

# CAMMY CROLIC

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## EMPLOYMENT

2016-present Associate Professor of Marketing (rank of Assistant Professor)  
University of Oxford, Saïd Business School

## EDUCATION

2016 Doctor of Philosophy, Marketing University of Florida

2011 Masters of Business Administration University of Florida  
Specialization: Marketing

2008 Bachelor of Science, Business Administration University of Florida  
Major: Marketing  
Summa Cum Laude

2008 Bachelor of Science, Psychology University of Florida  
Cum Laude

## RESEARCH INTERESTS

My research focuses on the factors affecting and the processes underlying the consumption experience with specific interest in experiential consumption, mixed emotional experiences, and experiential product attributes. My research on experiential consumption explores how learning and memory increase the hedonic utility of repeated consumption experiences, how experiential learning influences the enjoyment of current consumption experiences, and how minority opinions influence experts' subjective judgments in consumption domains such as art, music, and food. My research on mixed emotions explores how blended emotional experiences (e.g., nostalgia, varying sequences of positive and negative emotions) influence brand relationships, information processing, perceptions of decision difficulty, and cognitive flexibility. My research on experiential product attributes explores how visual design can be used as a source of information when making inferences about other product benefits.

## PUBLICATIONS

Crolic, Cammy and Chris Janiszewski, "Hedonic Escalation: When Food Just Tastes Better and Better," *Journal of Consumer Research*, 43 (October), 388-406.

Hedonic escalation is the increased liking of each additional bite of a palatable food. Hedonic escalation is more likely to occur when (1) a palatable food consists of a complex combination of flavors, and (2) a person is motivated to taste additional flavors on each successive bite. Consequently, hedonic escalation is more prevalent when people can identify more flavors (pilot study), attend to additional flavors on each taste trial (study 1), have an opportunity to identify an additional flavor on each taste trial (study 2), and isolate distinct flavors on each taste trial (study 3). Changes in hedonic escalation can be attributed to increased sensitization to flavors as opposed to changes in the rate of habituation (study 4).

Hedonic escalation can also increase consumption (study 5) and influence food choices (study 6). Collectively, these studies show that hedonic escalation is enabled by the opportunity to identify an additional source of hedonic experience on each successive taste of a food.

## **UNDER REVISION/REVIEW**

Crolic, Cammy, JoAndrea Hoegg, Yanmei Zheng, and Joseph Alba. “The Influence of Product Aesthetics on Consumer Inference-Making.”

Product aesthetics can enhance consumer welfare in numerous ways. Aside from simply making products more pleasurable, product aesthetics may also influence the inferences consumers make about functional attributes. In some instances, attractive design may accurately provide information regarding utility. In other instances, however, an attractive design may be a misleading signal that prompts consumers to assume more utility than justified. Across five studies, the present research examines whether aesthetics can exert an unwarranted influence by biasing estimations of missing attribute information in favor of the aesthetically superior product. We show that aesthetics can alter consumers’ inferences about functionality, sometimes overriding otherwise very diagnostic information. Boundaries to this effect are also identified that may serve to correct inferences and preserve consumer welfare. (Manuscript submitted to the *Journal of the Association of Consumer Research*)

Cooke, Alan D. J., Peter Zubcsek, and Cammy Crolic. “Push and Pull: Using Mobile Platforms for Consumer Research.”

The Technology continually expands the tools available for conducting behavioral research. Each new tool brings with it different capabilities and constraints and is applicable to different research questions. One of the most basic differences among tools concerns the direction of the interaction: “Push” interactions allow the researcher to send stimuli, scale questions, and other materials to the research participant, whereas “pull” interactions enable the researcher to measure the participant’s behavior in a wide variety of settings. In this paper, we explore the differences between these two sorts of interactions and demonstrate that they align with separate research goals. We further argue that mobile technology, most notably smartphones, enables the development of tools that allow push and pull interactions to be integrated in a fashion that creates new research opportunities. We demonstrate these opportunities with our own mobile platform, mLab, and show some of the unique aspects of mobile behavioral research. (Manuscript submitted to the *Journal of Innovation Management*)

## **MANUSCRIPTS IN PREPARATION**

Crolic, Cammy, Yang Yang, and Yangjie Gu. “Don’t Give Me Breaks: Partitioning Hedonic Experiences Influence Adaptation.”

A stimulus can be presented either unpartitioned or partitioned. Prior research has shown the benefits of portioning, the current research proposes that people adapt more to hedonic experiences stimuli (e.g., pleasing images, tasty food) when the experience is more partitioned (versus less partitioned). Study 1 shows that partitioning negative stimuli enhances the unpleasantness thus creating sensitization to the negative stimuli. Study 2 demonstrates that for positive stimuli, partitioning leads to greater adaptation. Study 3 provides evidence that the breaks create feelings of repetitiveness, which mediates the process. Study 4 shows that only when the stimuli are identical, does repetitiveness account for greater adaptation, and Study 5 shows that other prescriptions for repetitiveness, such as uneven-partitioning, can diminish the effect. (Manuscript in preparation for submission to the *Journal of Consumer Research*)

Crolic, Cammy and Chris Janiszewski. “How to Love a Loser: Experiential Learning Increases the Desire for Non-Favorite Consumption Categories.”

People tend to exhibit product subcategory loyalty. That is, people regularly select options from their favorite subcategory, while ignoring options from less preferred subcategories. This research documents effective strategies for increasing appreciation for options from less preferred subcategories. Specifically, consumers can be trained to alter their experiential perspective, so that options from less preferred subcategories are appreciated in new and novel ways. Consumers alter their experiential perspective only to the extent they believe suggestions about how to reorient their perspective are valid and appropriate. Reorienting the experiential perspective results in increased consumption of options from less preferred subcategories. (Manuscript in preparation for submission to the *Journal of Consumer Research*)

Stephen, Andrew, Cammy Crolic, Peter Zubcsek, and Gillian Brooks. “Unintended Consequences of Social Media.”

Social media is a mainstay of modern life – it’s widespread use across hundreds of platforms and nearly every country worldwide establish it as an important part of daily life. Social media usage is growing, with rapid growth in developing nations due to improved access (Pew Research Center July 2018). Despite this, social media is still a relatively new form of communication, with most platforms introduced in the last 15 years. Social media is also constantly changing as new platforms are introduced and older platforms introduce new functionality (Lamberton and Stephen 2016). With these rapid changes, the prevalence of social media, and the reports of mixed impact on our lives, it is important to understand the effect of social media on psychological wellbeing. (Manuscript in preparation for submission to the *Journal of Consumer Research*)

Clarkson, Joshua J., Riley Dugan, Cammy Crolic, and Ryan Rahinel. “Influencing Those Who Influence Us: The Role of Expertise in the Emergence of Minority Influence.”

While consumers are often influenced by experts, consumers themselves can be experts—and, in such instances, it is important to understand who influences their decisions. That is, to whom do experts turn to for guidance in their own decisions? The present research proposes the paradoxical hypothesis that, while novices are more influenced by majority endorsements, experts are more influenced by minority endorsements. This hypothesis is based on the premise that majority endorsements represent the preference basis of novices—namely, what is normative, prototypical, and conventional. Conversely, minority endorsements represent the preference basis of experts—namely, what is counter-normative, novel, and innovative. As such, novices and experts are more influenced by majority and minority endorsements, respectively, because these sources represent preferences that match their own which, in turn, bolsters confidence in the endorsed option. Five experiments support this framework and, in doing so, offer novel insight into the role of social influence in impacting the decisions of experts. (Manuscript in preparation for submission to the *Journal of Personality and Social Psychology*)

Bilgin, Baler, Chris Janiszewski, and Cammy Crolic. “I Can’t Attend, Therefore I Satiated: (In)Ability to Attend is a Driver of Satiation.”

Satiation refers to enjoying a stimulus less when it is repeatedly consumed. Building on self-perception theory, we propose an alternative mechanism through which satiation occurs. Accordingly, people infer enjoyment (1) when the task is able to dictate attention, and (2) when this ability is attributed to the ongoing task itself. We also hypothesized that just as satiation builds up over repeated exposures, so can its mirror image enjoyment. Specifically, high (vs. low) felt repetition should accentuate the feeling, satiation or enjoyment, elicited by the process of attention-attribution. Results from six experiments supported our predictions. Our findings demonstrate an important boundary condition of the robust effect of repetition eliciting satiation. The proposed account informs earlier satiation findings, the

sensitization phenomenon, and the methodology of satiation experiments. (Manuscript in preparation for submission to the *Journal of Consumer Research*)

Gladstone, Joe J., and Cammy Crolic. “Unhealthy Foods are Purchased Later in the Day: An Analysis of 3.2 Million Grocery Orders.”

We investigate whether unhealthy foods are purchased later in the day, and healthier foods earlier. We analyse a dataset of 32 million grocery products from online grocery store, we find that. We then run experiments to test causal effect. We explain results using idea of state self-control. (Manuscript in preparation for submission to the *Psychological Science*)

## RESEARCH PRESENTATIONS

“Hedonic Escalation: When Food Just Tastes Better and Better.” Presented at the Said Business School, University of Oxford as part of the Dean’s Speaker Series, June, 2017

“Hedonic Escalation: Enjoying Food More With Each Bite.” Presented at Green Templeton College, University of Oxford as part of the GTC Research Talks, May, 2017

“Influencing Those Who Influence Us: The Role of Expertise in the Emergence of Minority Influence.” Presented at the Tel Aviv University, December, 2016.

“Hedonic Sensitization to Food: When Food Just Tastes Better and Better.” Presented at the University of Northern Colorado, October, 2015.

“Hedonic Sensitization to Food: When Food Just Tastes Better and Better.” Presented at the University of Oxford, October, 2015.

“Hedonic Sensitization to Food: When Food Just Tastes Better and Better.” Presented at the Hong Kong Polytechnic University, September, 2015.

“Hedonic Sensitization to Food: When Food Just Tastes Better and Better.” Presented at the Singapore Management University, September, 2015.

“It Just Gets Better and Better: The Development of Sensitization for Food Consumption.” Presented at the University of Houston Doctoral Consortium, April, 2015.

“Every Bite is Better than the Last: Hedonic Layering and Food Sensitization.” Presented at the University of Cincinnati, March, 2015.

“The Effect of Emotion Expression on Evaluations of Emotional Authenticity.” Presented at the University of Florida, September, 2012.

## CONFERENCE PAPERS AND POSTERS

(Presenting author in bold)

**Crolic, Cammy**, Yang Yang, and Yangjie Gu. “Don’t Stop! Partitioning Increases Satiation to Food.” Presented at the Association for Consumer Research Conference, Dallas, Texas, October, 2018.

**Crolic, Cammy**, Yang Yang, and Yangjie Gu. “Don’t Give Me Breaks: Partitioning Hedonic Experiences Influences Adaptation.” Presented at the European Association for Consumer Research Conference, Ghent, Belgium, June, 2018.

**Crolic, Cammy**, and Chris Janiszewski. “Loving a Loser: Experiential Learning Increases the Desire for Non-Favorite Consumption Categories.” Presented at the European Association for Consumer Research Conference, Ghent, Belgium, June, 2018.

**Crolic, Cammy**, Yang Yang, and Yangjie Gu. “Don’t Give Me Breaks: Partitioning Hedonic Experiences Influences Adaptation.” Presented at the Winter American Marketing Association Conference, New Orleans, Louisiana, February, 2018.

Stephen, Andrew, Gillian Brooks, Cammy Crolic, and **Peter Zubcsek**. “Social Media Consumption: Advancing our Understanding of How People use Social Media and How it Impacts their Wellbeing.” Presented at the Winter American Marketing Association Conference, New Orleans, Louisiana, February, 2018.

**Stephen, Andrew**, Cammy Crolic, Peter Zubcsek, and Gillian Brooks. “Social Media Consumption: Advancing our Understanding of How People use Social Media and How it Impacts their Wellbeing.” Presented at the European Marketing Academy Conference, Groningen, Netherlands, May, 2017.

Dugan, Riley, **Joshua J. Clarkson**, and Cammy Crolic. “The Role of Expertise in the Emergence of Minority Influence.” Presented at the Society for Personality and Social Psychology Winter Conference, San Antonio, Texas, January, 2017.

Clarkson, Joshua J., Riley Dugan, and **Cammy Crolic**. “Innovation through Deviation: The Role of Expertise in the Emergence of Minority Influence.” Presented at the Association for Consumer Research Conference, Berlin, Germany, October, 2016.

**Clarkson, Joshua J.**, Riley Dugan, and Cammy Crolic. “Innovation through Deviation: The Role of Expertise in the Emergence of Minority Influence.” Presented at the Society for Consumer Psychology Winter Conference, St. Pete Beach, Florida, February, 2016.

Janiszewski, Chris and **Cammy Crolic**. “It Just Gets Better and Better: The Development of Sensitization for Food Consumption.” Presented at the Society for Consumer Psychology Winter Conference, Phoenix, Arizona, February, 2015.

**Crolic, Cammy**. “The Effect of Emotion Expression on Evaluations of Emotional Authenticity.” Presented at the Society for Consumer Psychology Winter Conference, Miami, Florida, March, 2014.

## **HONORS, AWARDS, AND GRANTS**

Faculty Research Fund (2018)

SBS RA Fund Award (2017)

MSI Grant (2017)

Faculty Research Fund (2017)

John Fell Fund (2017)

John A. Howard AMA Doctoral Dissertation Award (2016)

SBS RA Fund Award (2016)

Butterworth Fellowship Grant (2015)

Grinter Supplemental Fellowship Grant (2011 – 2015)

University of Florida Graduate Student Council Travel Grant (2015)

University of Florida Graduate Student Council Travel Grant (2014)

University of Florida Graduate Student Council Travel Grant (2012)

Nancy R. Hess Marketing Excellence Award (2011)

Nancy R. Hess Scholarship (2010 – 2011)

EDGE Travel Grant (2010)

## **EDITORIAL AND SCHOLARLY SERVICE**

SCP Advisory Panel

Reviewer for the European Association for Consumer Research Conference (2018)

Associate Editor for the AMA Winter Conference - Marketing, Wellbeing, and Healthcare Theme (2018)

Reviewer for the *British Food Journal* (2017)

Reviewer for *Journal of Marketing Management* (2016)

Reviewer for the American Marketing Association Conference (2016)

Reviewer for *Marketing Letters* (2015)

Reviewer for the Society for Consumer Psychology Conference (2014)

Marketing Department Representative, University of Florida Graduate Student Council (2011 – 2014)

Secretary of the UF Chapter of National Association of Women MBAs (2010 – 2011)

Vice President of the UF Chapter of Psi Chi (2007 – 2008)

## **PROFESSIONAL DEVELOPMENT**

Participation in Train the Trainer for MBA Faculty (January 2018)

Participation in the Harvard Business School Case Method Teaching Seminar Part I (November 2017)

Participation in the Teaching with the Case Method Workshop (March 2015)

Participation in the Teaching with Technology Workshop (January 2015)

Participation in the Society of Consumer Psychology Winter Conference Doctoral Symposium (March 2014)

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Beta Gamma Sigma

National Association of Women MBAs

National Society of Hispanic MBAs

Psi Chi

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

## **TEACHING EXPERIENCE**

Marketing – Undergraduate level, University of Oxford, Instructor (Spring 2018)

Marketing Core – EMBA level, University of Oxford, Co-Instructor (Hilary Term/Spring 2017), Average Instructor Score: 3.4

Marketing Core – MBA level, University of Oxford, Co-Instructor (Hilary Term/Spring 2017)

Marketing Management – Undergraduate level, University of Florida, Instructor (Summer 2016), Average Instructor Score: 5.0 (College Average: 4.58)

Marketing Management – Undergraduate level, University of Florida, Instructor (Summer 2013), Average Instructor Score: 4.4 (College Average: 4.16)

## **SUPPLEMENTAL TEACHING EXPERIENCE**

Tutor: Undergraduate Marketing, University of Oxford (Trinity Term/Summer 2017)

Tutor: Undergraduate Marketing, University of Oxford (Michaelmas Term/Fall 2016)

Instructor: “Running an Experiment” Workshop, University of Florida (January 17, 2014)

Course Coordinator: Principles of Marketing, University of Florida (Summer 2011)

Teaching Assistant: Principles of Marketing, University of Florida (Spring 2008)

## **PROFESSIONAL EXPERIENCE**

Information Technology Florida Marketing Associate: CIBER, Inc., Orlando, Florida (2010)

Retail Executive Team Leader: Target, Orlando, Florida (2008 – 2009)

Retail Executive Intern: Target, Orlando, Florida (2007)