



Dr. Yael Zemack-Rugar

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www.yaelzemackrugar.com

Education

Ph. D. Marketing, 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/Marketing 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**

**First authorship reflects project leadership from ideation to execution.

A+/A/A- reflect the top-three journal tiers in the college/department, in order.

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

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

Zemack-Rugar, Yael, Canan Corus[†], and David Brinberg (2019a), “If at First You Do Succeed, Do You Try, Try Again? Developing the Persistence-Licensing Response Measure to Understand, Predict, and Modify Behavior Following Subgoal Success,” *Journal of Marketing Research*, in press. (A+)

Zemack-Rugar, Yael, Canan Corus[†], and David Brinberg (2019b), “The Academic Response-to-Failure Scale: Predicting and Increasing Academic Persistence Post-Failure,” *Journal of Marketing Education*, in press. (A-)

Zemack-Rugar, Yael, and Sona Klucarova-Travani[†] (2018), “Should Donation Ads Include Happy Victims? The Moderating Role of Regulatory Focus,” *Marketing Letters*, 29 (4), 421-434. (A)



College of Business

Peer-Reviewed Publications Continued

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

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

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. (A+)

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. (A+)

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. (A+)

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. (A+)

Manuscripts Under Review

Montgomery, Nicole, and **Yael Zemack-Rugar**, topic: digital social interactions and prosocial behavior; article name redacted to preserve review blindness; under review at an A+ journal.

Manuscripts In Preparation for Submission

Zemack-Rugar, Yael and Laura Boman[†], topic: emotion and prosocial behavior; article name redacted to preserve review blindness; target: A+ journal.

Zemack-Rugar, Yael and Sarah G. Moore, topic: individual differences in the motivation to engage in sequences of reconsumption; article name redacted to preserve review blindness; target: A+ journal.

Honors And Awards

University of Central Florida, Research Incentive Award – 2018-2019

Editorial Review Board of the Journal of Consumer Psychology, 2018 – date

College Of Business Excellence in Undergraduate Teaching Award – 2018

Summer Research Grant – Summer 2018 (\$10,000)



College of Business

Selective in-house Office of Research Commercialization grant; UCF 2015 (\$7,500)

Paul R. Lawrence Fellowship – North American Case Research Association

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

**Invited
Research
Presentations
*Presenting
Author**

Zemack-Rugar, Yael*, 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*.

Zemack-Rugar, Yael*, 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*.

Zemack-Rugar, Yael*, 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 (*Premier international conference where I presented alongside scholars from Kellogg, Wharton, Yale, and other top-20 business schools)*.

Zemack-Rugar, Yael*, 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 globally for innovation by MIT survey)*.

Zemack-Rugar, Yael*, 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 (#3 ranked Business School in Canada, #31 globally for research by Financial Times)*.

Zemack-Rugar, Yael*, 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*.



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Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications

*Presenting
Author

Zemack-Rugar, Yael* 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, 185-186.

Zemack-Rugar, Yael*, 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.

Zemack-Rugar, Yael*, 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.

Zemack-Rugar, Yael*, 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,” *Advances in Consumer Research*, v. 42, eds. June Cotte and Stacy Wood, Association for Consumer Research, 136-140. **Special Session.**

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, 124-125.

Zemack-Rugar, Yael, 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.

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



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Peer
Reviewed
Conference
Presentations
and
Proceedings
Publications

*Presenting
Author

Zemack-Rugar, Yael* (2012), “A Reexamination of the Role of Negative Affect in Resource Depletion Effects” *Advances in Consumer Research*, v. 40, eds. Zeynep Gurhan-Can, Cele Otnes, and Rui (Juliet) Zhu, Association for Consumer Research, 9-12. **Special Session.**

Zemack-Rugar, Yael* and Gavan J. Fitzsimons (2011), “Depletion Versus Load: Differential Effects of Self-Control in the Reactance-to-Recommendations Paradigm,” *Association for Consumer Research*, v. 38, eds. Darren W. Dhal, Gita V. JOhar, and Stijn M, J, Van Osselear, Duluth, MN, Association for Consumer Research. **Special Session.**

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, 263-266. **Special Session.**

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, Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth: MN, 143-145.

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, 288-291. **Special Session.**

Zemack-Rugar, Yael* (2009), “Can’t or Won’t: Examining the Effects of Negative Emotions on Self-Control,” in *Proceedings for the Society for Consumer Psychology*, v. 1, eds. Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, 41-42.

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* (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.



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Peer Reviewed Conference Presentations and Proceedings Publications Cont.

*Presenting Author

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*, 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.

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. **Special Session.**

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* 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. **Special session.**

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, Virginia Tech, PhD, 2009



College of Business

Courses Taught

- 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

To the 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 North American conferences.

Service Initiatives

- Initiated, executed, and managed (since 2015) the creation of a departmental subject pool. This pool added (at no cost) access to 750-1,100 research hours per semester, in support of both faculty and PhD research.
- Initiated a unique course that offers undergraduate students an opportunity to work one-on-one with faculty on academic research (MAR4912), furthering the university's mission of increasing undergraduate involvement in research.

Department/College Service (UCF)

- Recruiting Committee – Fall 2015 to date (various positions)
- Exploring Digital Marketing Committee – 2018-2019



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- Departmental Bylaws Committee – 2018-2019
- 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
- PhD Selection Committee – Spring 2016 to date
- College Strategic Committee (Changing Lecture Capture) – Fall 2016

University Service (UCF)

- University Committee – Dean’s Review – Spring 2016
- University Committee – Graduate Programs Review – Fall 17 – to date

Service at 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

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 (online) – 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
Media Planner, McCann Erickson-Kesher Barel, Tel-Aviv, Israel – 1997-1998
Marketing Liaison, N. Feldman and Son, Tel Aviv, Israel – 1993-1997