

# **DONNEL A. BRILEY**

December, 2008

School of Business  
Economics and Business Bldg. (H69)  
University of Sydney, NSW 2006  
Australia

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## **ACADEMIC EXPERIENCE**

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|----------------|---|
| 2008 – current | Professor of Marketing<br>University of Sydney, Australia                           |
| 2005 – 2008    | Associate Professor of Marketing<br>University of Sydney, Australia                 |
| 2004 – 2005    | Visiting Scholar<br>Graduate School of Business, Stanford University                |
| 1997 – 2005    | Assistant Professor of Marketing<br>University of Science and Technology, Hong Kong |

## **EDUCATION**

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Ph.D., Marketing  
Graduate School of Business, Stanford University  
*Committee: Peter Wright, Itamar Simonson and Michael Morris*

Program in EU business and economics (6 months)  
Institut d'Études Politiques de Paris, France

M.B.A., Marketing and Management Science  
University of California, Berkeley

B.S., Mechanical Engineering  
Stanford University

## **RESEARCH INTERESTS**

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Cultural and ethnic influence; consumer judgment and choice

## **PUBLICATIONS**

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### ***Journal articles***

Jenner, Steve, Brent MacNab, Donnel Briley, Richard Brislin, and Reg Worthley (2008), "Cultural Change and Marketing," *Journal of Global Marketing*, 21(2), 161-172.

Briley, Donnel A., L. J. Shrum and Robert S. Wyer, Jr. (2007), "Subjective Impressions of Minority Group Representation in the Media: A Comparison of Majority and Minority Viewers' Judgments and Underlying Processes," *Journal of Consumer Psychology*, 17(1), 36-48.

Briley, Donnel A. and Jennifer L. Aaker (2006), "When Does Culture Matter?: Effects of Personal Knowledge on the Correction of Culture-based Judgments," *Journal of Marketing Research*, 43(3), 395-408.

Briley, Donnel A. and Jennifer L. Aaker (2006), "Bridging the Culture Chasm: Ensuring that Consumers are Healthy, Wealthy and Wise," *Journal of Public Policy and Marketing*, 25(1), 53-66.

Briley, Donnel A., Michael Morris and Itamar Simonson (2005), "Cultural Chameleons: Biculturals, Conformity Motives, and Decision Making," *Journal of Consumer Psychology*, 15(4), 351-363.

Briley, Donnel A. and Robert S. Wyer, Jr. (2002), "The Effects of Group Membership on the Avoidance of Negative Outcomes: Implications for Social and Consumer Decisions," *Journal of Consumer Research*, 29(3), 400-415.

Briley, Donnel A. and Robert S. Wyer, Jr. (2001), "Transitory Determinants of Values and Decisions: The Utility (or Non-utility) of Individualism-Collectivism in Understanding Cultural Differences," *Social Cognition*, 19(3), 198-229 (special issue on cultural cognition).

Briley, Donnel A., Michael Morris and Itamar Simonson (2000), "Reasons as Carriers of Culture: Dynamic vs. Dispositional Models of Cultural Influence on Decision Making," *Journal of Consumer Research*, 27(2), 157-178 (Robert Ferber award winner).

### **Book Chapters**

Briley, Donnel A. (2009), "Looking forward, looking back: Cultural differences and similarities in time orientation," in *Understanding Culture: Theory, Research and Application* (pp. 311-318), Eds. R. Wyer, Jr., C. Y. Chiu, and Y. Y. Hong, New York, NY: Psychology Press.

Briley, Donnel A. (in press), "Cultural influence on consumer motivations: A dynamic view," in *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*, Ed. C. Nakata, New York, NY: Palgrave Macmillan.

### **Manuscripts**

Briley, Donnel A. and Shai Danziger (2007), "Reactance vs. Opportunism: Impact of Consumers' Control Beliefs on Promotion Choice," second round at *Journal of Consumer Research*.

Cowley, Elizabeth J., Donnel A. Briley and Colin Farrell (2007), "Keeping Control: Using Salient Moments to Maintain an Illusion of Control."

### **Published case studies**

Grier, Sonya and Donnel A. Briley (1997), "The Ph.D. Project: The Marketing of Business School Faculty Diversity (A and B)," *Harvard Business School Press*.

### **Media coverage**

"The Effects of culture on judgment and decision making," *Research Frontiers*, August (13), 2007 (covers work by D. Briley and R. Wyer).

"Trends in marketing: When does culture matter in marketing," *Finance and Management*, December (139), 2006 (covers work by D. Briley and J. Aaker).

“Cultural lenses change business focus,” *Stanford Business*, August, 2001 (covers work by D. Briley, M. Morris and I. Simonson).

### **Conference papers/proceedings**

Russell, Cristel and Donnel A. Briley (2007), “Cultural identity and consumer research – Toward a research agenda,” ANZMAC conference, Dunedin, New Zealand.

Briley, Donnel A. and Jennifer L. Aaker (2007), “When Does Culture Matter?” in *Advances in Consumer Research*, Vol. 34, Eds. G. Fitzsimons and V. Morwitz, 147-150.

Briley, Donnel A. and Shai Danziger (2007), “The Games Shoppers Play: Differential Effectiveness of Game-based Promotions across Consumers,” in *Asia Pacific Advances in Consumer Research*, Vol. 7, Eds. M. Craig Lees, G. Gregory and T. Davis, 166-167.

Briley, Donnel A., L. J. Shrum and Robert S. Wyer, Jr. (2007), “Subjective Impressions of Minority Group Representation in the Media: A Comparison of Majority and Minority Viewers’ Judgments and Underlying Processes,” in *Advances in Consumer Research*, North American conference (San Antonio).

Lee, Janghyuk and Donnel A. Briley (2005), “Exploring Repeat Exposure Effects of Internet Advertising,” in *Asia Pacific Advances in Consumer Research*, Vol. 6, Eds. Y. W. Ha and Y. Yi, 259-260.

Briley, Donnel A. and Peter Darke (2004), “Consumers’ Beliefs about Luck and Reactions to Lucky and Unlucky Situations,” in *Advances in Consumer Research*, Vol. 31, Eds. B. Kahn and M. F. Luce, 177.

Lau, Loraine and Donnel A. Briley (2002), “Dynamic Nature of Culture and Consumer Behavior,” in *Advances in Consumer Research*, Vol. 29, Eds. S. Broniarczyk and K. Nakamoto, 453.

Briley, Donnel A. and Jennifer L. Aaker (2001), “When Does Culture Matter?: The Transitory Nature of Cultural Differences in Judgments and Choices,” in *Advances in Consumer Research*, Vol. 28, Eds. M. Gilly and J. Meyers-Levy, 151.

Briley, Donnel A. and Jerome D. Williams (1998), “Emotive and Cognitive Effects of Culture,” in *Asia Pacific Advances in Consumer Research*, Vol. 3, Eds. K. Hung and K. Monroe, 26.

## **AWARDS AND HONORS**

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### **Highly cited articles**

*Briley, Morris and Simonson (2000)* is the 8<sup>th</sup> most cited *Journal of Consumer Research* article published this decade;

*Briley and Wyer (2001)* is the 13<sup>th</sup> most cited article published in *Social Cognition* this decade<sup>1</sup>

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<sup>1</sup> According to analyses of the citation information in Google™ Scholar for articles published from 2000 through 2007; analysis was completed by the “Harzing’s Publish or Perish” software program [www.harzing.com/pop.htm] in February, 2008.

**Award**

Robert Ferber award co-winner, 2001 (best dissertation-based article in *Journal of Consumer Research*)

**Fellowships**

Wei Lun Fellow (HKUST, 1998); Bank of America Fellow (Stanford University, 1993); University of California Regents Fellow (UC Berkeley, 1984-86).

**TEACHING**

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**Awards**

Nominee, Wayne Lonergan Outstanding Teaching award, 2006, 2007, 2008  
Faculty of Economics and Business, University of Sydney

Dean's award, Excellence in Teaching, 2000  
Undergraduate Global Marketing, HKUST

**Teaching experience***University of Sydney:*

Global Marketing, PG (2006 student evaluation = 4.4 / 5.0)  
E-commerce, PG (2006 student evaluation = 4.2 / 5.0)

*HKUST:*

Global Marketing, UG  
Cultural psychology, PhD seminar  
Consumer choice, PhD seminar

**PRESENTATIONS**

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**Invited Colloquia**

2006	UNSW, Sydney University of Technology, Sydney
2005	HEC, Paris Stanford University (Graduate School of Business)
2004	SMU, Singapore Georgetown University Boston College City University, Hong Kong
2003	Duke University
2002	HEC, Paris University of Texas, San Antonio
2001	San Francisco State University
1999	Stanford University (Psychology Department)
1998	ESSEC, Paris

**Invited presentations**

Invited presenter, Hong Kong Conference on Cultural Influence on Behavior, Hong Kong University of Science and Technology, December, 2006.

Invited presenter, "Helping consumers help themselves," Duke University, May, 2005.

Faculty presenter, ACR Doctoral Consortium: 2001 (Austin, TX), 2004 (Portland, OR) and 2006 (Sydney, Australia)

**Refereed conference presentations**

“Promotions and Consumers’ Feelings of Luck,” ACR, Toronto, Canada, 2003.

“Can Game-based Promotions Reduce Purchases?: Determining Which Consumers Don’t Feel Lucky,” Academy of Marketing Sciences, Perth, Australia, 2003.

“Effect of In-group Salience on Choices: A Motivational Approach,” ACR, Austin, TX, 2001.

“A Dynamic Perspective of Cultural Influence: Exploring the Role of Reasons,” ACR, Salt Lake City, UT, 2000.

“Beyond Individualism-Collectivism,” ACR, Gold Coast, Australia, 2000.

“Culture, Education and Cognition: A Review and Discussion of Chinese versus American Cognitive Styles,” Cross-cultural Consumer and Business Studies Research Conference, Cancun, Mexico, 1999.

“Culture, Reasons and Compromise in A Choice Dilemma: Chinese and American Cultures Bring Different Reasons to Mind,” ACR, Paris, France, 1999.

“A Cross-Cultural Examination of Fear-Appeal Advertising,” ACR, Hong Kong, 1998.

“Cultural Influence on Compromise Choice,” European Association for Decision Making, Leeds, U.K., 1997.

**S E R V I C E** \_\_\_\_\_

**Editorial Board**

*Journal of Consumer Research*  
(2008-current)

*Asian Journal of Social Psychology*  
(2008-current)

*International Journal of Marketing Education*  
(2003-06)

**Reviewing**

*Journal of Personality and Social Psychology*  
*Journal of Marketing Research*  
*Journal of Consumer Psychology*  
*Organizational Behavior and Human Decision Processes*  
*Journal of Economic Psychology*  
*Journal of International Business Studies*  
*Asia Pacific Journal of Marketing and Logistics*  
*ACR, SCP and EMAC conferences*

**University positions**

University of Sydney

2008 – Current      Travel Grant Committee  
Faculty of Economics and Business

2006 – Current      Doctoral Program Coordinator  
Marketing Discipline

2006 – Current      Associate Chair, Research  
Marketing Discipline

2005 – 06            Associate Chair, Teaching and Learning  
Marketing Discipline

2005 – 06            Lead, Masters of Marketing feasibility team  
Marketing Discipline

2005 – 06            World-Class Project Team  
Faculty of Economics and Business

**HKUST**

2002 – 04            Undergraduate Teaching Coordinator  
Marketing Department

2001 – 02            Recruiting Coordinator  
Marketing Department

2001 – 02            Liaison to University Library  
Marketing Department

2000 – 02            Committee on Human Subjects  
School of Business and Management

2000 – 04            Liaison to Career Center  
Marketing Department

1998 – 2002        Recruiting Committee  
Marketing Department

***Thesis committee***

Alice Wang, MPhil (HKUST), June 2000  
Ph.D. from Northwestern, now Asst. Prof. at University of Iowa  
Thesis Title: “Common vs. Unique Features: Which Are More Influential and When?”

Quiyu Sun, doctoral candidate (University of Sydney)

En Li, doctoral candidate (University of Sydney)

Marjan Jalali, doctoral candidate (University of Sydney)

***Community outreach***

Session taught at Australia Business Week (ABW) educational program for high school students (December, 2005)

Invited attendee, Stanford GSB Executive Forum, Sydney, Australia (October, 2006)

Discipline representative at various University events, including:

- "Sydney Uni Live!" (August, 2006, 2007, 2008)
- Information Day (January, 2007)
- "Town and Gown" student luncheon (March, 2008)

## **WORK EXPERIENCE**

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Regional Sales Manager

Verizon, Fiber Optics Division (Thousand Oaks, CA)

Senior Consultant

Price-Waterhouse-Coopers, Telecommunications Industry Group (San Francisco, CA)

## **RESEARCH GRANTS**

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- 2008-10    rmb170,000 (\$27,200), "A Temporal Orientation- and Mortality Salience-Based Study of Consumer's Hedonic Versus Utilitarian Choices," National Natural Science Foundation of China, 2008-10 competitive grant, (#70772063, with Wei Lu)
- 2006-07    \$14,400, "Effects of Cultural Beliefs on Consumers' Receptiveness to Promotions" School of Business, University of Sydney competitive grant (R13RG06)
- 2004-06    HK\$390,000 (\$55,000), "Effects of Cultural Salience on Goal Pursuits: Implications for Behavioral Decisions and Judgments," Hong Kong government competitive grant, (CERG HKUST6194/04H, with R. Wyer and R. Adaval)
- 2000-04    HK\$720,000 (\$102,000), "The Influence of Culture, Situations and Values on Intrapersonal and Interpersonal Decisions," Hong Kong government competitive grant, (CERG HKUST 6022/00H, with R. Wyer)
- 1998-01    \$HK373,000 (\$52,000), "Culture and Cognitive Style," Hong Kong government competitive grant (with Lydia Price)
- 1998        HK\$50,000 (\$7,100) "A Culture-oriented Model of Behavior," School of Business and Management, HKUST (DAG97/98.BM34)
- 1999        HK\$45,000 (\$6,400) , "Cultural Priming and Consumer Behaviour," School of Business and Management, HKUST
- 2000        HK\$65,000 (\$9,300), "Understanding The Processes Underlying Cultural Influence on Decision Making," School of Business and Management, HKUST (DAG00/01.BM67)
- 2000        HK\$14,000 (\$2,000), "Influence of Price Deliberation on Choice Stability," 2000, School of Business and Management, HKUST
- 2001        \$HK80,000 (\$11,400), "A Motivational Assessment of Cultural Influence, School of Business and Management, HKUST

- 2003      \$HK45,000 (\$64,000), "Decisions Whether to Purchase or Defer: Cultural and Other Influences," School of Business and Management, HKUST (DAG02/03.BM70)
- 1995-96    US\$6,000 (A\$6,600), "An Hedonic Tax on High-low Pricing," Graduate School of Business, Stanford University
- 1995      US\$5,000 (A\$5,500), William F. Miller international research grant, 1995, Stanford University