

NELSON BORGES AMARAL

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Education

- 2013 Ph.D. in Business Administration (Marketing)**
University of Minnesota, Carlson School of Management. Advisor: Joan Meyers-Levy
- 2006 Master of Business Administration**
University of Toronto, Joseph L. Rotman School of Management
- 2001 Bachelor of Pure & Applied Science (Biology)**
York University

Research Interests

My current work focuses on two streams of research. The first theme broadly investigates how consumers process and use information when rendering judgments, decisions, and behaviors. My second stream of research explores the interrelationship between consumers' social identities and products or brands. At the intersection of these two areas my research has investigated questions related to branding, persuasion and authenticity.

Research in Progress and Under Review

Amaral, Nelson, Carlos Torelli, Hi-Yue Chiu, and Hean Tat Keh, "*American = Men? Intersubjective Perceptions of Culture among Gender Groups within a Social Hierarchy*," Preparing for Submission: *Journal of Marketing Research*.

Amaral, Nelson, "*The Benefits of Strategic Distraction: A Construal Level Theory Account*," Preparing for Submission: *Journal of Personality and Social Psychology*.

Amaral, Nelson and Joan Meyers-Levy, "*The Effect of Construal Level on Consumers' Anticipations Involving Ethical Behavior*," Preparing for Submission: *Journal of Marketing Research*.

Amaral, Nelson and Joseph Redden, "*Ad Wear-out and the Importance of Brand Symbolism*," Collecting final data; target: *Journal of Marketing Research*.

Amaral, Nelson and Steven Chan, "*Defining Not All Counterfeits Are Created Equal: The Mediating Role of Dialectical Processing*," Collecting final data; target: *Journal of Marketing Research*.

Amaral, Nelson and Neeru Paharia, "*The Asymmetric Relationship Between Associative and Dissociative Groups: Symbolic Brands Are Not Equal*" Data Collection.

Amaral, Nelson and Sharon Ng, "*Brand Selection and the Effects of Self-Verification and Self-Enhancement Motives*" Data Collection.

Amaral, Nelson and Manoj Hastak, "*Tensile Claims in Advertising, The Effectiveness of Disclaimers*" Data Collection.

PUBLICATIONS

Journal Publications

Rahinel, Ryan, Nelson B. Amaral, Joshua J. Clarkson and Aaron C. Kay, "On Incidental Catalysts of Elaboration: Reminders of Environmental Structure Promote Effortful Thought," Forthcoming: *Journal of Experimental Psychology: General*.

Amaral, Nelson and Barbara Loken, "Viewing Usage of Counterfeit Luxury Goods: Social Identity and Social Hierarchy Effects on Dilution and Enhancement of Genuine Luxury Brands," Forthcoming: *Journal of Consumer Psychology*.

Chapters and Other Publications

Amaral, Nelson, (2016), "Luxury Counterfeiting: Marketing Research Review with Brand Manager and Policy Implications", Wharton White Paper Series, Jay H. Baker Retailing Center, *Forthcoming*

Chan, Steven and Nelson Amaral (2015), "Not All Fakes Are Created Equal: Cultural Differences in Considering Counterfeits", in B. Schmitt and L. Lee (Eds.), *The Psychology of the Asian Consumer*, New York: Routledge.

Amaral, Nelson (2014), *Morality and Ethics: A Review of Psychology and Marketing Literatures*, Saarbrücken, Germany: Lap Lambert Academic Publishing.

Amaral, Nelson (2006), "Forecasting Vacancy Rates in Ontario: A Multi-year Projection Model", Rotman School of Management Finance Library Reserves.

Amaral, Nelson and Paul Friesen (2005), "Pick and Choose" *Journal of Property Management*, 70 (4), 30-33.

Amaral, Nelson (2005), "Market Research Results from Toronto", *Rent and Retain*, 12 (5), 18-19.

Amaral, Nelson (2005), "To Rent or Not to Rent? Study Reveals Apartment Price, Attitude of Rental Agents Major Factors in Decision Process", <http://newswire.ascribe.org/cgi-bin/hold.pl?ascribeid=20050809.061727&time=08%2014%20PDT&year=2005&public=0>

Conference Proceedings

Rahinel, Ryan, Nelson Amaral, Aaron Kay (2015), "Structure Encourages Elaboration", in *Society for Consumer Psychology 2015 Conference Proceedings*, Eds. Andrea Morales, and Patti Williams, 277-279.

Amaral, Nelson and Barbara Loken (2012), "Viewing Usage of Counterfeit Luxury Goods: How Perceived Social Class Affects Female's Rating of the Genuine Luxury Brand," in *Advances in Consumer Research*, Vol. 40, eds. Zeynep Gurhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 76-80.

Torelli, Carlos, Chi-Yue Chiu, Hean Tat Keh and Nelson Amaral (2011), "American = Men? Gender and Cultural Dynamics in the Marketing of Male-Symbolic Brands to Women", in *Advances in Consumer Research*, Vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 436-437.

Amaral, Nelson and Barbara Loken (2010), "Brand Dilution: The Impact of the User of Counterfeits on Original Brand Perception" in *Society for Personality and Social Psychology 2010 Conference Proceedings*, 143.

Amaral, Nelson (2010), "How Does the Unconscious Think" in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman and Rik Peters, Duluth, MN: Association for Consumer Research, 746-747.

Amaral, Nelson, Barbara Loken and Stacy Goebel (2010), "Brand Dilution: The Impact of the User of Counterfeits on Original Brand Perception" in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman and Rik Peters, Duluth, MN: Association for Consumer Research, 859-860.

Torelli, Carlos, Hi-Yue Chiu, Hean Tat Keh and Nelson Amaral (2008), "Brand Iconicity: A Shared Reality Perspective" in *Advances in Consumer Research*, Vol. 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 108-111.

Work Selected for Conference Presentations

"*Defining Not All Counterfeits Are Created Equal: The Mediating Role of Dialectical Processing*," Ivey Business School Consumer Behavior Symposium, Ivey Business School, University of Western Ontario; London, Ontario, Canada. January 2016.

"Viewing Usage of Counterfeit Luxury Goods: How Perceived Social Class Affects Female's Rating of the Genuine Luxury Brand," Monaco Symposium on Luxury, Monaco; April 2014

"Defining Authenticity in Luxury Markets: The Mediating Role of Dialectical Processing on Cultural Differences," Asian Consumer Insights Symposium, Nanyang Technological University, Singapore; December 2013.

"The Effect of Construal Level on Consumers' Anticipated and Actual Ethical Behavior," Association for Consumer Research, Chicago, Illinois; October, 2013.

"The Benefits, and Drawbacks, of Strategic Distraction: The Role of Construal Level," Society for Consumer Psychology Conference, San Antonio, TX; February, 2013.

"The Effect of Construal Level on Consumers' Anticipated and Actual Ethical Behavior," Society for Consumer Psychology Conference, San Antonio, TX; February, 2013.

"Brand Dilution: The Impact of the User of Counterfeits on Genuine Brand Perception and the Moderating Role of Social Class" Association for Consumer Research, Vancouver, BC, Canada; October, 2012.

“The Effect of Construal Level on Consumers’ Anticipated and Actual Ethical Behavior,” Carlson School of Management, Annual Multi-disciplinary Academic Research Conference, Minneapolis, MN; May, 2012.

“Brand Dilution: The Impact of the User of Counterfeits on Genuine Brand Perception and the Moderating Role of Social Class” Society for Consumer Psychology Conference, Las Vegas, NV; February, 2012.

“Brand Dilution: The Impact of the User of Counterfeits on Original Brand Perception” Working Paper Session, Society for Personality and Social Psychology, Las Vegas, NV; February, 2011.

“How Does the Unconscious Think?” Working Paper Session, Association for Consumer Research, Memphis, TN; October, 2009.

“Brand Dilution: The Impact of the User of Counterfeits on Original Brand Perception” Working Paper Session, Association for Consumer Research, Memphis, TN; October, 2009.

“The Effect of Homelessness on Children: A Review of the Literature, With an Emphasis on the Canadian Literature” EECERA International Conference, Dublin, Ireland; August, 2006.

“Housing, Social Capital, and Impacts on Immigrants and Refugees: A Review of the Literature” International Metropolis Conference, Toronto, Canada; October, 2005.

“Review of the Literature and Findings on Homelessness in Canada” Working Paper Session, National Homelessness Conference, Toronto, Canada; May, 2005.

Invited Conferences and Presentations

- Baruch College, CUNY – New York, NY
- Stony Brook University – Long Island, NY
- Wharton School of Business, Online Luxury Conference – New York, NY
- Phi Sigma Pi, American University
- Sy Syms School of Business, Yeshiva University – New York, NY
- Grenoble School of Management - France
- Nanyang Technological University, Institute on Asian Consumer Insight - Singapore
- The University of Rhode Island - Kingston, RI
- Fordham University – New York, NY
- Loyola University Maryland – Baltimore, MD
- Salisbury University – Salisbury, MD
- Clark University - Worcester, MA
- Ohio University – Athens, OH
- Marketing Management Association – Minneapolis, MN
- Yale University, Whitebox Conference – New Haven, CT

Grants and Academic Awards

- Kogod Faculty Award for Outstanding Research
- Kogod Faculty Award for Outstanding Teaching
- Marketing Science Institute Research Grant, *Amount: \$4000*
- Institute on Asian Consumer Insight Research Grant, *Amount: \$10,000*
- MMA Outstanding Teacher-Scholar Doctoral Student Award Winner
- Carlson Institute for Research in Marketing Travel Grant
- Best Paper Award, Carlson School of Management Multi-disciplinary Research Conference
- Carlson School of Management Travel Fellowship (2 time recipient)
- Vaile Fellowship for Outstanding PhD Student Recognition
- Yale School of Management Whitebox (Travel award)
- Carlson School of Management Excellence in Teaching Award (*4 time recipient*)
- Henrickson Fellowship for Excellence in Research
- Carlson School of Management Research Fellowship
- Dean's List, Rotman School of Management: Top 10%
- Peter Duncan Memorial Award for Excellence in Econometrics
- CIBC Access Award
- Charles E. Bates Award in Principled Leadership

Academic Service

- *Co-Organizer*, Greater NYC Area Cultural Mind-Sets Research Symposium
- *Reviewer*, Journal of Business Research
- *Reviewer*, Journal of Consumer Psychology
- *Tenure Track Recruiting Committee*, Kogod School of Business
- *Behavioral Lab Faculty Manager*, Kogod School of Business
- *Organizer*, Kogod School of Business, Marketing Department Speaker Series
- *Case Competition Judge*, Blue Ocean National Competition
- *Scholarship Judge*, Fintan Kilbride Memorial Scholarship Competition
- *Reviewer*, Global Marketing by Taylor & Francis Publishers
- *Reviewer*, Association for Consumer Research Conference
- *Reviewer*, Society for Consumer Psychology Conference
- *Student Reviewer*, Journal of Consumer Research
- *Reviewer*, Carlson School of Management Doctoral Conference
- *Reviewer*, European AMA Conference
- *PhD Student Advisory Committee Member*, University of Minnesota
- *Alternate Senator*, University of Minnesota Senate
- *Graduate Council P & R Chair for Social Sciences*, University of Minnesota
- *VP Careers*, Global Business Association, University of Toronto

Teaching Experience

American University

- *PhD seminar*, Consumer Behavior Guest Instructor (Lauren Block, Baruch College)
- *Graduate*: Understanding the Marketplace (**6.98 / 7**)
- *Graduate*: Principles of Marketing (MBA, On-line) Spring 2016
- *Undergraduate*: Marketing and Business for Communication (**avg. 6.82 / 7**)

University of Minnesota

- *Undergraduate*: Sales and Sales Force Management (Fall 2012, Spring 2013 **avg. 5.60 / 6**)
- *Undergraduate*: Principles of Marketing (Spring 2011, Spring 2010, **avg. 5.50 / 6**)
- *Guest Lecturer*: Consumer Behavior (Fall 2011, MBA); Personal Selling and Sales Management (Fall 2010, Fall 2009, Fall 2008); Marketing Research (Fall 2009)

Professional Work Experience

Marketing Analyst, **Home Depot Canada**

2006: Toronto, Canada

National Training/Resident Services Manager, **Greenwin Property Management**

2002 – 2005: Toronto, Canada

Director of Marketing, **Campus Career Center**

2000 – 2002: Boston, MA

District Sales Manager, **Vector Marketing Canada**

1996 – 2000: Toronto, Canada

Media Contributions

Minnesota Daily (Daily Newspaper), Minneapolis MN

WTOP, (103.5 FM), Washington D.C.

Kogod Now, (Bi-Monthly Business School Magazine), Washington D.C.

Her Campus (Online Magazine), Washington D.C.

The Eagle (American University Student Newspaper), Washington D.C.