

REBECCA CHAE

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ACADEMIC POSITIONS

Leavey School of Business, Santa Clara University, Santa Clara, CA

Assistant Professor of Marketing, 2020—Present

(On leave: 2023 due to maternity leave; 2024 due to family health issues, fully resolved in 2025)

Department of Management, Technology, and Economics, ETH Zürich, Zürich, Switzerland

Visiting scholar, July—September 2024

EDUCATION

Stephen M. Ross School of Business, University of Michigan, Ann Arbor, MI

Ph.D., Business Administration, 2020 (Co-Advisers: Katherine Burson & Carolyn Yoon)

Columbia Business School, Columbia University, New York, NY

M.S., Marketing, 2014

The Wharton School, University of Pennsylvania, Philadelphia, PA

B.S., Economics, Cum Laude, 2013 (Double concentrations in marketing and finance)

RESEARCH INTERESTS

My research examines how time perception shapes individual and societal well-being by integrating insights from goals and motivation and judgment and decision-making. Specifically, I study how people's subjective experience of time and the timing of interventions influence pre-commitment, break restorativeness, goal engagement, patience, sustainable behavior, and healthy aging. My second research stream, shaped by Silicon Valley's tech environment, examines how emerging technologies, such as augmented reality, virtual reality, and AI, influence consumer behavior.

PUBLICATIONS

Chae, Rebecca and Katherine Burson, "The Fresh Deadline Effect: 1st of the Month Deadlines Increase Motivation by Decreasing Perceived Time," *Journal of Association for Consumer Research*, conditionally accepted

Chae, Rebecca, Kaitlin Woolley, and Marissa Sharif (forthcoming), "Categorizing Tasks Around a Break Reduces Rumination and Improves Task Performance," *Journal of Experimental Psychology: General*

- Award: Society for Consumer Psychology Best Talk Award in Goals and Motivation, 2022
- SSRN's Recent Top 10 most downloaded papers in Social Psychology eJournal

Chae, Rebecca, Rafay Siddiqui, and Yan Xu (2025), "Vulnerability to Natural Disasters and Sustainable Consumption: Unraveling Political and Regional Differences," *Proceedings of the National Academy of Sciences*

- Media coverage: Anthropocene Magazine, Radio Echoshock (105 stations in 5 countries), Leavey News

- Chae, Rebecca, Hyojin Lee, and Eunsoo Kim (2025), "The Effects of Avatar Human-likeness on Psychological Closeness in Virtual-Reality," *Psychology and Marketing* (for the special issue on immersive technologies and metaverse)
- Scheurer, Thomas, David Finken, Youjung Jun, and Rebecca Chae (2025), "Leveraging Academic Research on Mixed Reality Applications for Value Creation," In S. Kurtmollaiev, L. Lervik-Olsen, and T. W. Andreassen (Eds.), *Exploring Commercial, Social, and Digital Innovations from the Customer's Perspective*. Routledge.
- Carpenter, Stephanie M., Rebecca Chae, and Carolyn Yoon (2020), "Creativity and Aging: Positive Consequences of Distraction," *Psychology and Aging*
- Carpenter, Stephanie M., Rebecca Chae, Yeonjin Sung, and Carolyn Yoon (2020), "The Influence of Creativity on Objective and Subjective Well-Being in Older Adults," In A. Drolet and C. Yoon (Eds.), *The Aging Consumer: Perspectives from Psychology and Marketing*. Routledge

SELECTED MANUSCRIPTS UNDER REVIEW

- Finken, David, Thomas Scheurer, Leif Brandes, Rebecca Chae, and Reto Hofstetter, "The AR-Display Bias: How Augmented Reality Disproportionately Benefits Inferior Products," under 3rd round review at *Journal of Marketing Research*
- Doering, Tim, Rebecca Chae, David Finken, Olesia Nikulina, and Emir Efendic, "When Art Meets Algorithm: How Humans Perceive Meaning in Human–AI Collaborative Art," invited for 3rd round review at *Academy of Management Discoveries*
- Burson, Katherine, Rebecca Chae, and Richard Larrick, "Scale Effects and Temporal Discounting," under review
- Finken, David and Rebecca Chae, "AI Companions," under review

AWARDS, GRANTS, AND SCHOLARSHIPS

Awards/Honors

- Leavey Teaching Award, Santa Clara University, 2024
- Leavey Service Award, Santa Clara University, 2024
- Best Talk Award in Goals and Motivation, Society for Consumer Psychology, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2019
- ACR/Sheth Foundation Dissertation Award, Association for Consumer Research, 2017
- Thomas W. Leabo Teaching Award, University of Michigan, 2017–18
- Gladys D. and Walter R. Stark Research Award, University of Michigan, 2018–19
- Milton G. and Josephine H. Kendrick Award (for academic excellence), University of Michigan, 2018
- Doctoral Fellow, 48th Annual Haring Symposium, Kelley School of Business, 2018
- Leo Burnett Award (for excellence in research and academic progress), University of Michigan, 2017
- Award for Early Candidacy, University of Michigan, 2016
- Cum Laude, The Wharton School, University of Pennsylvania, 2013
- Valedictorian, Northridge High School, 2008

Grants

- Publication Grant, Santa Clara University, 2025
- University Grant, Santa Clara University, 2025

Leavey Research Grant, Santa Clara University, 2021, 2022, 2023, 2024, 2025
 Pandemic-era Research Reboot Award, Santa Clara University, 2023
 Faculty Student Research Assistant Program (FSRAP) Grant, Santa Clara University, 2022
 Rackham Graduate Student Research Grants, University of Michigan, 2016
 Ross Graduate Student Research Grants, University of Michigan, 2016, 2019

Scholarships

Ross School of Business PhD Fellowship, University of Michigan, 2014—20
 Trustee/Leadership Scholarship, University of Pennsylvania, \$20,496, 2008—9

INVITED TALKS

ETH Zürich, 2024
 Santa Clara University, 2024
 Texas A&M University, 2019
 University of Hawai'i at Mānoa, 2019
 Santa Clara University, 2019

CHAired SYMPOSIA AND SESSIONS

Chae, Rebecca (2024), *Introduction and Brainstorming of a Global Mega Study on AR/VR*. Chaired Session at the Scientific Conference on Mixed Reality Applications (Augmented and Virtual Reality), ETH Zurich, Zurich, Switzerland.
 Chae, Rebecca (2022), *Looking at the World Through a New Lens: How Categorization Can Improve Motivation and Well-Being*. Chaired Special Session at the Association for Consumer Research, Denver, CO.
 Chae, Rebecca (2018), *The Diverse Factors Influencing Healthy Decisions*. Chaired Symposium at the Association for Consumer Research, Dallas, TX.

SELECTED CONFERENCE PRESENTATIONS AND PROCEEDINGS (*denotes presenting author)

Doring, Tim*, Rebecca Chae, Emir Efendic, and David Finken (2024), *Artificial Aesthetics: Exploring Consumer Perceptions of AI-Created Art*. Association for Consumer Research, Paris, France.
 Burson, Katherine, Rebecca Chae*, and Richard Larrick (2024), *The Days Are Long but the Years Fly By: The Scale Effects on Temporal Discounting*. Association for Consumer Research, Paris, France.
 Finken, David*, Thomas Scheurer, and Rebecca Chae (2024), *From Pixels to Perfume? Unveiling Why Augmented Reality Product Display Blocks the Creation of Olfactory Images and Reduces Preferences*. Association for Consumer Research, Paris, France.
 Doring, Tim, Rebecca Chae, Emir Efendic, and David Finken* (2024), *Artificial Aesthetics: Exploring Consumer Perceptions of AI-Created Art*. Conference of the European Marketing Academy, Bucharest, Romania.
 Chae, Rebecca*, Xuebin Cui, Xiaojing Dong, and Banggang Wu (2024), *Social Comparison in Online Learning*. ISMS Marketing Science Conference, Sydney, Australia.
 Chae, Rebecca* and Hyojin Lee* (2023), *The Effect of Hand Tracking versus Controllers on Consumers' Perceptions in VR Experiences* (poster). Association for Consumer Research, Seattle, WA.
 Chae, Rebecca*, Kaitlin Woolley, and Marissa Sharif (2022), *Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance by Reducing Rumination*. Association for Consumer Research, Denver, CO.

- Dong, Xiaojing*, Rebecca Chae, Banggang Wu, and Xuebin Cui (2022), *Social Comparison in Online Learning*, China India Insights Conference, University of Southern California, Los Angeles, CA.
- Dong, Xiaojing*, Rebecca Chae, Banggang Wu, and Xuebin Cui (2022), *Social Comparison in Online Learning*, China Marketing International Conference (Virtual).
- Chae, Rebecca*, Kaitlin Woolley, and Marissa Sharif (2022), *Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance by Reducing Rumination*. Positive Organizational Scholarship Research Conference, Ann Arbor, MI.
- Chae, Rebecca*, Kaitlin Woolley, and Marissa Sharif (2022), *Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance by Reducing Rumination*. Society for Consumer Psychology (Virtual).
- Chae, Rebecca*, Yong H. Kim, and Julia Lee Cunningham (2022), *When Are Brands Tainted by Affiliation? Culture Shapes Blame Spillover in Multinational Corporations*. Society for Consumer Psychology (Virtual).
- Chae, Rebecca*, Yong H. Kim, and Julia Lee Cunningham (2021), *Tainted by Affiliation: How Cognitive Style Shapes Spillover Effects between Transgressing and Non-Transgressing Brands in Mega-Corporations*. Academy of Management Annual Meeting (Virtual).
- Chae, Rebecca*, James A. Mourey, and Carolyn Yoon (2020), *Is That an Accent I Hear? How a Digital Voice Assistant's Accent Affects Consumer Perceptions and Intentions*. Association for Consumer Research (Virtual).
- Chae, Rebecca* and Katherine Burson (2019), *Strengthening the Goal Gradient Effect: The Power of Implicit Temporal Boundaries*. Association for Consumer Research, Atlanta, GA.
- Chae, Rebecca* and Carolyn Yoon (2019), *Targeting Independents and Interdependents to Promote Prosocial Behavior*. Association for Consumer Research, Atlanta, GA.
- Chae, Rebecca*, Yong H. Kim, and Julia Lee (2019), *When Branding Strategies Do Not Shield Sub-Brands from Negative Publicity: The Role of Consumers' Cognitive Styles*. Association for Consumer Research, Atlanta, GA.
- Chae, Rebecca* and Carolyn Yoon (2019), *Persuasiveness of Descriptive Norms: The Role of Culture and Decision Context*. Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca* and Katherine Burson (2019), *Translating Goals into Action: The Power of Fresh Start*. Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca (2019), *When Branding Strategies Do Not Shield Sub-Brands from Negative Publicity: The Role of Cognitive Styles* (Poster). Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca and Katherine Burson (2019), *The Curious Power of Fuzzy Boundaries* (Poster). Society for Personality and Social Psychology JDM Preconference, Portland, OR.
- Chae, Rebecca* (2018), Discussant for "Conflict of Interest in Third-Party Reviews: An Experimental Study," 48th Annual Haring Symposium at Indiana University, Bloomington, IN.
- Chae, Rebecca and Christine Kang (2017), *Effects of Calendar Framing on Time Perception and Anticipation of Sunday* (Poster). Association for Consumer Research, San Diego, CA.
- Chae, Rebecca* and Carolyn Yoon (2017), *Cultural Differences in Conformity to Descriptive Norms* (Data Blitz). Society for Consumer Psychology, San Francisco, CA.
- Chae, Rebecca and Carolyn Yoon (2016), *Cultural Differences in Conformity to Descriptive Norms* (Poster). Society for Judgment & Decision Making, Boston, MA.

TEACHING

Instructor, Leavey School of Business, Santa Clara University

5-Year Average Teaching Evaluations: **4.62/5.00**

Recipient of Leavey Teaching Award

(School-wide teaching award given annually to instructors with the highest evaluation score)

Principles of Marketing (Undergraduate Core, MKTG 181), 2021, 2022, 2024, 2025

Consumer Behavior (Undergraduate, MKTG 183), 2024, 2025, scheduled for 2026

Tech-Driven Sensory Marketing (Undergraduate, MKTG 173; New course developed), 2025

Analyzing Customers and Markets (MBA, MKTG 3552), scheduled for 2026

Guest Speaker, Rotterdam School of Management, Erasmus University

Marketing Beyond Borders: Managing Cross Cultural Challenges (M.S.), April 2021

Instructor, Ross School of Business, University of Michigan

Teaching Evaluations: **4.81**/5.00 (Department mean: 4.48)

Recipient of Thomas W. Leabo Teaching Award

(School-wide teaching award given annually to recognize excellence in teaching)

Marketing Management (Undergraduate Junior & Senior, 3 credits), Spring 2017

Research Advisor, Ross School of Business, University of Michigan

Research Scholar Program/UROP (Undergraduate, 2-3 credits), 2016—20

SERVICE

Service to Santa Clara University

Consumer Behavior Lab Co-founder and Director, 2022—Present

Marketing Subject Pool Creator and Manager, 2022—Present

Course Coordinator for Principles of Marketing (Undergraduate Core), 2021—Present

Marketing Strategic Initiatives Team, 2024—Present

Faculty Advisor, Women in Investment, 2024—Present

Study Abroad Application Reviewer, 2024—5

Department Representative for Graduate Policy Committee, 2024, 2025

Department Representative for Undergraduate Leadership Team, 2023

Faculty Recruiting Committee for Department of Marketing, 2021—2

Department Representative for Faculty Senate, 2019—20, 2022

Service to the Field

ACR Doctoral Consortium Faculty Mentor, 2024

Reviewer for Association for Consumer Research, 2024, 2025

Reviewer for Society of Consumer Psychology, 2019, 2023, 2024, 2025

Reviewer for Academy of Management Conference, 2022

Reviewer for Association for Consumer Research/Sheth Foundation Dissertation Awards, 2021

Ad hoc reviewer for Psychology and Marketing

Ad hoc reviewer for Journal of Business Research

Ad hoc reviewer for International Journal of Consumer Studies

Ad hoc reviewer for Time-Sharing Experiments for the Social Sciences

Advising

Taylor Lai (undergraduate research at Vanderbilt and then doctoral research at Duke, 2022—Present)

Phoebe Tanuwidjaja (undergraduate research at Santa Clara University and then graduate research at Boston University, 2022—Present)

Jenny Dinh-Tran (undergraduate honor's thesis advisor at Santa Clara University, 2023—5; graduate research at San Jose State University, 2025—Present)

Ansel Yi (undergraduate research at University of California, Berkeley, 2024—Present)

Kylie Walsh (undergraduate honor's thesis advisor at Santa Clara University, 2024—5)

Alyssa Chua (undergraduate independent research at University of Michigan, 2019—20)

Students in the SCU CB Lab, 2022—Present:

Ozan Akat, Jenny Dinh-Tran, Isabela Erfort, Callum Fitzsimons, Charlie Gall, Byron Hansen, Lucas Ibarra, Faith Ikott, Srita Kothuri, Madison Lakritz, Cat Rayos, Natalia Rey, Phoebe Tanuwidjaja, Sierra Tisdale, Blake Tretter, Ansel Yi

Students advised via Research Scholar Program/UROP at University of Michigan, 2016—20:

Alok Abhilash, Natalie Ying Li Chin, Alyssa Chua, Connor Flanigan, Andrew Kertawidjaja, Eli Lam, Isabel Robles, and Hayden Smith (Recipient of Poster Award, 2018 UROP Symposium)

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

EXPERIENCE IN INDUSTRY

Harley Davidson (marketing)

Macy's (marketing)

Societe Generale (investment banking)

PERSONAL INFORMATION

US Citizen (Fluent in English and Korean)