

# Nicole Votolato Montgomery

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Mason School of Business  
College of William & Mary  
3068 Miller Hall  
P.O. Box 8795  
Williamsburg, VA 23187

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Phone: (757) 221-2819  
Cell: (757) 880-3875  
Fax: (757) 221-2884  
Email: [Nicole.Montgomery@mason.wm.edu](mailto:Nicole.Montgomery@mason.wm.edu)

## EDUCATION

- 2007      Ph.D. in Marketing  
Fisher College of Business, The Ohio State University
- 2005      M.A., Marketing  
Fisher College of Business, The Ohio State University
- 2001      Bachelor of Science in Business Administration (Marketing, Logistics, &  
Operations Management)  
Fisher College of Business, The Ohio State University

## ACADEMIC EMPLOYMENT

- 8/07-Present      *Assistant Professor of Marketing*  
Mason School of Business, College of William and Mary
- 6/02-6/07      *Graduate Teaching and Research Assistant*  
Fisher College of Business, The Ohio State University

## RESEARCH INTERESTS

Memory  
Financial Decision Making  
Experiences Over Time  
Time and Decisions  
Information processing and persuasion

## TEACHING INTERESTS

Consumer Behavior  
Principles of Marketing  
Judgment and Decision Making  
Advertising and Promotions  
Marketing Strategy

## REFEREED JOURNAL ARTICLES

Rajagopal, Priyali and Nicole Votolato Montgomery, "I Imagine, I Experience, I Like: The False Experience Effect." *Journal of Consumer Research*, 38(3), 578-594.

Montgomery, Nicole Votolato and H. Rao Unnava (2009), "Temporal Sequence Effects: A Memory Framework," *Journal of Consumer Research*, 36(1), 83-92.

Raju, Sekar, H. Rao Unnava and Nicole Votolato Montgomery (2009), "The Effect of Brand Commitment on the Evaluation of Nonpreferred Brands: A Disconfirmation Process," *Journal of Consumer Research*, 35(5), 851-63.

Raju, Sekar, H. Rao Unnava and Nicole Votolato Montgomery (2009), "The Moderating Effect of Brand Commitment on the Evaluation of Competitive Brands," *Journal of Advertising*, 38(2), 21-35.

Votolato, Nicole L. and H. Rao Unnava (2006), "Spillover of Negative Information on Brand Alliances," *Journal of Consumer Psychology*, 16(2), 196-202.

## BOOK CHAPTERS

Montgomery, Nicole Votolato and H. Rao Unnava (2007), "The Role of Consumer Memory in Advertising," in *The SAGE Handbook of Advertising*, eds. Gerry J. Tellis and Tim Ambler, London: Sage Publications, 105-119.

## REFEREED CONFERENCE PROCEEDINGS

Raju, Sekar, Kalpesh Desai, H. Rao Unnava, and Nicole Votolato Montgomery (2010), "Can Brand Commitment Be Harmful to the Brand? The Moderating Role of Psychological Contracts," *Advances in Consumer Research – North American Conference Proceedings*, 38.

Montgomery, Nicole Votolato and H. Rao Unnava (2007), "Temporal Sequence Effects: A Memory Framework," *Advances in Consumer Research - North American Conference Proceedings*, 34, 743-744.

Ujcic, Carolyn, Katie Beaulieu, Nicole Votolato, and H. Rao Unnava (2006), "Why We Give: An Investigation of the Donor Decision Process," *Advances in Consumer Research – Asia-Pacific Conference Proceedings*, 7, 32.

## **WORKING PAPERS**

Raju, Sekar, Nicole Votolato Montgomery, Kalpesh Desai, and H. Rao Unnava, "Can Brand Commitment Be Harmful to the Brand? The Moderating Role of Psychological Contracts." Revision being prepared for *Journal of Consumer Research* (available upon request).

Montgomery, Nicole Votolato and H. Rao Unnava, "On Resolving Differences Between Prospective and Retrospective Evaluations of Temporal Sequences?" Manuscript being prepared for submission (available upon request).

Montgomery, Nicole Votolato and H. Rao Unnava, "Retrospective Evaluations of Past Affective Experiences: Extensions of A Memory Framework." Manuscript being prepared for submission to *Journal of Consumer Research* (available upon request).

Montgomery, Nicole Votolato and Priyali Rajagopal, "Remembering the Best of Times or the Worst of Times? The Moderating Role of Brand Commitment on False Product Experience Memories" Manuscript being prepared for submission to *Journal of Marketing Research* (available upon request).

## **RESEARCH IN PROGRESS**

Rajagopal, Priyali and Nicole Votolato Montgomery, "The Moderating Effect of Age on the False Experience Effect." Data collection in progress (one study complete).

Montgomery, Nicole Votolato and Arun Lakshmanan, "Product Complexity and the Misinformation Effect." Data collection in progress (three studies complete).

Montgomery, Nicole Votolato, Lisa Szykman, and Julie Agnew, "Temporal Distance to Retirement and Communication Framing: Enhancing Retirement Financial Decision Making." Data collection in progress (three studies complete).

Montgomery, Nicole Votolato and Rajesh Bhargave, "The Moderating Role of Social Experience on Evaluations of Temporal Sequences." Data collection in progress (two studies complete).

## CONFERENCE PRESENTATIONS

“Can Brand Commitment Be Harmful to the Brand? The Moderating Role of Psychological Contracts,” with Sekar Raju, Kalpesh Desai, and H. Rao Unnava

- Association for Consumer Research, October 2010

“I Imagine, I Experience, I Like: The False Experience Effect,” with Priyali Rajagopal

- Society for Consumer Psychology, February 2010
- Judgment and Decision Making Preconference Poster, Society for Personality and Social Psychology, January 2011

“The Effects of Imagery, False Memory, and Experience on Attitude Strength,” with Priyali Rajagopal

- Association for Consumer Research, October 2008

“Temporal Sequence Effects: Extensions of A Memory Framework,” with H. Rao Unnava

- Ohio State Research Camp, April 2008

“Temporal Sequence Effects: A Memory Framework,” with H. Rao Unnava

- Haring Symposium, Indiana University, March 2006
- Behavioral Decision Research in Management Conference, June 2006
- Association for Consumer Research, September 2006

“Why We Give: An Investigation of the Donor Decision Process,” with Katie Beaulieu, Carolyn Ujcic, and H. Rao Unnava, Presented at the Society for Consumer Psychology Conference, February 2006

“The Effectiveness of Comparative Advertising: The Role of the Relationship Between the Consumer and the Comparison Brand,” with H. Rao Unnava and Sekar Raju

- Haring Symposium, Indiana University, April 2004
- Edward F. Hayes Graduate Research Forum, The Ohio State University, April 2004

“When Two Brands Attack Each Other: A Comparative Advertising Examination,” with H. Rao Unnava and Payal Karumbiah, Presented at the Society for Consumer Psychology Conference, February 2004

“Spillover of Negative Information on Brand Alliances,” with H. Rao Unnava,

- Midwest Marketing Camp, The Ohio State University, June 2003
- Society for Consumer Psychology Conference, February 2004

## **INVITED PRESENTATIONS**

“The Effects of Imagery, False Memory, and Experience on Attitude Strength,” The Ohio State University, Fall 2007

“Temporal Sequence Effects: A Memory Framework,” College of William and Mary, Fall 2006.

“Temporal Sequence Effects: A Memory Framework,” San Diego State University, Fall 2006.

“Temporal Sequence Effects: A Memory Framework,” Southern Methodist University, Fall 2006.

## **HONORS AND AWARDS**

Alfred N. Page Undergraduate Teaching Award, The College of William and Mary, 2010

William R. Davidson Doctoral Fellowship in Marketing, The Ohio State University, 2005-2007

Fellow, AMA Sheth Foundation Doctoral Consortium, University of Maryland, 2006

Graduate Associate Teaching Award Nominee, The Ohio State University, 2004, 2006

Fellow, Albert Haring Symposium, Indiana University, 2004, 2006

Second Place, Edward F. Hayes Graduate Research Forum, The Ohio State University, 2004

Robert Bartels Fellowship, The Ohio State University, 2002-2005

Pace Setter Award for academic excellence, Fisher College of Business, The Ohio State University, 2000

Presidential Academic Scholar, The Ohio State University, 1997-2001

## **RESEARCH GRANTS**

Summer Research Grant, The College of William and Mary, 2010

Mason Undergraduate Faculty-Student Research Grant, 2010

SSA funded Financial Literacy Research Consortium Grant for *Center for Interdisciplinary Behavioral Finance Research*, Total Direct Costs: \$525,000, 2009-2011

SSA funded Financial Literacy Research Consortium Grant for “Temporal Distance to Retirement and Communication Framing: Enhancing Retirement Financial Decision Making for the Young,” Total Direct Costs: \$87,000, 2010-2011

Social Security Administration Intergovernmental Personnel Assignment for “Affective Forecasting Errors in the Retirement Decision,” Total Direct Costs: \$43,000, 2011-2012

## **UNIVERSITY SERVICE**

Subject Pool Coordinator, Mason School of Business, 2008-Present  
Faculty Research Advisor, Mason School of Business, 2007-Present  
Assisted with Mason School of Business Faculty Recruiting, 2007

## **PROFESSIONAL SERVICE**

Editorial Board, *Social Influence*, 2011  
Ad hoc reviewer, *Quarterly Journal of Experimental Psychology*, 2011  
Ad hoc reviewer, *Journal of Advertising*, 2009-Present  
Ad hoc reviewer, *Journal of Consumer Research*, 2008-Present  
Ad hoc reviewer, *Management Research News*, 2007-Present  
Reviewer, Association for Consumer Research Annual Conference, 2007-Present  
Program Committee, Society for Consumer Psychology Annual Conference, 2010  
Reviewer, Society for Consumer Psychology Annual Conference, 2007-Present  
Reviewer, Academy of Marketing Science Annual Conference, 2007  
Reviewer, AMA Educators Conference, 2006-Present  
Doctoral student reviewer, *Journal of Consumer Research*, 2006

## PROFESSIONAL AFFILIATIONS

Association for Consumer Research  
American Marketing Association  
Society for Consumer Psychology  
Society for Judgment and Decision Making

## TEACHING EXPERIENCE

Consumer Behavior

- College of William and Mary (Spring 2010, 2011)
- The Ohio State University (Summer 2003, 2004, 2005)

Principles of Marketing

- College of William and Mary (Fall 2007, Spring 2008, Fall 2009, Fall 2011)

## WORK EXPERIENCE

Abercrombie & Fitch, Product Development, 2001  
BP Chemicals, Logistics Services Unit, 2000

## CITATIONS BY POPULAR PRESS

“Your Mind and Your Money” – *Kiplinger’s Personal Finance* (October 2011)

“Ads Implant False Memories” – *Wired* (5/25/11)

“Faking It: Can Ads Create False Memories about Products?” – *Science Daily* (5/11/11)

“Can Ads Create False Memories about Products?” – *Medical News Today* (5/10/11)

“Ads Convince Consumers of Nonexistent Experiences” – *Scientific American* podcast (5/10/11)

“Faking It: Can Ads Create False Memories about Products?” – *Science Newsline* (5/10/11)

“Faking It: Can Ads Create False Memories about Products?” – *USA Today Topics* (5/9/11)

“Can Ads Create False Memories about Products?” – *PsyPost* (5/9/11)

“Save the Best for First” – *Psychology Today* (7/1/09)

“Remember That Time? New Study Demystifies Consumer Memory” – *e! Science News* (1/26/09)

“Customer Satisfaction Memory Reverses Over Time” – *Research Intelligence Strategy* (1/29/09)

“How Brand Loyalists View the Competition” – *Strategy+Business* (1/29/09)

“WM’s Mason Prof Examines Brand Loyalty” – *WY Daily* (11/24/08)

“I’m Sticking with My Brand: Loyal Customers Perceive Competitor Ads Differently” – *Science Daily* (11/21/08)