategy (2013-2017)

Columbia University

Organizational Behavior (2011-2013)

Testimonials:

“I have put several elements of MKT 567 to work in my organization. My CEO has been quite impressed. Thanks for giving me the knowledge and tools to make a bigger difference at work (and looking good in front of the CEO is not too shabby, either)” (student, 2019)

“I’ve enjoyed the lectures and feel like I’ve learned real-life business examples through the case studies” (student, 2019)

### **University Service**

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Stony Brook University

Service to the University

Vice President for Academics, UUP West Campus

Governors Island Proposal Team (2021)

University Faculty Senator (2020-present)

University Faculty Senate – CoB representative to the SPD committee  
(2021- present)

Financial Sustainability Steering Committee (2020 – 2021)

Search Committee Member – VP Marketing and Communications search



Service to the College:

Area Head Marketing  
Promotion and Tenure Committee (PTC) 2019-2022  
Promotion Review (PRC) Committee Chair, Gary Sherman  
Promotion Review (PRC) Committee Chair, Peter Caprariello  
Promotion Review (PRC) Committee Chair, Theresa Robertson  
Distance Learning Task Force (2020 – present)  
AACSB SER visit committee (2020 – present)  
Strategic Planning Committee (2018-)  
Curriculum Committee (2019-)  
Faculty Advisor, American Marketing Association (AMA) student group  
SUNY Korea Service  
3<sup>rd</sup> year review, Sungjoon Nam (2019)  
Marketing Faculty Job Search (2020-2021)  
Panels/Talks Hosted:  
Marketing in a Pandemic (2020)  
FAQ of social media (2020)  
An Interview with Stephanie Hayman (2020)

Student Advising:

Career Center Marketing Intern Faculty Supervisor (2020-2021)  
Honors Thesis advising:  
James Allen (2018)  
Betty Wong (2020-2021)  
Natalia Vetri (2021-2022)  
Independent Research Study:  
Jane Donaldson (Healthcare MBA) 2019  
Julianne Ortiz (MBA) 2019

Baruch College:

Student Advising:

Dissertation Committee Member – Lauren Mayor (initial placement: Long Island University)  
Qualifying Exam Committee Member – Lama Ltief  
Summer Paper Advisor – Boram Nam

Departmental Service:

Coordinator Departmental Assessment for MKT 5750 (2016)  
Zicklin Orientation Marketing Department Faculty Representative  
Faculty Representative, Admitted Student Meeting

Service to the Zicklin School:

Zicklin Undergraduate Curriculum Committee, at large member (2016-2017).  
Zicklin Executive DBA Faculty Interviewer (2017)

Zicklin Representative to Weisman School of Arts and Sciences Faculty.  
(September 2015 - 2017).

**Mailman School of Public Health:**

Curriculum Committee (2012-2013)

Member, Department Admissions Reviewing Committee

Member, Planning Committee for the Executive MPH Conference

Institute of Social, Economic, Research, & Policy (ISERP) Summer Faculty

Mentor for Janelle Codling (currently an undergraduate at Pennsylvania State University) and Maeve Kerr (currently an undergraduate at Cornell University)

Advisor for Columbia Health House's student group

**Professional Affiliations:**

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American Marketing Association

Association of Consumer Research

Society for Personality and Social Psychology

Society for Consumer Psychology