

# CALEB WARREN

## CURRICULUM VITA

Eller College of Management  
University of Arizona  
PO Box 210108  
Tucson, AZ 85721

calebwarren@arizona.edu  
calebwarrenresearch.com

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### POSITIONS

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#### **Eller College of Management, University of Arizona**

Associate Professor in the Marketing Department, May 2019 -  
Assistant Professor in the Marketing Department, July 2016 – May 2019

#### **Mays Business School, Texas A&M University**

Assistant Professor in the Marketing Department, August 2013 – June 2016

#### **Bocconi University**

Assistant Professor in the Marketing Department, September 2010-July 2013

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### EDUCATION

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#### **Leeds School of Business, University of Colorado, Boulder**

PhD in Marketing, May 2010  
Advisor: Margaret C. Campbell

#### **Goizueta Business School, Emory University**

Bachelor of Business Administration, May 2004  
Concentration in Marketing

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### AWARDS, GRANTS, & HONORS

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Ferber Award for the best interdisciplinary dissertation article published in JCR in 2014

Finalist for the best article published in JCR in the calendar year 2014

Finalist for the Hunt-Maynard award for article published in *Journal of Marketing* that best advances marketing theory in 2019.

Outstanding reviewer award from the *Journal of Consumer Research* (October 2018)

Area Editor: *International Journal of Research in Marketing* (starting August 2021)

Editorial Review Boards: *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *Journal of Marketing*.

Marketing Science Institute Grants:

“Humorous Complaining,” January 2011 (w/ A. P. McGraw & C. Kan).

“On the Relationship Between Humor and Brand Attitude,” July 2010 (w/ A. P. McGraw).

AMA-Sheth Doctoral Consortium Fellow, Atlanta, GA, June 2009

## RESEARCH

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### PEER-REVIEWED PUBLICATIONS

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Warren, N., Farmer, M., Gu, T., & **Warren, C.** 2021. Marketing Ideas: How to Write Research Articles that Readers Understand and Cite. *Journal of Marketing*, Forthcoming. (Equal authorship)

**Warren, C.**, Barsky, A. & McGraw, A.P. 2021. What Makes Things Funny? An Integrative Review of the Antecedents of Laughter and Amusement. *Personality and Social Psychology Review*, 25, 41-65.

Pezzuti, T., Leonhardt, J.M., & **Warren, C.** 2021. Certainty in Language Increases Consumer Engagement on Social Media. *Journal of Interactive Marketing*, 53, 32-46.

**Warren, C.** & Reimann, M. 2019. Crazy-Funny-Cool Theory: Divergent Reactions to Unusual Product Designs. *Journal of the Association for Consumer Research*, 4, 409-421. (Equal authorship)

**Warren, C.**, Batra, R., Loureiro, S., Bagozzi, R. 2019. Brand Coolness. *Journal of Marketing*, 83, 36-56. (First two authors equal contribution)  
\*Finalist for Hunt-Maynard Award for article with largest theoretical contribution

**Warren, C.**, Carter, E. P. & McGraw, A. P. 2019. Being Funny is Not Enough: The Influence of Perceived Humor and Negative Emotional Reactions on Brand Attitudes. *International Journal of Advertising*, 38, 1025-1045.

**Warren, C.** & Mohr, G. S. 2019. Ironic Consumption. *Journal of Consumer Research*, 46, 246-266.

**Warren, C.** Barsky, A. & McGraw, A.P. 2018. Humor, Comedy, and Consumer Behavior. *Journal of Consumer Research*, 45, 529-552.

**Warren, C.** Pezzuti, T. & Koley S. 2018. Is Being Emotionally Inexpressive Cool? *Journal of Consumer Psychology*, 28, 560-577.

**Warren, C.** & McGraw, A.P. 2016. When Do Humorous Marketing Communications Hurt Brands? *Journal of Marketing Behavior*, 2, 39-67.

**Warren, C.** & McGraw, A.P. 2016. Differentiating What Is Humorous from What Is Not. *Journal of Personality and Social Psychology*, 110, 407-430.

**Warren, C.** & McGraw, A.P. 2015. Opinion: What Makes Things Humorous. *Proceedings of the National Academy of Sciences*, 112, 7105-6.

Campbell, M.C. & **Warren, C.** 2015. Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. *Journal of Consumer Research*, 41, 1316-31. (Equal authorship)

McGraw, A. P., **Warren, C.**, & Kan, C. 2015. Humorous Complaining. *Journal of Consumer Research*, 41, 1153-71.

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**PEER-REVIEWED PUBLICATIONS (cont.)**


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Bauman, C.W., McGraw, A.P., Bartels, D. & **Warren, C.** 2014. Revisiting External Validity: Concerns about Trolley Problems and Other Sacrificial Dilemmas in Moral Psychology. *Social and Personality Psychology Compass*, 8/9, 536-54.

**Warren, C.** & Campbell, M. C. 2014. What Makes Things Cool? How Autonomy Influences Perceptions of Coolness. *Journal of Consumer Research*. 41, 543-563.  
\*Winner of the Robert Ferber Award and finalist for best paper of the year

McGraw, A.P., Williams, L.E., & **Warren, C.** 2014. The Rise and Fall of Humor: Psychological Distance Modulates Humorous Responses to Tragedy. *Social Psychological and Personality Science*, 5, 566-572.

McGraw, A.P., **Warren, C.**, Williams, L.E., & Leonard, B. 2012. Too Close for Comfort or Too Far to Care? Finding Humor in Distant Tragedies and Close Mishaps. *Psychological Science*, 23, 1215-1223.

Campbell, M.C. & **Warren, C.** 2012. A Risk of Meaning Transfer: Are Negative Associations More Likely to Transfer than Positive Associations. *Social Influence*, 7, 172-92.  
(Equal authorship)

**Warren, C.**, McGraw, A.P., Van Boven, L. 2011. Values and Preferences: Defining Preference Construction. *Wiley Interdisciplinary Reviews: Cognitive Science*, 2, 193-205.

McGraw, A. P. & **Warren, C.** 2010. Benign Violations: Making Immoral Behavior Funny. *Psychological Science*, 21, 1141-1149. (Equal authorship)

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**BOOK CHAPTERS**


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**Warren, C.** & McGraw, A.P. 2014. Appreciation of Humor. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 52-55.

McGraw, A.P. & **Warren, C.** 2014. The Benign Violation Theory of Humor. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 75-77.

McGraw, A.P., Williams, L.E. & **Warren, C.** 2014. Psychological Distance. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 602-604.

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**SELECTED MANUSCRIPTS UNDER REVIEW / WORKING PAPERS**


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Koley, S. Warren, C., & Ramanathan, S. When Does Anxiety Increase Attempts to Spend Time and Money Efficiently?

Farmer, M., & Warren C. Measuring Nostalgia.

Hodges, B., Warren, C., & Estes, Z. Intel Inside: A Psycholinguistic Perspective on the Properties of Effective Brand Slogans.

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**PEER-REVIEWED CONFERENCE PRESENTATIONS**

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- Conceptualizing and Measuring Integral Nostalgia. Competitive Paper at the Society for Consumer Psychology Conference: Huntington Beach, CA. March 2020.
- Ironic Consumption. Competitive Paper at the Association for Consumer Research Conference: San Diego, CA. October 2017.
- Ironic Consumption. Competitive Paper at the Society for Consumer Psychology Conference: St. Pete Beach, FL. February 2016.
- Beyond Funny Ads: Empirical and Theoretical Insights into Humorous Consumption and Marketing. Presentation as part of a special session at the Association for Consumer Research Conference: Baltimore, MD. October 2014.
- Does One Step Forward Seem Larger Than One Step Back? Evidence of a Progress Illusion in Goal Monitoring. Competitive Paper at the European Marketing Academy Conference: Valencia, Spain. June 2014.
- Is Concealing Emotional Expression Cool? Presentation as part of a special session at the Society for Consumer Psychology Conference: Miami, FL. March 2014.
- Humorous Consumption. Competitive Paper at the Association for Consumer Research Conference: Chicago, IL. October 2013.
- Does One Step Forward Seem Larger Than One Step Back? Initial Evidence of a Positive Bias in Goal Monitoring. Competitive Paper at the European Association for Consumer Research Conference: Barcelona, Spain. July 2013.
- What Makes Things Cool? The Role of Bounded Autonomy. Competitive paper at the European Marketing Academy Conference: Istanbul, Turkey. June 2013.
- What Makes Things Cool? The Role of Bounded Autonomy. Competitive paper at the LaLonde Marketing Communications and Consumer Behavior Conference: La Londe les Maures. May 2013.
- Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. Competitive Paper at the Society for Consumer Research Conference: Florence, Italy. June 2012.
- Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. Presentation as part of a special session at the Association for Consumer Research Conference: St. Louis, MO. October 2011.
- When Humorous Marketing Backfires: Uncovering the Relationship Between Humor, Negative Affect, and Brand Attitude. Competitive paper at the Association for Consumer Research Conference: St. Louis, MO. October 2011.
- Humorous Consumer Complaining. Working paper presentation at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

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**PEER-REVIEWED CONFERENCE PRESENTATIONS (cont.)**

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That Sucks – You Need to See It! Why and When Violations Go Viral. Working paper presentation at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

Benign Marketing Violations: How and When Humorous Marketing Hurts Brands. Presentation at the International Society for Humor Studies Conference in Boston, MA. July 2011.

What Makes Things Funny?... And Why Is It Important to Behavioral Decision Theory? Presentation at the International Conference on Behavioral Decision Making at the Interdisciplinary Center (IDC) Herzliya, Israel. June 2011.

What Makes Things Cool? How Autonomy Influences Perceptions of Coolness. Competitive paper at the Association for Consumer Research Conference: Jacksonville, FL. October 2010.

Make a Funny: Humor Production and the Benign Violation Theory. Working paper presentation at the Association for Consumer Research Conference: Jacksonville, FL. October 2010.

Wrong but Funny: Moral Violations Can Elicit Mixed Emotions. Competitive paper presentation at the Society for Consumer Psychology Winter Conference: San Diego, CA. February 2009.

Wrong but Funny: The Absurdity of Moral Violations. Working paper presentation at the Society for Judgment and Decision Making Conference; Chicago, IL. November 2008.

Product Meaning and Consumer Creativity. Working paper presentation at the Association for Consumer Research Conference; San Francisco, CA. October 2008.

Transferring Meaning from Cultural Entities to Brands. Working paper presentation at the Association for Consumer Research Conference; Memphis, TN. October 2007.

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**INVITED TALKS**

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What Makes People, Products, and Brands Cool?  
Marketing Group, Nova University Lisbon, Feb 2021.

What Are the Ingredients of a Good Joke? Identifying a Recipe for Successful Humor Production.  
School of Business, University of San Diego, San Diego, CA, Feb 2020  
Marketing Department, University of Michigan, Ann Arbor, MI, March 2019

Ironic Consumption  
Marketing Department, University of Oregon, Eugene, OR, May 2018  
Consumer Behavior Research Camp, University of Cincinnati, OH; April 2018  
UA/ASU Research Symposium, University of Arizona, Tucson, AZ; April 2017  
Shansby Research Seminar Series, University of California, Berkeley, CA; January 2017

Is Being Emotionally Inexpressive Cool?  
Marketing Department, University of Texas, Austin, TX; April 2016.  
College of Business, Stony Brook University; Stony Brook, NY; May 2015.

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**INVITED TALKS (cont.)**

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## Empirically Testing What Makes Things Cool.

Social Psychology Department, University of Arizona, Tucson, AZ; April 2017  
Fred Rhodewalt Social Psychology Winter Conference; Park City, UT; January 2017.  
Marketing Department, San Diego State University, San Diego, CA; October 2015.  
Marketing Department, University of Arizona, Tucson, AZ; October 2015.  
Marketing Department, Indiana University; Bloomington, IN; September 2015.  
Marketing Department, University of Texas, San Antonio; March 2014.

## Goal Monitoring: Does One Step Forward Seem Larger Than One Step Back?

Social Psychology Winter Conference; Park City, UT; January 2014

## How Humor Attempts Influence Brand Attitude.

Institute for Marketing Management, Vienna University; Vienna, Austria; January 2013.  
Fred Rhodewalt Social Psychology Winter Conference; Park City, UT; January 2013.

## Humorous Consumption.

Marketing Department, University of New Mexico, Albuquerque, NM; November 2012  
Marketing Department, American University, Washington D.C.; October 2012  
Marketing Department, Texas A&M University, College Station, TX; October 2012

## Understanding Humor in Marketing and Consumption.

Università della Svizzera Italiana, Lugano, Switzerland; October 2012

## What Makes Things Cool? How Autonomy Influences Perceptions of Coolness.

Marketing Department, Erasmus University. Rotterdam, Netherlands; June 2012.

## What Makes Things Funny? Initial Evidence for a Benign Violation Theory of Humor.

Social Psychology Winter Conference; Park City, UT; January 2012.  
Psychology Department, University of Warwick, Coventry, UK; October 2011.

## What Makes Things Cool and Why Marketers Should Care.

Management Department, Bocconi University. Milan, Italy; December 2009.

## Values and Preferences: Defining Preference Construction.

Social Psychology Department, University of Colorado. Boulder, CO; November 2009.

## Wrong but Funny: Moral Violations Can Elicit Mixed Emotions.

University of Houston Doctoral Symposium. Houston, TX; April 2009.

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**TEDX TALKS**

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What Makes Things Cool, TedX U of A, Tucson, AZ, February 2018.

What Makes Things Funny: Insight from a Dead Chicken, TedX Bocconi, Milan, Italy, February 2015.

**TEACHING**

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**TEACHING INTERESTS**

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Consumer Behavior  
Digital Marketing

Branding/Brand Management  
Marketing Research

Advertising/IMC  
Principals of Marketing

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**TEACHING EXPERIENCE**

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**Instructor, University of Arizona**

Consumer Behavior (Undergraduate course, Fall 2016 –)  
Digital Marketing (Undergraduate course, Fall 2016 –)  
Digital Marketing (MBA/Masters course, Fall 2019 –)  
Writing Research (PhD seminar, Fall 2020 –)

**Instructor, Texas A&M University**

Consumer Behavior (Undergraduate course, Fall 2013 – Spring 2016)  
Understanding Consumer Behavior (Masters course, Fall 2013 – Fall 2014)

**Instructor, Bocconi University**

Consumer Behavior (PhD Seminar, Fall 2012)  
Understanding Consumer Behavior (Masters course, Fall 2012)  
Introduction to e-Marketing and e-Commerce (Undergraduate course, Fall 2011- Fall 2012)  
Product Management (Undergraduate course, Fall 2011- Fall 2012)  
Strategic Marketing and Marketing Plan (Masters course, Fall 2011)

**Instructor, University of Colorado, Boulder**

Buyer Behavior (Undergraduate course, Fall 2006 – Fall 2008)

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**ACADEMIC ADVISING**

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**PhD Advisor (\*Co-advisor)**

\*Matthew Farmer, University of Arizona, Spring 2022 (expected)  
John Yi, University of Arizona, Spring 2020  
\*Shruti Koley, Texas A&M University, Spring 2018

**Dissertation Committee**

Pureum Kim, University of Arizona, Spring 2023 (expected)  
Julie Schiro, University of Colorado, Spring 2016  
Lane Wakefield, Texas A&M University, Spring 2016

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**ACADEMIC ADVISING (cont.)**

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**Masters Thesis Advisor**

Sara Simondi, Bocconi University, December 2013  
Tiziano di Russo, Bocconi University, March 2013  
Diana Raimondi, Bocconi University, March 2013  
Maria Elisa Kaserer, Bocconi University, March 2013  
Tzvetelina Vladova, Bocconi University, March 2013  
Borislava Kostova, Bocconi University, October 2012  
Xinlu Liu, Bocconi University, October 2012  
Wenshuo Hua, Bocconi University, July 2012  
Elena Gasan, Bocconi University, March 2012  
Danny Buccilli, Bocconi University, March 2012  
Mira Todorova, Bocconi University, March 2012

**Undergraduate Thesis Advisor**

Ciara Traynor, University of Arizona, May 2018  
Anastasia Tsoupidi, Bocconi University, March 2014  
Alessandra Padovani, Bocconi University, March 2014  
Caecilie Nielson, Bocconi University, October 2013  
Yasmin Steinle, Bocconi University, October 2013  
Aleksandra Mladenovic, Bocconi University, October 2013  
Srdjan Radosavljevic, Bocconi University, June 2013  
Federico Fossati, Bocconi University, March 2013  
Gianna Lengyel, Bocconi University, October 2012  
Giuditta Gallo, Bocconi University, October 2012  
Nora Thommessen, Bocconi University, October 2012  
Ceylin Tasa, Bocconi University, October 2012  
Marco Prestini, Bocconi University, October 2012  
Nikola Babic, Bocconi University, October 2012  
Andreja Miletic, Bocconi University, October 2012  
Diletta Masperi, Bocconi University, October 2012  
Alexander Menagarishvili, Bocconi University, October 2012  
Iva Shamalanova, Bocconi University, July 2012  
Andrea Muttoni, Bocconi University, July 2012  
Antonio Alagna, Bocconi University, July 2012



## SERVICE

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### AREA EDITOR / REVIEWER

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International Journal of Research in Marketing (Area Editor)  
 Journal of Consumer Research (Editorial Review Board member)  
 Journal of Marketing (Editorial Review Board member)  
 Journal of Consumer Psychology (Editorial Review Board member)  
 Journal of Marketing Research  
 Journal of the Academy of Marketing Science  
 Journal of Interactive Marketing  
 Marketing Letters  
 Psychological Science  
 Journal of Personality and Social Psychology  
 Organizational Behavior and Human Decision Processes  
 Organization Science  
 Cognition  
 Journal of Experimental Psychology: General  
 Journal of Experimental Social Psychology  
 Personality and Social Psychology Compass  
 Social Influence  
 Cognitive Science  
 Journal of Individual Differences  
 Social Problems

Journal of Social Psychology  
 Organization Science  
 Emotion Review  
 AMS Review  
 International Journal of Advertising  
 Journal of Brand Strategy  
 Urban Studies  
 NSF

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### SERVICE TO THE FIELD

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Association for Consumer Research  
 Co-chair of the Knowledge Forums at the 2020 Paris conference  
 Program Committee (2017, 2019-2021)  
 Nomination Committee (2018)  
 Society for Consumer Psychology, Program Committee (2019-2021)

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### SERVICE TO THE UNIVERSITY

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PhD Committee (Marketing Department, UArizona & Texas A&M)  
 Hiring Committee Chair (Spring 2021)  
 Faculty Evaluation Committee (Fall 2020-)  
 Promotion & Tenure Committee (Fall 2020-)  
 Research Committee (Marketing Department, UArizona, 2020)  
 Chair of Payne Research Symposium (UArizona, January 2018)  
 Coordinator of Consumer Psychology Reading Group (UArizona)  
 Co-founder and coordinator of the Consumer Behavior Research Lunch (Texas A&M)