



Dr. Yael Zemack-Rugar

Updated December, 2018

Education

Ph. D. Marketing, May 2006
Duke University, Fuqua School of Business

MBA (Marketing and Information Systems), 2000
William E. Simon Graduate School of Business Administration
University of Rochester

B.A. (Business and Psychology, Double Major), 1997
Tel-Aviv University, Israel

University Positions

Assistant Professor of Marketing – University of Central Florida – 2014 - date
Assistant Professor of Marketing – Virginia Tech – 2006 – 2014

Peer- Reviewed Publications

Zemack-Rugar, Yael, Canan Corus[†], and David Brinberg (2019), “The Persistence-Licensing Response Measure: Understanding, Predicting, and Modifying Behavior Following Subgoal Success, *Journal of Marketing Research*, in press.

[†]Denotes work with (current or former) advised PhD student

Zemack-Rugar, Yael, Rebecca Rabino[†] (2019), The Impact of Visualizing Use versus Acquisition of a Product on the Appeal of its Complement, *Psychology & Marketing*, in press.

Zemack-Rugar, Yael, and Sona Klcarova[†] (2018), “Should Donation Ads Include Happy Victims? The Moderating Role of Regulatory Focus,” *Marketing Letters*, in press.

Zemack-Rugar, Yael, and Canan Corus[†] (2018), “The Effects of Anticipated Goal-Inconsistent Behavior on Present Goal Choices,” *Psychology & Marketing*, 35 (9), 676-695.

Zemack-Rugar, Yael, Sarah G. Moore, and Gavan J. Fitzsimons (2017), “Just Do It! Why Committed Consumers React Negatively to Assertive Ads” *Journal of Consumer Psychology*, 27(3), 287-301.

Zemack-Rugar, Yael, Rebecca Rabino[†], Lisa A. Cavanaugh, and Gavan J. Fitzsimons (2016), “When Donating is Liberating: The Role of Product and Consumer Characteristics in the Appeal of Cause-Related Products”, *Journal of Consumer Psychology*, 26 (2), 213-230.

Zemack-Rugar, Yael, Canan Corus[†], and David Brinberg (2012), “The Response-To-Failure Scale: Predicting Behavior Following Initial Self-Control Failure”, *Journal of Marketing Research*, 49 (6), 996-1014.

Zemack-Rugar Yael, James R. Bettman & Gavan J. Fitzsimons (2007), “The Effects of Nonconsciously Priming Emotion Concepts on Behavior”, *Journal of Personality and Social Psychology*, 93 (6), 927-939.

**Manuscripts
Under
Revision or
Review**

Zemack-Rugar, Yael, Canan Corus[†], and David Brinberg, The Academic Response-to-Failure Scale: Predicting Academic Persistence Post-Failure, under 2nd review at an A- journal.

**Manuscripts
Under
Preparation**

Yael Zemack-Rugar and Laura Boman[†], “Benevolence or Malice: The Role of Schadenfreude in Donation Behavior”.

Yael Zemack-Rugar and Sarah G. Moore, “Volitional Reconsumption: From Concept to Measure and Beyond”

Nicole Montgomery and **Yael Zemack-Rugar**, “Building a Bridge or Forging a Bond: Digital Social Mindsets and Prosocial Behavior”

**Invited
Research
Presentations**

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2018), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *UCF Psychology Department Seminar Series*.

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2018), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *University of Southern Florida*

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2016), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *Marketing in Israel*

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2016), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *The Technion (ranked 6th in the world for innovation by MIT survey)*.

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2016), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *University of Alberta*, research seminar series.

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2014), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *Association for Consumer Research, Boutique Conference on Consumer Emotion and Wellbeing*, Vancouver, CA.

**PhD Students
and
Mentoring**

Co-Chair:

- Laura Boman, University of Central Florida, PhD expected, 2021

Committee Member:

- Sona Klucarova, University of Central Florida, PhD expected, 2021
- Ganga Hewage, University of Central Florida, PhD expected, 2019
- Sarah LeFebvre, University of Central Florida, PhD, 2017
- Rebecca Rabino, Virginia Tech, PhD, 2017

Mentor: Canan Corus, Graduated Virginia Tech, PhD, 2009

**Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications**

Yael Zemack-Rugar* and Laura Boman (2018), “Benevolence or Malice: The Role of Schadenfreude in Donation Behavior” in *Proceedings for the Society for Consumer Psychology 2018 Winter Conference*, eds. Ryan Hamilton and Cait Lamberton, in press.

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2017), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” *Society for Consumer Psychology, Boutique Conference on Motivation and Emotion*, Columbia University.

***Denotes
Presenting
Author**

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2015), “If at First You Do Succeed, Do You Try, Try Again? Measuring, Predicting, and Understanding Post-Success Behavior,” in *Proceedings for the Society for Consumer Psychology 2015 Winter Conference*, eds. Andrea Morales and Patti

Williams, 135-136.

Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications

*Denotes
Presenting
Author

Yael Zemack-Rugar*, Rosellina Ferraro, and Rebecca Rabino (2015), “Wouldn’t It Be Nice? The Impact of Imagined Consumption on Preference for Complementary Products,” in *Proceedings for the Society for Consumer Psychology 2015 Winter Conference*, eds. Andrea Morales and Patti Williams, 201-203.

Sarah G. Moore, **Yael Zemack-Rugar***, and Gavan J. Fitzsimons (2014), “Buy Now! How Brand Relationships Influence Consumer Responses to Imperative Advertising,” (**Special Session**), *Advances in Consumer Research*, v. 42, eds. June Cotte and Stacy Wood, Association for Consumer Research.

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2014), “If at First You Do Succeed, Do You Try, Try Again?” **invited** presentation at the *Consumer Emotion and Wellbeing Conference*, sponsored by the Association for Consumer Research.

Sarah G. Moore, **Yael Zemack-Rugar***, and Gavan Fitzsimons (2013), “Buy Now! How Brand Relationships Influence Consumer Responses to Restrictive Advertising,” *European Advances in Consumer Research*, Association for Consumer Research.

Yael Zemack-Rugar, Canan Corus, Rebecca Rabino*, and David Brinberg (2013), “Working Against the Clock: Predicting Responses to Deadline Goal Failure,” (Poster) *Advances in Consumer Research*, v. 41, eds. Simona Botti and Aparna Labroo, Association for Consumer Research.

Yael Zemack-Rugar*, Canan Corus, and David Brinberg (2013), “What I haven’t Done Can’t Hurt Me: The Effects of Imagined Future Failure on Goal Disengagement,” (**Special Session, Co-Chair**), *Advances in Consumer Research*, v. 41, eds. Simona Botti and Aparna Labroo,

Yael Zemack-Rugar* (2012), “A Reexamination of the Role of Negative Affect in Resource Depletion Effects” (**Special Session**), *Advances in Consumer Research*, v. 40, eds. Zeynep Gurhan-Can, Cele Otnes, and Rui (Juliet) Zhu, Association for Consumer Research.

Yael Zemack-Rugar* (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

Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications
Cont.

Inman, and Rik Pieters, Duluth: MN, Association for Consumer Research.
Yael Zemack-Rugar*, 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.

Yael Zemack-Rugar*, 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.

Yael Zemack-Rugar* and Gavan J. Fitzsimons (2010), “Load versus
Depletion and Reactance to Recommendations”, *Association for Consumer
Research* (Special Session).

Yael Zemack-Rugar (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.

Yael Zemack-Rugar* (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.

Yael Zemack-Rugar* (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.

Yael Zemack-Rugar*, 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.

Yael Zemack-Rugar*, Gavan J. Fitzsimons, 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.

**Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications
Cont.**

Yael Zemack-Rugar*, 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.

Yael Zemack-Rugar*, 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

Yael Zemack-Rugar* 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.

**Teaching
Experience**

Recipient of College Excellence in Undergraduate Teaching Award – 2017

Integrated Marketing Communications, Undergraduate

Marketing Strategy, Undergraduate

Consumer Behavior, PhD seminar

Marketing Policy and Strategy, MBA

Strategic Marketing, Undergraduate (Capstone Course at Virginia Tech)

Honors Undergraduate Research

Bridge Program for PhDs (to transition to Marketing from other fields)

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,



Service

Marketing Field

Editorial Review Board Member for the *Journal of Consumer Psychology*, 2017 to date.

Ad-hoc reviewer for Journal of Consumer Research, Journal of Marketing Research, Journal of Business Research, Journal of Personality and Social Psychology, and others.

Reviewer for the Association for Consumer Research and the Society for Consumer Psychology conferences.

UCF

Undergraduate Course Committee – Fall 2018 to date

Departmental Bylaws Committee – Fall 2018 (ad hoc committee)

Created Undergraduate Research Course – 2015 to date

Created and Managed Departmental Secondary Subject Pool, generating over 1000 research credit hours per semester – 2015 to date

Recruiting Committee – Fall 2015 to date (various positions)

PhD Selection Committee – Spring 2016 to date

College Strategic Committee (Changing Lecture Capture) – Fall 2016 (ad hoc)

University Committee – Dean’s Review – Spring 2016

University Committee – Graduate Programs Review – Fall 17 – Spring 18

University Committee – Graduate Programs Review – Fall 18 – Spring 19

Virginia Tech

Created and Managed Departmental Subject Pool, generating over 1,500 research credit hours per semester – 2006-2014

Departmental Strategy Committee - 2012

Recruiting Committee -- 2011

Diversity Committee -- 2008-2014



Awards and Scholarships

Recipient of College Excellent in Undergraduate Teaching Award – 2017

Recipient of Summer Scholarship Award – Summer 2018

Recipient of Paul R. Lawrence Fellowship - NACRA

Recipient of selective in-house ORC grant; UCF 2015.

Researcher of the Week, Virginia Tech, October 2012

PARISS (Program for Advanced Research in the Social Sciences) Fellowship, Duke University, 2006

AMA-Sheth Foundation Doctoral Consortium Fellow, 2005

Faculty Development

Teaching Seminar, Increasing Classroom Engagement (online) – Spring 2017

Teaching Seminar, Transparency in Designing Assignments – Fall 2016

Writing Your Journal Article in 12 Weeks – FCTL 12-week Workshop – Spring 2016

Teaching Seminar, UCF, Digital Story-Telling – 2015

Harvard Business School, Case Teaching Seminar – 2015

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

Learner Centered Teaching – Virginia Tech Faculty Development Institute – 2012

Problem Based Learning - Virginia Tech Faculty Development Institute, 2009

Team Based Learning – Virginia Tech, 2008



Membership Society for Consumer Psychology

Association for Consumer Research

Society for the Science of Motivation

**Industry
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