

DAVID LUNA
Department of Marketing
 College of Business Administration
 University of Central Florida
 646-284-4609; dluna@ucf.edu

ACADEMIC EXPERIENCE

2019-Present **Professor of Marketing**, University of Central Florida, Orlando

2010-2019 **Professor of Marketing**, Baruch College, CUNY, New York
Chair, Dept. of Marketing and International Business (2013-2019)
Deputy Chair, Dept. of Marketing and International Business (2008-2013)
Director, MarkLab (2008-2013)

2003-2009 **Associate Professor of Marketing**, Baruch College, CUNY, New York

2001-2003 **Assistant Professor of Marketing**, University of Wisconsin-Whitewater

1999-2001 **Assistant Professor of Marketing**, Chapman University, Orange, CA

EDUCATION

Ph.D. Marketing; University of Wisconsin-Milwaukee (1999)
M.B.A. Marquette University (1995)
B.A. Philosophy and Business Administration; Lakeland College (1992)

RESEARCH IMPACT AND INTERESTS

- Impact: 4,325 Citations / h-index: 30 / i10-index: 37 (source: google scholar, Jan. 2025)
- Language and Persuasion
- Dual-Language Processing
- Consumer Biases and Decision Making
- Hispanic Consumer Psychology
- Cross-Cultural Consumer Behavior
- Under-the-Radar Processes in Marketing

JOURNAL PUBLICATIONS

Ostinelli, Massimiliano, and David Luna (2024), "Acceleration Neglect in Trend Extrapolations," *Journal of Experimental Psychology: Applied*.
<https://psycnet.apa.org/doi/10.1037/xap0000510>.

Rodriguez, Alexandra, David Luna, Cecilia Ortiz, and Detra Montoya (2023), "Ethnic Identity-Based Motivation: A Model Emergent from U.S. Hispanic Consumers," *Journal of*

Consumer Psychology, 33 (2), 303-327.

Carnevale, Marina, Rhonda Hadi, David Luna, and Ruth Pogacar (2023), "Follow Your Nose When it Sounds Right: How Brand Names Moderate the Influence of Olfactory Cues on Consumer Preferences," *Journal of Business Research*, 157, 1-17.

Ostinelli, Massimiliano, and David Luna (2022), "Syntax and the Illusion of Fit: How Grammatical Subject Influences Persuasion," *Journal of Consumer Research*, 48 (5), 885-903.

Carvalho, Sergio, David Luna, and Emily Goldsmith (2019), "The Role of National Identity in Consumption: An Integrative Framework," *Journal of Business Research*, 103, 310-318.

Carnevale, Marina, David Luna, and Dawn Lerman (2017), "Brand Linguistics: A Theory-Driven Framework for the Study of Language in Branding," *International Journal of Research in Marketing*, 34 (2), 572-591.

Ostinelli, Massimiliano, David Luna, and Torsten Ringberg (2014), "When Up Brings You Down: The Effects of Imagined Vertical Movements on Motivation, Performance, and Consumer Behavior," *Journal of Consumer Psychology*, 24 (2), 271-283

Carvalho, Sergio, and David Luna (2014), "Effects of National Identity Salience on Responses to Ads," *Journal of Business Research*, 67, 1026-1034.

Luna, David, Marina Carnevale, and Dawn Lerman (2013), "Does Brand Spelling Influence Memory? The Case of Auditorily Presented Brand Names," *Journal of Consumer Psychology*, 23 (1), 36-48.

Shrum, L.J., Tina Lowrey, David Luna, Dawn Lerman, and Min Liu (2012), "Sound Symbolism Effects Across Languages: Implications for Global Brand Names," *International Journal of Research in Marketing*, 29, 275-279.

Carroll, William, and David Luna (2011), "The Influence of Language Accessibility on Bilingual Advertising," *Journal of Advertising*, 40 (3), 73-84.

Czellar, Sandor, and David Luna (2010), "The Effect of Expertise on the Relation between Implicit and Explicit Attitude Measures: An Information Availability/Accessibility Perspective," *Journal of Consumer Psychology*, 20 (3), 259-273.

Ringberg, Torsten, David Luna, Markus Reihlen, and Laura A. Peracchio (2010), "Bicultural-Bilinguals: The Effect of Cultural Frame Switching on Translation Equivalence," *International Journal Of Cross-Cultural Management*, 10 (1), 77-92 (Special issue on Bicultural Individuals in Organizations: Implications and Opportunities).

Luna, David, and Hyeong Min Kim (2009), "How much was your shopping basket? Working memory processes in total basket price estimation," *Journal of Consumer Psychology*, 19, 346-355.

- Lerman, Dawn, Rachel Maldonado, and David Luna (2009), "A Theory-Based Measure of Acculturation: The Shortened Cultural Life-Style Inventory," *Journal of Business Research*, 62, 399-406.
- Luna, David, Torsten Ringberg, and Laura A. Peracchio (2008), "One Individual, Two Identities: Frame-Switching Among Biculturals," *Journal of Consumer Research*, 35 (August), 279-293.
- Galguera, Laura, David Luna, and M. Paz Méndez (2006), "Predictive Segmentation Across Cultures: Using CHAID to Segment Loyalty Card Holders," *International Journal of Market Research*, 48 (4), 459-479.
- Peracchio, Laura A., and David Luna (2006), "The Role of Thin Slice Judgments in Consumer Psychology," *Journal of Consumer Psychology*, 16 (1), 25-32.
- Luna, David, Dawn Lerman, and Laura A. Peracchio (2005), "Structural Constraints in Codeswitched Advertising," *Journal of Consumer Research*, 32 (3), 416-423.
- Luna, David, and Laura A. Peracchio (2005), "Sociolinguistic Effects on Code-Switched Ads Targeting Bilingual Consumers," *Journal of Advertising*, 34 (2), 43-56. Finalist, 2005 Best Article Award for the *Journal of Advertising*.
- Luna, David and Laura A. Peracchio (2005), "Advertising to Bilingual Consumers: The Impact of Code-Switching and Language Schemas on Persuasion," *Journal of Consumer Research*, 31 (4), 760-765.
- Luna, David (2005), "Integrating Ad Information: A Text Processing Perspective," *Journal of Consumer Psychology*, 15 (1), 38-51.
- Larsen, Val, David Luna, and Laura A. Peracchio (2004), "Points of View and Pieces of Time: A Taxonomy of Image Attributes," *Journal of Consumer Research*, 31 (1), 102-112.
- Luna, David, Laura A. Peracchio and María D. de Juan (2003), "The Impact of Language and Congruity on Persuasion in Multicultural E-Marketing," *Journal of Consumer Psychology*, 13 (1&2), 41-50.
- Luna, David, Laura A. Peracchio and María D. de Juan (2002), "Cross-Cultural and Cognitive Aspects of Web Site Navigation," *Journal of the Academy of Marketing Science*, 30 (4), 397-410.
- Luna, David and Laura A. Peracchio (2002), "Uncovering the Cognitive Duality of Bilinguals Through Word Association," *Psychology and Marketing*, 19 (6), 457-476.
- Luna, David and Laura Peracchio (2002), "Where There Is A Will...": Motivation As A Moderator Of Language Processing By Bilingual Consumers," *Psychology and Marketing*, 19 (7-8), 573-594.

- Luna, David and Laura A. Peracchio (2001), “Moderators of Language Effects in Advertising to Bilinguals: A Psycholinguistic Approach,” *Journal of Consumer Research*, 28 (September) 284-295.
- Luna, David and Susan Forquer Gupta (2001), “An Integrative Framework for Cross-Cultural Consumer Behavior,” *International Marketing Review*, 18 (1), 45-69. Journal’s most downloaded article as of October 2008 (17,509 downloads).
- Peracchio, Laura A. and David Luna (1998), “The Development of an Advertising Campaign to Discourage Smoking Initiation Among Children and Youth,” *Journal of Advertising*, 27 (3), 49-56.

BOOKS

- Lerman, Dawn, Robert J. Morais, and David Luna (2018), *The Language of Branding: Theory, Strategies, and Tactics*. New York: Routledge.

EDITED VOLUMES

- Lerman, Dawn, and David Luna (2007), Proceedings of the 2007 Society for Consumer Psychology Winter Conference.
- Gonzalez, Silvia, and David Luna (2006), *Latin American Advances in Consumer Research*, Vol. 1, Duluth, MN: Association for Consumer Research.

BOOK CHAPTERS

- Luna, David, Detra Montoya, Cecilia Ortiz, and Alexandra Rodriguez (accepted), “Hispanic Consumer Psychology,” invited chapter for the *Handbook of Consumer Psychology* (Curtis Haugtvedt, ed.).
- Lelchuk, Colette, David Luna, Marianne Gordon, and Torsten Ringberg (2019), “Consumer Identity and Language: The Role of Agency and Mental Models,” in *Handbook of Research on Identity Theory in Marketing*, Mark Forehand and Americus Reed, ed., Cheltenham, UK: Edward Elgar Publishing.
- Peracchio, Laura A., Melissa G. Bublitz, and David Luna (2014), “Cultural Diversity and Marketing,” in *Oxford Handbook of Multicultural Identity*, Veronica Benet-Martinez and Ying-Yi Hong, ed., New York: Oxford University Press, 438-461. Winner of the APA Division 52’s Ursula Gielen Global Psychology Book Award, 2015.
- Esteban-Millat, Irene, Francisco J. Martínez-López, David Luna, and Inma Rodríguez-Ardura (2014), “The Concept of Flow in Online Consumer Behavior,” in *Handbook of Strategic e-*

- Business Management*, Francisco J. Martínez-López, ed., Berlin: Springer-Verlag, 371-402.
- Luna, David (2011), “Advertising to the Buy-Lingual Consumer,” in *Language and Bilingual Cognition*, Benedetta Basseti and Vivian Cook, eds, Oxford, UK: Taylor and Francis.
- Luna, David, Torsten Ringberg, and Laura A. Peracchio (2010), “Are You The Same Person When You Speak A Different Language? Implications of Frame-Switching for Advertising Interpretation,” *Business Journal of Hispanic Research*,4 (1), 68-75.
- Luna, David, Marina Carnevale, and Dawn Lerman (2009), “Hear is the thing: The role of sound-to-spelling correspondence on brand attitudes,” in *Sensory Marketing*, Aradhna Krishna, ed., New York: Routledge.
- Wang, Kai-Yu, Laura A. Peracchio, and David Luna (2008), “The Role of Thin Slice Judgments in Retail Environments,” in *Brick and Mortar Shopping in the 21st Century*, Tina Lowrey, ed., Mahwah, NJ: Lawrence Erlbaum (17-32).
- Carroll, William, David Luna, and Laura A. Peracchio (2007), “Dual Language Processing of Marketing Communications,” in *Psycholinguistic Phenomena in Marketing Communications*, Tina Lowrey, ed., Mahwah, NJ: Lawrence Erlbaum (221-246).
- Luna, David, Laura A. Peracchio, and María D. de Juan (2005), “Smoother Surfing Across Cultures: Bilinguals on the Web,” in *Online Consumer Psychology: Understanding and Influencing Behavior in the Virtual World*, Curtis Haugtvedt, Karen Machleit and Richard Yalch, Eds., Lawrence Erlbaum, 245-264.
- Luna, David and Laura A. Peracchio (2004), “Language In Multicultural Advertising: Words And Cognitive Structure,” in *Diversity in Advertising*, Jerome D. Williams, Wei-Na Lee, and Curtis Haugtvedt, eds., Mahwah, NJ: Lawrence Erlbaum (153-176).
- Luna, David and Laura A. Peracchio (2003), “Visual and Linguistic Processing of Ads By Bilingual Consumers,” in *Persuasive Imagery: A Consumer Response Perspective*, Linda Scott and Rajeev Batra, eds, Mahwah, NJ: Lawrence Erlbaum (153-174).
- Peracchio, Laura A. and David Luna (1999), “How Do We Persuade Children not to Smoke?,” in *Children and Advertising*, Les Carlson and M. Carole Macklin, eds., Thousand Oaks, CA: Sage Publications (211-228).

PAPERS UNDER REVIEW / WORK IN PROGRESS

- Chapman, Lennay, Scott Schanke, David Luna, and Ana Valenzuela, “Linguistic Markers of Deception: How Chatbots’ and AI’s Language Can Undermine its Credibility,” Revise and Resubmit at the *Journal of the Academy of Marketing Science*.
- Meng, Yan, Massimiliano Ostinelli, David Luna, and Sandor Czellar, “From Language to Behavior: Verbs Can Lead to Consumer Action,” paper under review at the *Journal of*

Advertising.

Luna, David, Lennay Chapman, and Massimiliano Ostinelli, "The Psycholinguistic Characteristics of Nonsense Nonword Brand Names", paper in writing stage. Target journal: *Journal of Marketing*.

Zemack-Rugar, Yael, and David Luna, "Gender versus Use as criteria for product line divisions", paper in writing stage. Target journal: *Journal of Consumer Research*.

Ostinelli, Massimiliano, David Luna, Torsten Ringberg, and Seidi Suurmets, "Static Versus Dynamic Embodied Cognition: A Multi-Method Investigation of Verticality," manuscript in writing stage. Target journal: *Journal of Business Research*.

Chapman, Lennay, and David Luna, "Blended Brand Names: Combining Words for Successful Brand Names," project in data collection stage. Target journal: *Journal of Consumer Research*.

GRANTS AND AWARDS

- UCF Research Incentive Award (2024).
- Dean's Research Productivity Award (2023, 2022): \$5,000 each.
- UCF Seed Funding Program (2019): \$15,000.
- Aaronson Outreach Fellowship, Zicklin School of Business (2011; 2012).
- Stellner Distinguished Scholar, University of Illinois at Urbana-Champaign (January 2007).
- Nicosia Award to the Best Competitive Paper, Association for Consumer Research annual conference (October 2005).
- Finalist, 2005 Best Article Award in the *Journal of Advertising*, for the article "Sociolinguistic Effects on Code-Switched Ads Targeting Bilingual Consumers."
- Award for Teaching Excellence, Zicklin School of Business (Spring 2005).
- Faculty Fellowship, CUNY Faculty Publications Program (Spring 2005).
- Faculty Scholarship and Creative Achievement Award, Baruch College (2004; 2005).
- Research Award, Marketing Department, UW-Whitewater (February 2002).
- *American Marketing Association, Best Paper Award*. Best paper in the Advertising - Netvertising and Communication Track (February 2001).
- *Marketing Science Institute, Grant Award*. Grant award for the project "Flow Experience in International Web Shopping" (September 1999).
- *Society for Consumer Psychology, Best Paper Award*. Best paper authored by a doctoral student at the 1999 conference (February 1999).

- *Honorable Mention, Marketing Science Institute.* Honorable mention in the dissertation proposal competition (October 1998).
- *Grant Recipient, Association for Consumer Research.* Winner of the Sheth Foundation competition for cross-cultural consumer research dissertation proposals (August 1998).
- Fellow, AMA Doctoral Consortium, Athens, GA (August 1998).
- Competitive Internal Grants:
 - PSC-CUNY Research Award (2004; 2005; 2006; 2007; 2008; 2013).
 - University of Wisconsin-Whitewater (2002).
 - College of Business and Economics, UW-Whitewater (2001, 2002).
 - Chapman University (2000).
 - University of Wisconsin-Milwaukee, Preparing Future Faculty Program (1998).

CONFERENCES AND PROCEEDINGS

Zemack-Rugar, Yael, and David Luna, "Gender versus Use as criteria for product line divisions", presentation at the Society for Consumer Psychology, Las Vegas, February 2025.

Chapman, Lennay, David Luna, Ana Valenzuela, and Scott Schanke "Is that chatbot lying to me? The effects of linguistic markers of deception in chatbot interactions," presentation at the Association for Consumer Research, Denver, CO, October 2022.

Nilangekar, Mrudul, and David Luna, "Can Self-Focus create the Greatest Good for the World? Study of Self-Compassion on Helping Behavior," presentation at the Association for Consumer Research, Denver, CO, October 2022.

Chapman, Lennay, David Luna, Ana Valenzuela, and Scott Schanke, "Linguistic Markers of Deception: How a Chatbot's Language Can Undermine Behavior and Trust," presentation at the Society for Consumer Psychology (virtual), March 2022.

Ostinelli, Massimiliano, David Luna, Torsten Ringberg, and Seidi Suurmets, "Assimilative Versus Complementary Effects of Embodied Verticality: Neural and Behavioral Evidence," presentation at the Association for Consumer Research, (virtual) October 2020.

Valenzuela, Ana, David Luna, Christian Hildebrand, and Jessie Du, "Experiential Effects of Device-Dependent Voice Interactions: Resolving the Power Imbalance between Voice-assistants and Users," presentation at the Association for Consumer Research, (virtual) October 2020.

Valenzuela, Ana, David Luna, and Jessie Du, "The Verbal Chameleon Effect and Alexa: An Assemblage Theory Approach," presentation at the Association for Consumer Research, Atlanta, GA, October 2019.

Carnevale, Marina, Rhonda Hadi, Ruth Pogacar, and David Luna, "The Influence of Olfactory Cues on Consumer Preferences: The Moderating Role of Brand Names," presentation at the Society for Consumer Psychology, Savannah, GA, March 2019.

Carnevale, Marina, Rhonda Hadi, Ruth Pogacar, and David Luna, "Follow Your Nose When it Sounds Right: How Brand Names Moderate the Influence of Olfactory Cues on Consumer Preferences", presentation at the Association for Consumer Research, San Diego, CA, October 2017.

Ostinelli, Massimiliano, and David Luna, "Grammatical Subject, Base Rates, and Persuasion", presentation at the Association for Consumer Research, San Diego, CA, October 2017.

- Meng, Yan, David Luna and Sandor Czellar, "Verbs (vs. Nouns) Can Lead to Consumer Action," presentation at the Association for Consumer Research, Berlin, October 2016.
- Charlotte Gaston-Breton and David Luna, "Do Consumers Learn New Currencies As They Learn New Languages? the Impact of Price Syntax and Synonyms on Learners' Proficiency," presentation at the Association for Consumer Research, Berlin, October 2016.
- Carnevale, Marina, Rhonda Hadi, and David Luna, "The Interaction of Sound and Smell in Consumer Memory and Choice: The 'Harmony of the Senses' Effect," presentation at the Association for Consumer Research, New Orleans, October 2015.
- Ostinelli, Massimiliano, David Luna, and Torsten Ringberg, "The Embodied Simulation of Verticality," presentation at the Association for Consumer Research, New Orleans, October 2015.
- Carnevale, Marina, Rhonda Hadi, and David Luna, "Scents and Sounds: a Multisensorial Approach to the Study of Brands ," presentation at the Association for Consumer Research, Asian Pacific Conference. 2015.
- Ostinelli, Massimiliano, David Luna, and Torsten Ringberg, "Driving Symbolic Consumption through Imagined Vertical Movements," presentation at the European Association for Consumer Research, July 2013.
- Krishna, Aradhna, David Luna, and Beatriz Pereira, "Am I more likely to have AIDS in English or in Spanish?: The Effects of Language on Risk Perception," presentation at the European Society for Consumer Psychology, June 2012.
- Shrum, L.J., Tina M. Lowrey, David Luna, Dawn Lerman, Min Liu, "Processes and Generalizations for Phonetic Symbolism Effects," presentation at the Society for Consumer Psychology, February 2011.
- Luna, David, Marina Carnevale, and Dawn Lerman, "How Spelling a Brand Name Correctly Can Lead to Better Memory," presentation at the Society for Consumer Psychology, February 2011.
- Shrum, L.J., Tina M. Lowrey, David Luna, Dawn Lerman, Min Liu, "Testing Phonetic Symbolism Effects On Brand Name Preference For Bilinguals Across Multiple Languages", presentation at the Association for Consumer Research, October 2010.
- Kocher, Bruno and David Luna, "Do I Really Have To Prove Who I Am? The Impact Of Identity Denial And Targeted Ads", presentation at the Association for Consumer Research, October 2010.
- Luna, David, Marina Carnevale, and Dawn Lerman (2010), "Google Or Googol? How Meanings Of Sound And Spelling Processes Influence Evaluations For Brand Names", presentation at the Association for Consumer Research, October 2009.
- Carnevale, Marina, David Luna, and Dawn Lerman, "*Hear* is the thing: The role of sound-to-spelling correspondence on brand attitudes," presentation at the Association for Consumer Research, San Francisco, CA, October 2008.
- Czellar, Sandor, Benjamin Voyer, Alexandre Schwob, and David Luna, "Whence Brand Evaluations? Investigating The Relevance of Personal and Extrapersonal Associations in Brand Attitudes," presentation at the Association for Consumer Research, San Francisco, CA, October 2008.
- Luna, David, Marina Carnevale, and Dawn Lerman, "...And how do you spell that? Consumer Responses to Brand Names Presented Auditorily" invited presentation at the Sensory Marketing Conference, Ann Arbor, MI, June 2008.
- Carroll, Ryall, David Luna, and Laura Peracchio, "Language Domain Effects on Bilingual Advertising," presentation at the Association for Consumer Research, Memphis, TN, October 2007.

- Czellar, Sandor Czellar, David Luna, Benjamin Voyer, and Alexandre Schwob, "How Personal Are Consumer Brand Evaluations? Disentangling the Role of Personal and Extrapersonal Associations in Consumer Judgments," presentation at the Association for Consumer Research, Memphis, TN, October 2007.
- Lowrey, Tina, Dawn Lerman, and David Luna, "Phonetic Symbolism and Brand Name Preferences in French and English," presentation at the European Association for Consumer Research conference, Milan, Italy, July 2007.
- Galguera, Laura, David Luna, and M. Paz Méndez, "Loyalty Cards and Their Holders: A Multi-Country Investigation," presentation at the European Marketing Academy (EMAC), Athens, Greece, May 2006.
- Wang, Kai-Yu, Laura Peracchio, and David Luna, "The Role of Thin Slice Judgments in Retail Environments," presentation at the Association for Consumer Psychology annual conference, Houston, TX, May 2006.
- Carroll, Ryall, David Luna, and Laura Peracchio, "Language Matters or a Matter of Languages? Marketing in a Multilingual Environment," presentation at the Society for Consumer Psychology, Miami, FL, February 2006.
- Luna, David, and Hyeong Min Kim, "Remembering Prices: Numeric Cognition, Language, and Price Recall," presentation at the Association for Consumer Research annual conference, San Antonio, TX, October 2005.
- Bauman, Christine, David Luna, and Laura Peracchio, "Improving Tax Compliance of Bilingual Taxpayers with Effective Consumer Communication," *The IRS Research Bulletin*, Proceedings of the 2005 IRS Research Conference, IRS Publication 1500.
- Carvalho, Sergio, and David Luna, "The Effect of National Identity Salience on Consumers' Evaluation of Advertisements and Associated Products," presentation at the Academy of International Business annual conference, Quebec City, CA, July 2005.
- Callow, Michael, Charles McMellon, Dawn Lerman, and David Luna, "Depicting Romantic Couples in Advertising: The Roles of Gender and Race on Audience Perceptions," presentation at the European Association for Consumer Research, Goteborg, Sweden, June 2005.
- Czellar, Sandor, and David Luna, "The Impact of Automatic Attitudes on Product and Brand Evaluations: The Moderating Effect of Consumer Expertise," presentation at the Society for Consumer Psychology annual conference, St. Petersburg, FL, February 2005.
- Luna, David, Torsten Ringberg, and Laura A. Peracchio, "Advertising to Bicultural Consumers: Frame-switching and Language," presentation at the Society for Consumer Psychology annual conference, St. Petersburg, FL, February 2005.
- David Luna, Laura Peracchio, and Dawn Lerman, "Structural Constraints in Mixed Language Ads: A Psycholinguistic Analysis of the Persuasiveness of Codeswitching," presentation at the Association for Consumer Research annual conference, Portland, OR, October 2004.
- Carvalho, Sergio, and David Luna, "Is there any marketing value in national identity?," working paper presented at the Association for Consumer Research annual conference, Portland, OR, October 2004.
- David Luna, Laura Peracchio, and Dawn Lerman: "A Theory-Based Examination of Language Switching in Advertising to Bilingual Consumers," presentation at the Association for Consumer Research annual conference, Toronto, CA, October 2003.
- Luna, David, Dawn Lerman, and Laura A. Peracchio, "Language Switching in Advertising to Bilingual Consumers: Structural and Social Constraints," presentation at the Society for Consumer Psychology annual conference, New Orleans, LA, February 2003.

- Luna, David, María D. de Juan, and Laura A. Peracchio, "Flow in Individual Web Sites: Model Estimation and Cross-Cultural Validation," presentation at the Association for Consumer Research annual conference, Atlanta, GA, October 2002.
- Luna, David and Laura A. Peracchio, "Motivation and Language Processing in Advertising to Bilingual Consumers," presentation at the Association for Consumer Research annual conference, Atlanta, GA, October 2002.
- Luna, David and Laura A. Peracchio, "The Representation Of Words In The Bilingual Mind: Bilingual Consumers And The Case For Cognitive Duality," presentation at the Society for Consumer Psychology annual conference, Austin, February 2002.
- Luna, David and Laura A. Peracchio, "Beer Or Cerveza?: Language Switching And Advertising To Bilingual Consumers," presentation at the Society for Consumer Psychology, Austin, February 2002.
- Luna, David, Laura A. Peracchio, and María D. de Juan, "Cross-cultural Website Effectiveness: Antecedents and Consequences of Flow," presentation at the Marketing Science Conference on Marketing to and Serving Customers Through the Internet, Boca Raton, December 2001.
- Luna, David and Laura A. Peracchio, "One Word, Two Schemas: Empirical Explorations of Bilinguals' Cognitive Duality," presentation at the Association for Consumer Research annual conference, Austin, October 2001.
- Luna, David and Laura A. Peracchio, "Bilinguals, Graphics and the Web: A Language Processing Approach," presentation at the Association for Consumer Research annual conference, Austin, October 2001.
- Luna, David, Laura A. Peracchio and María D. de Juan, "Smoother Surfing across Cultures: The Impact of Web Site Congruity, Attitudes and Flow on Bilingual Processing," presentation at the Advertising and Consumer Psychology conference, Seattle, May 2001.
- Luna, David, Laura A. Peracchio and María D. de Juan, "The Web as a Transnational Communications Tool: Flow, Language and Web Site Effectiveness," presentation at the American Marketing Association Winter Educators' Conference, Scottsdale, February 2001.
- Luna, David, Laura Peracchio and María D. de Juan, "Global Clicking: Language and Pictures in International Web Sites," presentation at the Society for Consumer Psychology annual conference, Scottsdale, February 2001.
- Luna, David and María D. de Juan, "Internet Shopping and Quality Of Life: Does the Internet Benefit Consumers?," presentation at the III Conference of the International Society for Quality of Life Studies, Barcelona, Spain, July 2000.
- Luna, David and María D. de Juan, "Shopping Style Segments And The E-Commerce Experience," presentation at the EAERCDC Conference on Retail Innovation, Barcelona, Spain, July 2000.
- Luna, David and Laura A. Peracchio, "Visual and Linguistic Processing of Ads By Bilingual Consumers," presentation at the Association for Consumer Psychology annual conference, Ann Arbor, MI, May 2000.
- Luna, David and Laura A. Peracchio, "International Web Shopping: Internet Sites, Culture, and Flow," presentation at the Journal of International Business Studies conference on E-Commerce and Global Business, Santa Cruz, CA, May 2000.
- Luna, David and Laura A. Peracchio, "What's in a Bilingual Mind? Examining Bilingual Conceptual Representation," presentation at the Association for Consumer Research 1999 Conference, Columbus, OH.
- Prasad, V. Kanti, G.M. Naidu, Purushottam Papatla, and David Luna, "State Characteristics and Economic Internationalization," presented at World Marketing Congress, Malta, June 1999.

- Luna, David and Laura A. Peracchio, "Advertising to Bilingual Consumers: A Psycholinguistic Approach," presentation at the Advertising and Consumer Psychology Conference, San Antonio, May 1999.
- Luna, David and Laura A. Peracchio, "Picture Effects on Advertising to Bilingual Consumers," presentation at the Society for Consumer Psychology Conference, St. Petersburg Beach, FL.
- Luna, David and Laura A. Peracchio, "What's in a Bilingual's Mind?: How Bilingual Consumers Process Information," competitive paper presentation at the Association for Consumer Research Annual Conference, Montreal, October 1998.
- Luna, David, and Laura A. Peracchio, "Faculty and Graduate Students in Partnership," presentation at the Conference on Issues in Undergraduate Education, University of Wisconsin System, Milwaukee, April 1998.
- Peracchio, Laura A. and David Luna, "Smoking Initiation Among Children," presentation at the Social Marketing Conference, Boston, May 1997.
- Luna, David, "The Effect of Spanish-English Bilingualism on Young Children's Understanding of Consumer-Related Messages," presentation at the Multicultural Marketing Conference, Virginia Beach, October 1996.

SERVICE AND OTHER ACTIVITIES

- Editorial Boards:
 - Journal of Consumer Psychology* (2012-present)
 - Journal of Advertising* (2007-present)
 - TESOL Quarterly* (2005-2007)
- Board of Directors: Advertising Educational Foundation (AEF), 2017-2019.
- Conference Co-Chair:
 - Society for Consumer Psychology* conference, Las Vegas (February 2007).
 - Inaugural *Association for Consumer Research-Latin America* conference, Monterrey, Mexico (January 2006).
- Program Committees:
 - Latin American Association for Consumer Research*, 2014
 - Association for Consumer Research* Competitive Paper Board, 2013
 - Society for Consumer Psychology* Europe, 2012
 - Association for Consumer Research*, 2010-11
- Roundtable session co-chair: *Association for Consumer Research*, 2009.
- Scientific Committee, *Revista Española de Investigación de Marketing ESIC*, 2010-present.
- Association for Consumer Research International Advisory Board (2007-present).
- Ad-Hoc Reviewer for:
 - Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Advertising*, *Journal of Marketing*, *Hispanic Journal of Behavioral Sciences*, *Journal of Retailing and Consumer Services*, *Association for Consumer Research*, *Society for Consumer Psychology*, *International Marketing Review*, *American Marketing Association*, *International Management Development Association*, Sheth Foundation PhD grant program
- Service to the Department:

Annual Evaluation Standards and Procedures Review Committee (2024)
 Research Seminar coordinator (2023-present)
 Lead, Text Analysis research group (2023-2024)
 Co-founder, Consumer Behavior reading group (2022-present)
 Masters program exploratory committee (2021)
 CPE Committee Chair (2019, 2020)
 Faculty search committee (2019, 2008, 2007 (Chair), 2006)
 Curriculum innovation committee (2019-present)
 PhD program committee (2019-present)
 Department Chair (January 2013-2018)
 Director, Marketing Resource Lab (MarkLab) (2008-2013)
 Deputy Chair (2008-2013)
 Executive Committee (2006-present)
 Aaronson Outreach Fellow (2011-2013)
 Curriculum Review Committee—Advertising major (2009)
 Scholarship and award coordinator (Spring 2004-present).

Dissertation chair/co-chair:

UCF: Mrudul Nilangekar (2024); Lam An (2021).

Baruch College: Daniel Rubin (2016); Ryall Carroll (2008); Sergio Carvalho (2006).

PhD dissertation committee:

UCF: Aarushi (2025), Mackenzie Bland (2025), Sona Klucarova (2021), Laura Boman (2021)

Copenhagen Business School: Serena Wider (2023)

FIU: Stella (Malihe) Tavallaei (2024)

Baruch College: Emily Goldsmith; Boram Nam; Ann McNeel; Marina Carnevale; Rania Semaan; Maneesh Thakkar; Suri Spolter

- Service to the College of Business:

Research Committee (2022-present)

Instructor/Lecturer Promotion Committee (2021-present).

Promotion and Tenure Committee (2019-2020).

Promotions and Budget Committee member (2013-2018).

MBA Learning Assurance Coordinating Committee (Fall 2004).

- Service to the University:

UCF Honors Committee (2021-present)

UCF Research Council (2019-present).

Member, Excellence in Research Subcommittee (2024-present)

Vice-Chair, UCF Research Council (2022-2024)

Rosen College of Hospitality Promotion and Tenure Committee (2021)

EDBA program executive committee (2015-2019)

Faculty Senate (2017-2018)

Member of Ph.D. program Executive Committee (2006-2014).

Committee of Undergraduate Honors (2004-2019).
Reviewer, PSC-CUNY grants program (2006).

- Recent Invited Presentations:
 - Dean's Podcast series (August 2023)
 - Rutgers University Camden (December 2022)
 - Dean's Speaker Series (March 2022)
 - ITAM, Mexico City (November 2021)
 - University of Texas-Rio Grande Valley (March 2021)
 - FIRE program fair, UCF College of Medicine (October 2020)
 - Northwest Mutual Insurance (October 2020)
- Consumer Behavior PhD seminar, Universidad Carlos III, Madrid (2012-2019)
- Panelist at the University of Washington Multicultural Research Conference, Seattle, WA, June 2008.
- Research Seminar at the University of Illinois (January 2007)
- Seminar on U.S. Hispanic market, ITESM-Monterrey, Mexico (February 2004).
- Researcher participant in the Marketing Research Group, Miguel Hernandez University, Spain (2003-present).
- Seminar on Cross-Cultural E-Commerce, UW-Whitewater (March 2003).
- Consumer Behavior seminar at IESE Business School, Barcelona, June 2001.
- Seminar session on language processing at UW-Madison (2001) and UW-Milwaukee (2002) marketing Ph.D. seminars.

EMPLOYMENT AND CONSULTING

- Expert Witness (2021): Wright Law Office (class action)
- Consulting: Honda, the American Cancer Society, La Scuola d'Italia, Word World, Inc., Canadian government's Office of the Commissioner of Official Languages, Phoenix Products.
- Full-time employment: Insurance Underwriter, Heritage Insurance (1992-1995).

TEACHING EXPERIENCE

- Advertising (Undergraduate; MBA; Executive MS)
- Marketing Research (Undergraduate; MBA; Executive MS)
- Consumer Behavior (MBA; on-line MBA; Undergraduate; PhD; Executive DBA)
- Marketing Strategy (MBA; Executive MBA)
- Marketing Principles (Undergraduate)
- Consumer Linguistics (MS)
- Digital Consumer Behavior (MBA; MS)