



Yael Zemack-Rugar
Assistant Professor of Marketing
Department of Marketing

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October, 2014

University Positions	<i>Assistant Professor of Marketing</i> – University of Central Florida – 2014 - date <i>Assistant Professor of Marketing</i> – Virginia Tech – 2006 – 2014
Education	<i>Ph. D. Marketing, May 2006</i> Duke University, Fuqua School of Business <i>MBA (Marketing and Information Systems), 2000</i> William E. Simon Graduate School of Business Administration University of Rochester <i>B.A. (Business and Psychology, Double Major), 1997</i> Tel-Aviv University, Israel
Research Interests	Self-Control, Goals, Sequential Choice, Nonconscious Processes
Publications	Zemack-Rugar, Yael, Canan Corus, and David Brinberg (2012), “The Response-To-Failure Scale: Predicting Behavior Following Initial Self-Control Failure”, <i>Journal of Marketing Research</i> , 49 (6), 996-1014. Zemack-Rugar Yael, James R. Bettman & Gavan J. Fitzsimons (2007), “The Effects of Nonconsciously Priming Emotion Concepts on Behavior”, <i>Journal of Personality and Social Psychology</i> , 93 (6), 927-939.
Manuscripts Under Review	Yael Zemack-Rugar, Lisa A. Cavanaugh, and Gavan J. Fitzsimons, “When Any Cause Will Do: Re-Examining the Effectiveness of Attaching Cause Marketing to Hedonic Products”, under review at the <i>Journal of Consumer Psychology</i> , revision Invited.

Sarah G. Moore, Yael Zemack-Rugar, and Gavan J. Fitzsimons, “Buy Now! How Brand Relationships Influence Consumer Responses to Restrictive Advertising”, *Journal of Marketing Research*, resubmission invited.

Yael Zemack-Rugar, Canan Corus, and David Brinberg, “If at First You Do Succeed, Do You Try, Try Again? Exploring the Nature, Antecedents, and Outcomes of Initial Self-Regulation Success,” *Journal of Consumer Research*, resubmission invited.

**Manuscripts
Under
Preparation**

Yael Zemack-Rugar and Rosellina Ferraro, “Wouldn’t it be Nice? How Imagined Consumption Impacts Preference for Complimentary Products”.

Yael Zemack-Rugar, Canan Corus, Rebecca Rabino, and David Brinberg, “When Failure Begets Failure: Predicting Behavioral Responses to Academic Failure”.

Yael Zemack-Rugar and Canan Corus “Imagining the Future, Experiencing the Past: How Consumer Respond to Imagined Future Failure versus Actual Past Failure”.

**Conference
Presentations**

Zemack-Rugar, Yael and Gavan J. Fitzsimons (2005), “Reactance revisited: Why absence makes the heart grow fonder,” in *Advances in Consumer Research* v. 32, eds. Geeta Menon and Akshay R. Rao, Duluth: MN, Association for Consumer Research, 391-393.

Zemack-Rugar, Yael, James R. Bettman, and Gavan J. Fitzsimons (2006), “When feeling bad leads to doing good: The strategic use of self control for emotion regulation,” in *Advances in Consumer Research* v. 33, eds. Connie Pechmann and Linda Price, Duluth: MN : Association for Consumer Research, 594-599.

Zemack-Rugar, Yael, James R. Bettman, and Gavan J. Fitzsimons (2006), “Effects of specific nonconscious emotion primes on self-control behavior,” Society for Personality and Social Psychology Conference, Palm Springs: CA

Zemack-Rugar, Yael (2007), “The use of self control for the regulation of specific emotions,” in *Proceedings for the Society for Consumer Psychology 2007 Winter Conference*, eds. Dawn Lerman and David Luna, 210-211.

Zemack-Rugar, Yael and James R. Bettman (2007), "Effects of specific nonconscious emotion primes on behavior," in *Advances in Consumer Research* v. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth: MN, Association for Consumer Research, 583-585.

Zemack-Rugar, Yael and Donald R. Lehmann (2007), "Reducing reactance induced backlash responses to recommendations," in *Advances in Consumer Research* v. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth: MN, Association for Consumer Research, 263-264.

Zemack-Rugar, Yael (2008), "Indulging for the sake of others," in *Proceedings for the Society for Consumer Psychology 2008 Winter Conference*, eds. Maria L. Cronley and Dhananjay Nayakankuppam, 108-109.

Zemack-Rugar, Yael (2009), "Can't or won't: Examining the effects of negative emotions on self control," in *Advances in Consumer Psychology* v. 1, eds. Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, 41-42.

Zemack-Rugar, Yael (2010), "Negative emotions and self-control behavior: The mediating role of emotion-regulation cognitions," in *Advances in Consumer Research* v. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth: MN, Association for Consumer Research.

Zemack-Rugar, Yael, David Brinberg, and Canan Corus (2010), "The "What-the-Hell-Effect" scale: Measuring post-failure sequential self-control choice tendencies," in *Advances in Consumer Research* v. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth: MN, Association for Consumer Research.

Zemack-Rugar, Yael, Lisa A. Cavanaugh, and Gavan J. Fitzsimons (2010), "Wanting what I shouldn't have and finding a way to get it: When guilt increases hedonic consumption," in *Advances in Consumer Research* v. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth: MN, Association for Consumer Research.

Zemack-Rugar, Yael and Gavan J. Fitzsimons (2010), "Load versus Depletion and Reactance to Recommendations", *Association for Consumer Research* (accepted in special session, but not presented due to illness).



Zemack-Rugar, Yael (2012), "A Reexamination of the Role of Negative Affect in Resource Depletion Effects" in special session "Deepening our Understanding of Depletion: New Causes, Boundaries, and Processes," *Advances in Consumer Research*, forthcoming.

Sarah G. Moore, Yael Zemack-Rugar, and Gavan Fitzsimons (2013), "Buy Now! How Brand Relationships Influence Consumer Responses to Restrictive Advertising," (Yael Presenting), part of a session named "Brand Relationships and Consumer Responses", *European Advances in Consumer Research*, forthcoming.

Yael Zemack-Rugar, Canan Corus, Rebecca Rabino, and David Brinberg (2013), "Working Against the Clock: Predicting Responses to Deadline Goal Failure," *Advances in Consumer Research*, forthcoming.

Yael Zemack-Rugar, Canan Corus, and David Brinberg, "What I haven't Done Can't Hurt Me: The Effects of Imagined Future Failure on Goal Disengagement," part of a special session (Yael as co-chair) named "Exploring the Self in Self-Regulation: Unexpected Impacts of Goal Engagement," *Advances in Consumer Research*, forthcoming.

Awards and Scholarships

Researcher of the Week, Virginia Tech, October 2012

PARISS (Program for Advanced Research in the Social Sciences) Fellowship, Duke University

AMA-Sheth Foundation Doctoral Consortium Fellow, 2005

University of Rochester, William E. Simon Graduate School of Business Administration, Merit-Based Scholarship

University of Rochester, William E. Simon Graduate School of Business Administration, Dean's List

University of Rochester, William E. Simon Graduate School of Business Administration, Beta Gamma Sigma

Recanatti School of Business Administration, Tel Aviv University, Graduated with honors



Teaching Experience

Consumer Behavior, PhD

Marketing Policy and Strategy, MBA

Strategic Marketing, Undergraduate Capstone Course

Honors Undergraduate Research

Bridge Program

BASE Program (Marketing for Non-Business majors)

Facilitator: Duke University Executive Education and Daytime MBA
Business Simulations

Facilitator: Sigma-Tau Pharmaceuticals, Managerial Simulation, Phoenix, AZ,

Marketing Management, Markets and Management Program, Duke University,

Created syllabus and compiled teaching materials for all instructors teaching the Marketing Management undergraduate course, Markets and Management Program, Duke University

Teaching Seminars

Team Based Learning – Virginia Tech, 2008

Problem Based Learning - Virginia Tech Faculty Development Institute, 2009

Learner Centered Teaching – Virginia Tech Faculty Development Institute – 2012

Top 4 Case Teaching Mistakes – GlobalLens, University of Michigan - 2012

Membership

Society for Consumer Psychology

Association for Consumer Research



**Other
Professional
Experience**

Associate Brand Manager, Vacutainer Systems, Becton Dickinson, NJ – 1999
(M.B.A. Internship)

Media Planner, McCann Erickson-Kesher Barel, Tel-Aviv, Israel – 1997-1998

Marketing Liaison, N. Feldman and Son, Tel Aviv, Israel – 1993-1997