

## MATTHEW P. LANCELLOTTI

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**ACADEMIC  
WORK  
EXPERIENCE** California State University, Fullerton  
Associate Professor of Marketing  
2004-Present

**EDUCATION** Marshall School of Business, University of Southern California  
Ph.D. in Marketing, August 2004  
MBA, Marketing (Product Management and Branding), May 1998  
  
University of California, Santa Cruz  
BA, Psychology, June 1992

**RESEARCH  
INTERESTS** Consumer Emotions  
Coping; Regret for Inaction; Guilt  
Consumer Relationships with Technology:  
Coping with Technology Failure; Technophobia and Technophilia  
Marketing Education  
Team Personalities; Student Decision Making

### JOURNAL PUBLICATIONS

**CONSUMER  
EMOTIONS  
RESEARCH** Patrick, Vanessa M., Matthew P. Lancellotti, and Henrick Hagtavedt (2009), "Getting a Second Chance: The Role of Imagery in the Influence of Inaction Regret on Behavioral Intent," *Journal of the Academy of Marketing Science*, 37(2) 181-190.

Patrick, Vanessa M., Matthew P. Lancellotti, and Gustavo DeMello (2009), "Coping with Non-Purchase: Managing the Stress of Inaction Regret," *Journal of Consumer Psychology*, forthcoming.

**MARKETING  
EDUCATION  
RESEARCH** Lancellotti, Matthew P., and Thomas C. Boyd, "The Effects of Team-Personality Awareness Exercises on Team Satisfaction and Performance: The Context of Marketing Course Projects," *Journal of Marketing Education*, forthcoming.

### NON-REFEREED PUBLICATIONS

**BOOK CHAPTERS** Lancellotti, Matthew, and Thomas C. Boyd, "Integrated Marketing Communications in a Changing World: Alternative Marketing Media and Methods." Textbook Chapter, in CSUF customized *Marketing, 8th Edition*, by Lamb, Hair, and McDaniel.

## SELECTED RESEARCH IN PROGRESS

### **CONSUMER EMOTIONS RESEARCH**

**Lancellotti, Matthew P., “Go Ahead, Make Your Day: Gender and Imagery on Guilty Pleasure Appeals”**

Working Paper  
Targeted to *Journal of Consumer Psychology*

**Lancellotti, Matthew P., “That Brand Makes You Miserable—I Want It: An Examination of Consumer Schadenfreude”**

Working Paper  
Targeted to *Psychology & Marketing*

**Lancellotti, Matthew P., “I See It, But Is It Real? Product Authenticity in the Age of McMansions”**

Working Paper  
Targeted to *Journal of Consumer Psychology*

**Lancellotti, Matthew P., Sunil Thomas, “Do Prices Go Up with Age, or Does Memory Decrease: Age and Memory on Price-Shocks**

Working Paper  
Targeted to *Journal of Marketing*

### **MARKETING EDUCATION RESEARCH**

**Lancellotti, Matthew P., Sunil Thomas, “To Take or Not to Take: Effects of Motivation and Ability on Course Information Processing and Attitudes”**

Under 2<sup>nd</sup> round review, *Marketing Education Review*

**Thomas, Sunil, and Matthew P. Lancellotti, “A Major Choice: Application of Reasoned Action Theory on Choice of Marketing as a Major”**

Working Paper  
Under review, *Journal of Marketing Education*

**Lancellotti, Matthew P., and Sunil Thomas, “A Consumer Behavior Information Processing Model of Student New Course Attitude Formation.”**

Working Paper  
Targeted to *Journal of Marketing Education*

### **TECHNOLOGY RESEARCH**

**Lancellotti, Matthew “Antecedents and Outcomes of Consumer Coping in the Context of Technological Product Failure”**

Working Paper  
Targeted to *Journal of Consumer Research*

**CONFERENCE  
PROCEEDINGS**

**Patrick, Vanessa, Lancellotti, Matthew, and Demello, Gustavo “Coping with It: Regret for Action vs. Inaction in the Consumer Context”**

Published in *Advances in Consumer Research*, Vol. 30, 2003

**Boyd, Thomas, Matthew Lancellotti, “The Effects of Role Self-Awareness Exercises on Team Satisfaction: The Context of Marketing Course Projects”**

Abstract published in *Marketing Educators Association 2006 Conference Proceedings*, San Francisco. Brian Jorgensen, ed. Marketing Educators Association

**Lancellotti, Matthew “How Consumers Cope with Technological Product Failure”**

Abstract published in *Marketing and Public Policy: New Directions for Public Policy*; 2002 AMA Marketing and Public Policy Conference Proceedings

**Lancellotti, Matthew “Representations of Technological Products in TV and Film: High Hopes and Unrealistic Expectations”**

Abstract published in *Blurring the Lines: The Psychology of Entertainment Media*; 21<sup>st</sup> Annual Advertising and Consumer Psychology Conference Proceedings, 2003

**Lancellotti, Matthew, Sunil Thomas, “To Take or Not to Take: The Consumer Behavior Decision Making Process as Framework for Student New Course Choice”**

Abstract published in *Marketing Educators Association 2007 Conference Proceedings*, San Antonio. Barbara Gross, ed. Marketing Educators Association

**CONFERENCE  
PRESENTATIONS**

“Student Personality Type Diversity in Team Projects: The Relationship between Team Diversity and Satisfaction,” April 2009

Marketing Educators’ Association conference, Newport Beach, CA

“Student Personality Types in Team Projects: a Student-Based Typography,” April 2008

Marketing Educators’ Association conference, Salt Lake City, UT

“To Take or Not to Take: The Consumer Behavior Decision Making Process as Framework for Student New Course Choice,” April 2007

Marketing Educators’ Association conference, San Antonio, TX

“Taking versus Forsaking Purchase Opportunities: Comparative Effects of Inaction and Satisfaction on Future Purchase Intent,” September 2006

ACR North American Conference, Orlando, FL

“The Effects of Role Self-Awareness on Team Satisfaction: The Context of Marketing Course Projects,” April 2006

Marketing Educators’ Association Conference, San Francisco, CA

“Technology and the Media: Utopian Promises in a Dystopian World,” October 2003

ACR North American Conference, Toronto, ON

“I wish I had:’ The Causes and Consequences of Consumer Non-Purchase Regret,” February 2003

SCP Winter Conference, New Orleans, LA

“Cope with It: Regret for Action vs. Inaction in the Consumer Context,” October 2002  
ACR North American Conference, Atlanta, GA

“Technology and Television: Implications of a Positivity Bias,” May 2002  
21<sup>st</sup> Annual Advertising and Consumer Psychology Conference, New York, NY

“How Consumers Cope with Technological Product Failure,” May 2002  
AMA Marketing and Public Policy Conference, Atlanta, GA

**HONORS AND  
AWARDS**

Untenured Faculty Development Program Grant, Spring 2005  
Dean’s Research Grant, Spring 2005  
Houston Doctoral Symposium Representative, University of Houston, 2002  
Marshall School of Business Doctoral Fellowship, 1998-2002  
Thomas J. Peterson Scholarship Award, Lambda Alumni Association, University  
of Southern California, 2000  
Member, Mu Kappa Tau National Marketing Honor Society  
National Merit Scholar, 1988

**TEACHING  
INTERESTS**

Consumer Behavior, Advertising and Brand Promotion, New Product Development,  
Technology Marketing, Principles of Marketing, Brand/Product Management, Service  
and Satisfaction

**PROFESSIONAL  
SERVICE**

Chair, Honors Council, MCBE, 2008-present  
MCBE Core Course Coordinator, 2008-present  
Marketing Honors Networking Program Coordinator, 2006-present  
Department Personnel Search Committee, 2008, 2007  
Department website coordinator, 2006-present  
Marketing Department Research Subject Pool Coordinator, 2007-present  
Senator, College of Business and Economics, Department Rep., 2006-2008  
Undergraduate Committee member, CBE Senate, 2006-2008  
Ad hoc Reviewer, *Journal of Consumer Research*  
Reviewer, 2009 Marketing Educators Association conference  
Reviewer, 2006 American Marketing Association Winter Marketing Educators’  
Conference, 2005  
Coordinator of Scholarships and Grants, Marketing Department, 2004-2006  
Member, College of Business and Economics Scholarship Committee, 2004-2006  
Principles of Marketing Textbook Selection Committee, Spring 2005

**NON-ACADEMIC  
PROFESSIONAL  
EXPERIENCE**

**NASA Far West Regional Technology Transfer Center**, Los Angeles, CA  
*Marketing Analyst*, 1997  
*Out magazine*, New York, NY  
*New Media Manager*, 1994-1996  
*National Advertising Account Manager*, 1992-1994