

# DAN FREEMAN

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## EDUCATION

- Ph.D. University of Arizona, 2001  
Major: Marketing Minor: Psychology
- M.A. University of Arizona, 1997  
Major: Communication
- B.A. Grinnell College, 1993  
Major: Economics

## FACULTY POSITIONS

- 2000 - Department of Business Administration  
University of Delaware  
Associate Professor of Marketing (2009-)  
Assistant Professor of Marketing (2001-2009)  
Lecturer (2000-2001)

## HONORS AND AWARDS

- 2009 Best Article Published in 2008, *Business Ethics Quarterly*
- 2009 YoUDEe Leadership Award
- 2008 Finalist, YoUDEe Leadership Award
- 2007, 2008 Nominee, MBA Teaching Award
- 2007 Alfred Lerner College of Business & Economics Summer Research Grant  
(\$6,000, with Stewart Shapiro)
- 2003 General University Research Grant (\$6,000).
- 1998-1999 Outstanding Graduate Teaching Assistant, University of Arizona,  
Department of Marketing.
- 1997 Winner, Sheth Foundation Dissertation Grant awarded by the Association  
for Consumer Research for best public-purpose proposal relevant to  
consumer behavior (\$2,000).
- 1993-1994 University of Arizona Graduate Fellow in Communication (\$5,000).

## RESEARCH INTERESTS

- Moral Identity and Moral Behaviors  
Social Marketing  
Consumer Socialization  
Symbolic Aspects of Consumption Behaviors

## EXTERNAL RESEARCH GRANTS

- 2003-2005 Co-Principal Investigator, "Health Promotions: Shaping Beliefs About Use and Non-Use," funded by the National Cancer Institute (Grant #: 1 R03 CA101513-01), with Stewart Shapiro (\$151,000).
- FY 1998-2000 Collaborator & Project Manager, "The Cumulative Impact of Tobacco Advertising on Young Children's Socialization to Pro-Tobacco Attitudes and Behaviors," funded by the Arizona Disease Control Research Commission (Grant#: 9803), with Merrie Brucks and Melanie Wallendorf (\$150,000).

## REFEREED JOURNAL PUBLICATIONS

Freeman, Dan, Stewart Shapiro and Merrie Brucks (forthcoming, 2009). "Memory Issues in Social Marketing Messages about Behavior Enactment versus Non-enactment," *Journal of Consumer Psychology*, October.

\*Aquino, Karl, Dan Freeman, Americus Reed II, Vivian Lim, and Will Phelps (2009). "Moral Identity and the Self-Regulation of (Im)Moral Behavior," *Journal of Personality and Social Psychology*, 97, 123-141. (\* Karl Aquino and Dan Freeman are co-first authors of this article).

Freeman, Dan, Karl Aquino, and Brent McFerran (2009). "Overcoming Beneficiary Race as an Impediment to Charitable Donations: Social Dominance Orientation, the Experience of Moral Elevation, and Donation Behavior," *Personality & Social Psychology Bulletin*, 35, 72-84.

Freeman, Dan, Merrie Brucks, Melanie Wallendorf, and Wendy Boland (2009). "Children's Understandings of Cigarette Advertisements," *Addictive Behaviors*, 34, 36-42.

\*Shao, Ruodan, Karl Aquino, and Dan Freeman (2008) "Beyond Moral Reasoning: A Review of Moral Identity Research and Its Implications for Business Ethics," *Business Ethics Quarterly*, 18, 513-540. (\* This manuscript was invited and refereed by the journal editor)

Aquino, Karl, Americus Reed II, Stefan Thau, and Dan Freeman (2007) "A Grotesque and Dark Beauty: How the Self-Importance of Moral Identity and Mechanisms of Moral Disengagement Influence Cognitive, Emotional and Behavioral Reactions to War," *Journal of Experimental Social Psychology*, 43, 385-392.

Freeman, Dan, Merrie Brucks and Melanie Wallendorf (2005). "Young Children's Understandings of Cigarette Smoking," *Addiction*, 100, 1537-1545.

## BOOK CHAPTERS

Aquino, Karl and Dan Freeman (2009). "Moral Identity in Business Situations: A Social-Cognitive Framework for Understanding Moral Functioning," in *Personality, Identity, and Character: Explorations in Moral Psychology*, Darcia Narvaez and Daniel K. Lapsley (eds.), Cambridge University Press, 375-395.

Freeman, Dan and Merrie Brucks (2002), "Drug, Alcohol, and Tobacco Use Prevention Efforts: Benefits and Challenges of Targeting Young Children," in *Children: Consumption, Advertising, and Media*, Flemming Hansen, Jeanette Rasmussen, Anne Martensen, & Birgitte Tufte (eds.), Samfundslitteratur Press: Denmark, 243-252.

## **MANUSCRIPTS UNDER REVIEW**

Freeman, Dan and Stewart Shapiro "An Assessment of Tweens' Persuasion Coping Knowledge in a Changing Marketplace," being revised for second round review, *Journal of the Academy of Marketing Science*.

Freeman, Dan, Michael Barone, and Jennifer Gregan-Paxton, "The Influence of Brands on Children's First Impressions of Their Peers," being revised for second round review, *Journal of the Academy of Marketing Science*.

Freeman, Dan, Brent McFerran, Karl Aquino, and Stefan Thau, "Materialism and Luxury Brand Experiences," being revised for invited resubmission, *Journal of Consumer Research*.

## **RESEARCH IN PROGRESS**

Freeman, Dan, "Branding in Health Promotion Contexts"

Brucks, Merrie, Paul Connell, and Dan Freeman, "The Development of Children's Lifestyle Associations with Cigarette Brands and Tobacco Use"

Freeman, Dan, "Health Promotion Campaigns, Behavioral Clusters, and Measure of Success"

Sivaraman, Anu, Dan Freeman, and Stewart Shapiro, "Adolescents' Willingness to Share Personal Information with Marketers"

Aquino, Karl and Dan Freeman "Third Parties' Reactions to Injustice"

Freeman, Dan and Mike Barone, "When Brand Associations and Stereotypes Collide in the Process of Forming First Impressions"

Freeman, Dan, Brent McFerran and Karl Aquino, "Environmental Values in Consumption"

## **REFEREED CONFERENCE PAPERS, PRESENTATIONS, AND PUBLISHED ABSTRACTS**

Sivaraman, Anu, Dan Freeman, and Stewart Shapiro (2008), "Teenagers Willingness to Share Personal Information with Marketers," Working Paper, presented at the annual meeting of the *Association for Consumer Research*, San Francisco, October.

Freeman, Dan, Brent McFerran, Karl Aquino, and Stefan Thau (2007), "Perhaps it Would be Better if Materialistic Birds of a Feather Did Not Shop Together: Materialism, Accountability, and Luxury Brand Consumption Experiences," Working Paper, presented at the annual meeting of the *Association for Consumer Research*, Memphis, October.

Shapiro, Stewart and Dan Freeman (2005). "Messages about Enacting versus Not Enacting Behaviors: Shaping Adolescents' Health Beliefs," *Marketing & Public Policy Conference*, Washington, DC, May.

Freeman, Dan, Jennifer Gregan-Paxton, Mike Barone, and Jackie Rosenthal (2004), "Do Brands Matter as Much as Kids Think They Do? Exploring the Effects of Brands on Children's First Impressions of Other Children," presented at the *AMA Winter Educators' Conference*, Scottsdale, February.

Freeman, Dan and Stewart Shapiro (2002), "On the Efficacy of Showing Nonsmokers, Non-Alcoholics, and Non-Drug Users In a Positive Light: Competing Memory Perspectives," *Society for Consumer Psychology*, Julie Edell and Ron Goodstein, eds.

Rindfleisch, Aric, Dan Freeman, and James Burroughs (2000), "Nostalgia, Materialism, and Product Preference: An Exploratory Study," *Advances in Consumer Research*, Stephen J. Hoch and Robert J. Meyer, eds., 27, 36-41.

Freeman, Dan and Merrie Brucks (1999), "The Three S's of Masss-Media Influence: Socialization, Social Judgments, and Social Behaviors," Special Session Summary, *Advances in Consumer Research*, Linda Scott and Eric Arnould, eds., v. 26, 410-411.

Brucks, Merrie, Melanie Wallendorf, and Dan Freeman (1998), "The Impact of Advertising on Young Children's Beliefs about Alcohol and Tobacco Use/Users: What's Lurking at the Headwaters?" presented at the annual meeting of the *Association for Consumer Research*, Montreal, October.

## **INVITED PRESENTATIONS**

Freeman, Dan, Merrie Brucks, Melanie Wallendorf, and Wendy Boland (2006), "Children's Understandings of Cigarette Advertisements: Fostering Brand-Specific Demand vs. Category Growth," in Proceedings of the Korean Academy of Marketing Science, November.

Shapiro, Stewart and Dan Freeman (2003), "Health Promotions: Shaping Beliefs about Use and Non-Use," Poster presented at the *NCI Small Grants Investigators Meeting*, Bethesda, December.

## **TEACHING EXPERIENCE**

### *Graduate Courses:*

Information Technology Applications in Marketing  
New Venture Creation: Marketing Research & Market Profile  
MBA SUCCESS: Being Persuasive in Business Situations  
MBA SUCCESS: Non-Profit Issues

### *Undergraduate Courses:*

Marketing Strategy  
Information Technology Applications in Marketing  
Introduction to Marketing  
Organizational Communication (1994-1995)  
Small Group Decision Making (1993-1994)

### *Independent Studies:*

Branding & Brand Management  
Retailing  
Marketing & Promotional Planning  
Consulting Practicum

## **PROFESSIONAL EXPERIENCE AND COMMUNITY SERVICE**

2002 - current    Board Member, ContactLifeline ([www.contactlifeline.org](http://www.contactlifeline.org))  
Board President (2008 - current)  
Public Relations Committee Chair (2004-2007)  
*Led rebranding initiative (from CONTACT Delaware).*

- 2005            Consultant  
*Completed a market assessment for Ocean Atlantic and a website usability study for the Archer Group*
- 1998 – 2000    Research Director, Executive Marketing Committee, United Way of Greater Tucson.  
*Conducted studies to assess the effectiveness of first-ever advertising campaign; collaborated on the development of campaign materials.*
- 1996 – 2000    Board Member & Volunteer Marketing Director, Animals' Crusaders of Arizona.  
*Received a \$10,000 grant to initiate a direct mail fundraising program, 1998.*

**PROFESSIONAL SERVICE**

- 2004 - current    Ad Hoc Reviewer for one or more journals, including *American Journal of Public Health, Journal of Social Psychology, and Journal of Public Policy & Marketing.*
- 2001 - current    Ad Hoc Reviewer for one or more conferences, including Marketing & Public Policy, Academy of Marketing Science, Association for Consumer Research, AMA Educators', and Society for Consumer Psychology
- 2005            Co-Chair, Working Paper Track, ACR Annual Conference.
- 2004 - 2005      Co-Associate Editor, "For Public Policy" Section, ACR website.
- 2002 - 2005      Reviewer, SCP Dissertation Competition.
- 2001            Competitive Paper Session Chair and Discussion Leader, ACR Annual Conference.
- 1998            Special Session Co-Chair, ACR Annual Conference.

**DEPARTMENT, COLLEGE, & UNIVERSITY SERVICE**

- 2007 - current    Faculty Advisor, Blue Hen Marketing Club, an AMA Collegiate Chapter
- 2007 – 2008      Member, Lerner Brand Taskforce; Presenter, Lerner Faculty Roundtable
- 2005 – current    Faculty Advisor, GWU MBA Case Competition (also 2002-2003)
- 2004 – current    Co-Faculty Advisor, Carol A. Ammon MBA Case Competition
- 2001 – 2006      Committee member on one or more of the following: MBA Committee, College Committee on Organizations, Faculty Senate Library Committee
- 2002 – 2003      Faculty Advisor, MBA SUCCESS Program
- 2001 – 2003      Faculty Director, Marketing Area Subject Pool

**PROFESSIONAL MEMBERSHIPS**

- Association for Consumer Research (ACR)
- American Marketing Association (AMA)
- Society for Consumer Psychology (SCP)
- Society for Personality and Social Psychology (SPSP)