

MICHAEL GERHARD LUCHS

Henry and Phyllis Shook Term Distinguished Professor of Marketing

The Raymond A. Mason School of Business
William & Mary
Williamsburg, Virginia 23187

Phone: (757) 561-5053
michael.luchs@mason.wm.edu
<https://www.linkedin.com/in/michaelluchs/>

EDUCATION

2008 Ph.D., Marketing, McCombs School of Business, The University of Texas at Austin
2006 M.Sc., Marketing, McCombs School of Business, The University of Texas at Austin
1994 M.B.A., Darden Graduate School of Business, The University of Virginia
1990 B.A., Psychology, Tufts University
1990 B.S., Engineering, Tufts University

EMPLOYMENT

Academic experience

2022-present Head of Marketing Area, William & Mary, School of Business
2019-present Professor, William & Mary, School of Business
2012-present Director, Jim and Bobbie Ukrop Studio for Innovation & Design
2014-2019 Associate Professor with tenure, William & Mary, School of Business
2008-2014 Assistant Professor, William & Mary, School of Business

Industry experience

2000-2004 Principal - Pittiglio, Rabin, Todd & McGrath (now PwC), Washington, DC
1997-1999 Sr. VP, Product Management & Marketing - Labtec Inc. (now Logitech),
Vancouver, WA
1994-1997 Product Manager - Power Tools Division, Black & Decker Corp., Towson, MD
1990-1992 Consultant - Andersen Consulting (now Accenture), Boston, MA

GENERAL ACADEMIC AWARDS AND HONORS

Plumeri Award for Faculty Excellence, William & Mary (2022: \$20,000)
Henry and Phyllis Shook Term Distinguished Professor of Business (2017-present)
Cabell Fellowship, William & Mary (2016: \$10,000)

TEACHING

TEACHING MISSION

To help my students develop the skills, mindset, confidence, and motivation to pursue careers in which they can successfully a) understand people's real needs, b) in order to develop innovative products and services that make people's lives better, c) while preserving and enhancing the world's natural, social, and cultural resources.

TEACHING EXPERIENCE (average instructor rating of 4.7/5.0)

Undergraduate

- Customer Insights for Innovation
- Sustainability Inspired Innovation & Design
- Marketing Research
- Principles of Marketing

Graduate

- Customer Insights for Innovation
- New Product Development (online)

TEACHING AWARDS AND HONORS

- *Page Undergraduate Teaching Award*, Mason School of Business, William & Mary, 2013
- Grand prize winner, *Alfred and Lynn Manos Page Prize for Sustainability Issues in Business Curricula* (international prize awarded by the Univ. of South Carolina), 2012
- *Faculty Excellence Award*, Mason School of Business, William & Mary, 2011
- *Dungan Teaching Fellowship*, Mason School of Business, William & Mary, 2011
- *Fred Moore Assistant Instructor Award for Teaching Excellence*, The University of Texas at Austin, 2007

RESEARCH

RESEARCH MISSION

I strive to conduct research that helps a) individuals become better consumers, and b) organizations develop products and services that make people's lives better. Specifically, I conduct Consumer Psychology research with an emphasis on understanding and promoting Sustainable Consumption and Consumer Wisdom.

RESEARCH GRANTS

- Association for Consumer Research TCR Grant (2020; \$2000)
- John Templeton Foundation Grant, awarded through the University of Chicago's School of Divinity (2015-2017: \$50,000)
- Association for Consumer Research TCR Grant (2013: \$1,000)
- William & Mary Committee on Sustainability Grant (2011: \$14,000)
- Mason School of Business, Geary Fellowship (2010: \$1,600)
- McCombs Center for Customer Insight & Marketing Solutions Grant (2008: \$5,000).
- McCombs Research Excellence Grant (2006-7: \$9,000)
- Association for Consumer Research TCR Grant (2006: \$4,000)

RESEARCH AWARDS AND HONORS

- Dean's Research Fellow, Mason School of Business, 2019-20, 2020-21, 2022-23
- "Outstanding Professional Contribution" award in 2011 by the *Journal of Product Innovation Management* and the Product Development and Management Association
- "Best Conference Paper" award at the 2010 AMA Marketing & Public Policy Conference
- "Best Paper" award from the 2007 conference on Transformative Consumer Research, sponsored by the Tuck School at Dartmouth, MSI, and the Association for Consumer Research.

PUBLISHED REFEREED RESEARCH ([4300+ citations per Google Scholar](#), as of August, 2022)

Schneider, Abby, Sunaina Chugani Marquez, Tavleen Dhandra, Jason Stornelli, and **Michael G. Luchs** (2022), "The Role of Wisdom in Navigating Social Media Paradoxes: Implications for Consumers, Firms, and Public Policy," *Journal of Consumer Affairs*, *in press*.

Kaur, Tavleen, **Michael G. Luchs** (2022), "Mindfulness Enhances the Values that Promote Sustainable Consumption", *Psychology & Marketing*, 39(5): 990-1006.

Luchs, Michael G., David G. Mick, and Kelly Haws (2021), "Consumer Wisdom for Personal Well-Being and the Greater Good: Scale Development and Validation", *Journal of Consumer Psychology*, 31(3): 587-611.

Ozanne, Lucie, Jason Stornelli, **Michael G. Luchs**, David G. Mick, Julia Bayuk, Mia Birau, Sunaina Chugani, Marieke L. Fransen, Atar Herziger, Yuliya Komarova, Elizabeth A. Minton, Farnoush Reshadi, Gillian Sullivan-Mort, Carlos Trujillo, Hyeyoon Bae, Tavleen Kaur, Miguel Zuniga (2021), "Enabling and Cultivating Wiser Consumption: The Roles of Marketing and Public Policy", *Journal of Public Policy & Marketing*, 40(2): 226-244.

Luchs, Michael G., and David G. Mick (2018), "Consumer Wisdom: A Theoretical Framework of Five Integrated Facets", *Journal of Consumer Psychology*, 28(2): 365-392.

- Lead article

Catlin, Jesse, **Michael G. Luchs**, and Marcus Phipps (2017), "Consumer Perceptions of the Social vs. Environmental Dimensions of Sustainability", *Journal of Consumer Policy*, 40(3): 245-277.

- Lead article

Luchs, Michael G., and Minu Kumar (2017), "'Yes, but this Other One Looks Better/Works Better': How do Consumers Respond to Trade-offs Between Sustainability and Other Valued Attributes?", *Journal of Business Ethics*, 140(3): 567-584.

- Ozanne, Lucie, Marcus Phipps, Todd Weaver, **Michael G. Luchs**, Jesse Catlin, Shipra Gupta, Michal Carrington, Kristin Scott, Nicholas Santos (2016), "Managing the Tensions at the Intersection of the Triple Bottom Line: A Paradox Theory Approach to Sustainability Management", *Journal of Public Policy & Marketing*, 35(2): 249-261.
- Luchs, Michael G.**, K. Scott Swan, and Mariëlle E. H. Creusen (2016), "Perspective: A Review of Marketing Research on Product Design with Directions for Future Research", *Journal of Product Innovation Management*, 33(3): 320-341.
- Luchs, Michael G.**, Marcus Phipps, and Tim Hill (2015), "Exploring Consumer Responsibility for Sustainable Consumption", *Journal of Marketing Management*, 31 (13-14): pp. 1449-1471.
- Phipps, Marcus, Lucie K. Ozanne, **Michael G. Luchs**, Saroja Subrahmanyam and Sommer Kapitan (2013), "Understanding the Inherent Complexity of Sustainable Consumption: A Social Cognitive Framework", *Journal of Business Research*, 66(8): 1227-1234.
- Luchs, Michael G.**, Jacob Brower, and Ravindra Chitturi (2012), "Product Choice and the Importance of Aesthetic Design given the Emotion-laden Trade-off between Sustainability and Functional Performance", *Journal of Product Innovation Management*, 29(6): 903-916.
- Lead article, "Best Conference Paper" award, 2010 AMA Marketing and Public Policy Conference
- Luchs, Michael G.** and Todd A. Mooradian (2012), "Sex, Personality, and Sustainable Consumer Behavior: Elucidating the Gender Effect", *Journal of Consumer Policy*, 35(1): 127-144.
- Lead article
- Luchs, Michael G.**, Rebecca Walker Naylor and Randall L. Rose (2011), "Toward a Sustainable Marketplace: Expanding Options and Benefits for Consumers," *Journal of Research for Consumers*, 19: 1-12.
- Prothero, Andrea, Susan Dobscha, Jim Freund, William E. Kilbourne, **Michael G. Luchs**, Lucie Ozanne and John Thøgersen (2011), "Sustainable Consumption: Opportunities for Consumer Research and Public Policy", *Journal of Public Policy & Marketing*, 30(1): 31-38.
- #1 most cited article in JPP&M over 10-year period through June 2017
- Luchs, Michael G.** and K. Scott Swan (2011), "The Emergence of Product Design as a Field of Marketing Inquiry", *Journal of Product Innovation Management*, 28(3): 327-345.
- Inaugural JPIM/PDMA award for "Outstanding Professional Contribution"
- Swan, K. Scott and **Michael G. Luchs** (2011), "Product Design Research and Practice: Past, Present and Future", *Journal of Product Innovation Management*, 28(3): 321-326.

Luchs, Michael G., Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan (2010), “The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference”, *Journal of Marketing*, 74(5): 18-31.

- “Best Paper” Award, 2007 Conference on Transformative Consumer Research, sponsored by the Tuck School, MSI, and the Association for Consumer Research

BOOK CHAPTERS

Luchs, Michael G. (2015), “Consumer Wisdom: A Modern Virtue for a Qualitatively Better and More Sustainable Economy”, in The Enhancing Life Project: Scholars and Research Projects, eds. William Schweiker and Günter Thomas, University of Chicago: pp. 235-248.

Luchs, Michael G. (2015), “A Brief Introduction to Design Thinking”, In Design Thinking: New Product Development Essentials from the PDMA, eds. Michael G. Luchs, K. Scott Swan, and Abbie Griffin, Hoboken, New Jersey: John Wiley & Sons, Inc.: pp. 1-11.

Luchs, Michael G., and Rebecca Miller (2015), “Consumer responsibility for sustainable consumption”, in Handbook of Research on Sustainable Consumption, eds. Lucia A. Reisch and John Thøgersen, Cheltenham: Edward Elgar Publishing, Incorporated: pp. 254-267.

RESEARCH IN PROCESS

Marquez, Sunaina Chugani, **Michael G. Luchs**, Abby Schneider, and Tavleen Dhandra, “Social Media Wisdom: Scale Development and Validation,” data collection and analysis in process (5 of 6 studies completed; targeting *Journal of Consumer Research*).

Luchs, Michael G., “Profiles of Consumer Wisdom: Segmentation of US Consumers Using the Consumer Wisdom Scale,” nationally representative data sample collected and analyzed.

Trujillo, Carlos Andres and **Michael G. Luchs**, “Consumer Wisdom as a Moderator of the Relationship between Sustainability and Sustainable Consumption,” data analysis in process.

Marquez, Sunaina Chugani, Tavleen Kaur, **Michael G. Luchs**, David Mick, Abby Schneider, Jason Stornelli, Tiffany Vu, “Wisdom Interventions for Social Media Well-Being,” study design in process (project submitted as a Track 2 proposal for TCR 2023).

Tavleen Dhandra and **Michael G. Luchs**, “Consumer Wisdom as a Moderator of the Relationship between Product Design and Consumer Responses,” study design in process.

REFEREED CONFERENCE PROCEEDINGS ARTICLES

Luchs, Michael G., Kelly L. Haws, and David G. Mick (2019), "A Scale of Consumer Wisdom", in *Enlightened Marketing in Challenging Times: Proceedings of the 2019 AMS World Marketing Congress (WMC)*, Springer, 487-88.

Luchs, Michael G., Kelly L. Haws, and David G. Mick (2019), "A Scale of Consumer Wisdom", *Proceedings of the Society for Consumer Psychology 2019 Annual Conference*, eds. Kelly Haws and Brent McFerran, 299-301.

Luchs, Michael G. (2017), "Design for the Wise Consumer", in *Conference Proceedings of Product Lifetimes and the Environment (PLATE)*, eds. Conny Bakker and Ruth Mugge, IOS Press BV, 222-26.

Catlin, Jesse, Michael G. Luchs and Marcus Phipps (2014), "Deconstructing Sustainability: The Different Effects of Pro-Environmental and Pro-Social Attributes on Consumer Behavior", in *NA - Advances in Consumer Research Volume 42*, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 588-589.

Catlin, Jesse, Michael G. Luchs and Marcus Phipps (2014), "Deconstructing Sustainability: The Different Effects of Pro-Environmental and Pro-Social Attributes on Consumer Behavior", in *AMA Educators Proceedings Volume 25*, eds. Gary Hunter and Tom Steenburgh, American Marketing Association.

Luchs, Michael G., K. Scott Swan, and Mariëlle E. H. Creusen (2014), "A Review of Marketing Research on Product Design and Directions for Future Research", in the *21st International Product Development Management Conference Proceedings*, European Institute for Advanced Studies in Management

Luchs, Michael G. and Minu Kumar (2013), "When Might Consumers Choose Superior Sustainability Despite a Trade-off with other Product Attributes?", in the *20th International Product Development Management Conference Proceedings*, European Institute for Advanced Studies in Management.

Luchs, Michael G. and Minu Kumar (2013), "When Might Consumers Choose Superior Sustainability Despite a Trade-off with other Product Attributes?", in *Marketing and Public Policy Conference Proceedings Volume 23*, eds. Linda Salisbury and Kathleen Seiders, American Marketing Association, 11-12.

Luchs, Michael G. and Rebecca Miller (2012), "Sustainability, Responsibility, and Consumption: A Scale of Consumers' Felt Responsibility for Sustainability", in *Microcosm of Economic Psychology, Proceedings of the IAREP Conference 2012*, Wroclaw, Poland, eds. Agata Gasiorowska and Tomasz Zaleskiewicz, 168-177.

- Luchs, Michael G., Jacob Brower and Ravindra Chitturi (2011), "Product Choice and the Benefit of Design given a Trade-off between Sustainability and Functional Performance", in the *18th International Product Development Management Conference Proceedings*, European Institute for Advanced Studies in Management.
- Kumar, Minu, and Michael G. Luchs (2011), "Communicating Sustainability of a Brand through Product Form", in *Proceedings of the 35th Annual Global Conference on Product Innovation Management*, Phoenix, Arizona.
- Luchs, Michael G. and K. Scott Swan (2010), "The Emergence of Product Design as a Field of Marketing Inquiry", in *Proceedings of the 34th Annual Global Conference on Product Innovation Management*, Orlando, Florida.
- Luchs, Michael G., K. Scott Swan (2010), "The Emergence of Product Design as a Field of Marketing Inquiry", in the *17th International Product Development Management Conference Proceedings*, European Institute for Advanced Studies in Management.
- Luchs, Michael G., Jacob Brower and Ravindra Chitturi (2010), "Trading-Off Sustainability: Choice and Willingness-to-pay Given a Trade-off Between Sustainability and Functional Performance", in *Marketing and Public Policy Conference Proceedings Volume 20*, eds. Kenneth C. Manning, Kathleen J. Kelly and David E. Sprott, American Marketing Association, 24-25.
- Luchs, Michael G., Rajagopal Raghunathan and Vijay Mahajan (2008), "Driving Growth through Product Design: Understanding the Interactive Relationship between Product Form and Function", in *Proceedings of the 32nd Annual Global Conference on Product Innovation Management*, Orlando, Florida.
- Luchs, Michael G., Rajagopal Raghunathan, Vijay Mahajan (2008), "The Effect of Form-Function Semantic Unity on Evaluations of Products and Brands", in *Advances in Consumer Research Volume 35*, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 143-145.
- Luchs, Michael G., Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan (2008), "Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior", in *Proceedings of the 2008 Society for Consumer Psychology Winter Conference*, 111-112.
- Luchs, Michael G., Rebecca Walker Naylor, Julie R. Irwin, Rajagopal Raghunathan (2007), "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?: Exposing Latent Intuitions about Ethical Products", in *Advances in Consumer Research Volume 34*, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 357-359.

PATENTS

US Patent D410,921

US Patent 6,178,251

US Patent D428,406

OTHER PUBLICATIONS

Luchs, Michael G. (2017), "The Wisdom of Breaking Down Walls", invited blog for the Enhancing Life Project, February 16, 2017, available at: <http://enhancinglife.uchicago.edu/blog/the-wisdom-of-breaking-down-walls>.

Luchs, Michael G. (2016), "Meeting the Wise Consumer", invited blog for the Enhancing Life Project, January 14, 2016, available at: <http://enhancinglife.uchicago.edu/blog/meeting-the-wise-consumer>.

Luchs, Michael G. and Rebecca Miller (2011), "Responsibility for Sustainability: Outcomes vs. Behaviors", invited blog for textbook Sustainability Marketing by Frank-Martin Belz and Ken Peattie.

Luchs, Michael G. and Rebecca Walker Naylor (2010), "Strategies for Marketing Product Sustainability", EHS Journal (Environmental, Health and Safety), October 5th.

Luchs, Michael G., Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "When Do Consumers Say "No" to Green?" research summary published on website for the Network for Business Sustainability (amongst the top 10 most downloaded articles in 2011).

CONFERENCE PRESENTATIONS (* denotes presenter)

Marquez, Sunaina Chugani, Michael G. Luchs, Abby Schneider*, and Tavleen Dhandra, "Social Media Wisdom: Scale Development and Validation," presented at the 2022 Behavioral Insights into Business for Social Good (BIBSG) Conference, June 24-25, University of British Columbia, Vancouver, Canada.

Marquez, Sunaina Chugani*, Michael G. Luchs, Abby Schneider, and Tavleen Dhandra, "Social Media Wisdom: Scale Development and Validation," presented at the 2022 AMA Marketing and Public Policy Conference, June 9-11.

Luchs, Michael G.*, Kelly L. Haws, and David G. Mick, "A Scale of Consumer Wisdom", presented at the 2021 American Council on Consumer Interests virtual conference, May 18-21.

- Ozanne, Lucie, Jason Stornelli*, Michael Luchs, et al., "Enabling and Cultivating Wiser Consumption: The Roles of Marketing and Public Policy", presented at the 2020 Public Policy & Marketing Virtual Conference, May 28-29.
- Luchs, Michael G.*, "A Program of Research on Consumer Wisdom", presented at the 2019 Behavioral Insights into Business for Social Good (BIBSG) Conference, September 20-21, University of British Columbia, Vancouver, Canada.
- Luchs, Michael G.*, Kelly L. Haws, and David G. Mick, "A Scale of Consumer Wisdom", presented at the 22nd AMS World Marketing Congress, July 9-12 (2019), Edinburgh, Scotland.
- Luchs, Michael G.*, Kelly L. Haws, and David G. Mick, "A Scale of Consumer Wisdom", presented at the 2019 AMA Marketing & Public Policy Conference, June 6-8, Washington, DC.
- Luchs, Michael G.*, Kelly L. Haws, and David G. Mick, "A Scale of Consumer Wisdom", presented at the Society for Consumer Psychology Annual Conference, February 28-March 2 (2019), Savannah, GA.
- Luchs, Michael G.*, "Design for the Wise Consumer", presented at the 2017 Product Lifetimes and the Environment (PLATE) conference, November 8-10, Delft, Netherlands.
- Maria Antonaccio, Michael G. Luchs*, Barbara Rossing, and Ruben Zimmermann, "Sharing to Enhance Life", presented at 2017 Enhancing Life: A public interdisciplinary conference, August 4-6, Chicago, IL.
- Luchs, Michael G.*, "Towards a Theory and Measure of Consumer Wisdom", presented at 2017 Enhancing Life: A public interdisciplinary conference, August 4-6, Chicago, IL.
- Luchs, Michael G.*, "Consumer Wisdom", presented at the 2017 Enhancing Life Project Scholar Residency, August 1-3, Delavan, WI.
- Luchs, Michael G.*, "A Theory of Consumer Wisdom", presented at the 2016 International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI), June 15-17, University of Maine.
- Luchs, Michael G.*, "A Theory of Consumer Wisdom", presented at the 2016 Enhancing Life Project Scholar Residency, August 1-7, Berlin, Germany.
- Luchs, Michael G.* and Abbie Griffin, "Design Thinking", keynote presentation at 2015 Annual PDMA Research Forum, November 7-8, Anaheim, California.

Luchs, Michael G., Abbie Griffin, Soren Petersen, Mark Zeh, and Jon Bohlmann, Book launch panel: Design Thinking: New Product Development Essentials from the PDMA, at 2015 Annual PDMA Conference, November 9-11, Anaheim, California.

Catlin, Jesse, Michael G. Luchs* and Marcus Phipps, “Deconstructing Sustainability: The Different Effects of Pro-Environmental and Pro-Social Attributes on Consumer Behavior”, presented at the 2014 Association for Consumer Research Conference, October 23-26, Baltimore, Maryland.

Luchs, Michael G., K. Scott Swan* and Marielle Creusen, “Review of Product Design Research: 1995-2014”, presented at the EIASM 21st International Product Development Management Conference, June 15-17, 2014, Limerick, Ireland.

Catlin, Jesse*, Michael G. Luchs and Marcus Phipps, “Deconstructing Sustainability: The Different Effects of Pro-Environmental and Pro-Social Attributes on Consumer Behavior”, presented at the AMA Winter Marketing Educators Conference, February 21-23, 2014, Orlando, Florida.

Hartley, Troy* and Michael G. Luchs, “Community Supported Fisheries: Consumers’ Attitudes towards Sustainable Fisheries and Aquaculture in the Chesapeake Bay”, presented at the Social Coast Forum, February 18-20, 2014, Charleston, South Carolina.

Luchs, Michael G.* and Minu Kumar, “When Might Consumers Choose Superior Sustainability Despite a Trade-off with other Product Attributes?”, presented at the EIASM 20th International Product Development Management Conference, June 24-25, 2013, Paris, France.

Luchs, Michael G.* and Minu Kumar, “When Might Consumers Choose Superior Sustainability Despite a Trade-off with other Product Attributes?”, presented at the 2013 AMA Marketing & Public Policy Conference, May 30-June 1, Washington, DC.

Luchs, Michael G.* and Rebecca Miller, “Sustainability, Responsibility, and Consumption: A Scale of Consumers’ Felt Responsibility for Sustainability”, presented at the International Association for Research in Economic Psychology 2012 Conference, September 5th-8th, Wroclaw, Poland.

Luchs, Michael G.* and Rebecca Miller, “Sustainability, Responsibility, and Consumption: A Scale of Consumers’ Felt Responsibility for Sustainability”, poster presented at the 2012 AMA Marketing & Public Policy Conference, June 7-9, Atlanta, Georgia.

Luchs, Michael G.* and Ravindra Chitturi, “The Different Effects of Trading-off Sustainability with either Product Performance or Aesthetics”, presented at the 2011 International Conference on Business and Sustainability, November 2-4, Portland, Oregon.

Luchs, Michael G.* and Ravindra Chitturi, "The Different Effects of Trading-off Sustainability with either Product Performance or Aesthetics", presented at the 2011 Mason School of Business Young Scholars Conference, October 21-22, Williamsburg, Virginia.

Kumar, Minu*, and Michael G. Luchs, "Communicating Sustainability of a Brand Through Product Form", presented at the 35th annual Product Development and Management Association Conference, October 29-30, 2011, Phoenix, Arizona.

Luchs, Michael G.* , Jacob Brower and Ravindra Chitturi, "Trading-Off Sustainability: Choice and Willingness-to-pay Given a Trade-off between Sustainability and Functional Performance", presented at the EIASM 18th International Product Development Management Conference, June 5-7, 2011, Delft, Netherlands.

Luchs, Michael G.* , Jacob Brower and Ravindra Chitturi, "Sustainable Consumption: The Sustainability Liability and Trading-off Sustainability", presented at the Carlson Institute for Research in Marketing Sustainability Conference, October 20-22, 2010, Minneapolis, Minnesota.

Luchs, Michael G.* and K. Scott Swan, "The Emergence of Product Design as a Field of Marketing Inquiry", presented at the 34th annual Product Development and Management Association Conference, October 16-17, 2010, Orlando, Florida.

Luchs, Michael G.* and K. Scott Swan, "The Emergence of Product Design as a Field of Marketing Inquiry", presented at the EIASM 17th International Product Development Management Conference, June 13-15, 2010, Murcia, Spain.

Luchs, Michael G.* , Jacob Brower and Ravindra Chitturi, "Trading-Off Sustainability: Choice and Willingness-to-pay Given a Trade-off between Sustainability and Functional Performance", presented at the 2010 AMA Marketing & Public Policy Conference, May 20-22, Denver, Colorado.

- *Winner of the "Best Conference Paper" award.*

Luchs, Michael G.* and K. Scott Swan, "Product Design Review, 1995-2008: Research Findings and Opportunities", presented at the 2009 Mason School of Business Young Scholars Conference, July 10-11, Williamsburg, Virginia.

Luchs, Michael G.* , Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Consumer Responses to Ethical Products: Is Product Ethicality an Asset or a Liability?", presented at the 2008 International Conference on Business and Sustainability, October 15-17, Portland, Oregon.

Luchs, Michael G.* , Rajagopal Raghunathan and Vijay Mahajan, "Driving Growth through Product Design: Understanding the Interactive Relationship between Product Form and

Function”, presented at the 2008 Product Development and Management Association Conference, September 12-14, Orlando, Florida (dissertation competition finalist).

Luchs, Michael G. *, Rajagopal Raghunathan and Vijay Mahajan, “Liking Lies in the Eyes of the Sense-holder: Form-function Unity, Disunity and Product Liking”, presented at the 2008 Society for Consumer Psychology Conference, February 21-23, New Orleans, Louisiana.

Luchs, Michael G., Rebecca Naylor*, Julie Irwin and Rajagopal Raghunathan, “Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior”, presented (in special session) at the 2008 Society for Consumer Psychology Conference, February 21-23, New Orleans, Louisiana.

Luchs, Michael G. *, Rajagopal Raghunathan and Vijay Mahajan, “Driving Growth through Product Design: Understanding the Interactive Relationship between Product Form and Function”, presented at the 2007 Association for Consumer Research Conference, October 25-27, Memphis, Tennessee.

Luchs, Michael G. *, Rajagopal Raghunathan and Vijay Mahajan, “Driving Growth through Product Design: Understanding the Interactive Relationship between Product Form and Function” presented at the 2007 Center for Customer Insight and Marketing Solutions Conference on “Consumer-Oriented Product Design”, October 12-13, Austin, Texas.

Luchs, Michael G. *, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, “Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior,” presented at the 2007 Center for Customer Insight and Marketing Solutions symposium on “Sustainability and Corporate Social Responsibility”, September 27-29, Austin, Texas.

Luchs, Michael G. *, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, “Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior”, presented at the 2007 Conference on Transformative Consumer Research, sponsored by the Tuck School, MSI, and the Association for Consumer Research, July 6-8, Hanover, New Hampshire.

- *Winner of “Best Paper” award.*

Luchs, Michael G., Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan*, “Consumer Hypocrisy in Ethical Decision Contexts: Exposing the Discrepancy Between Explicitly Stated and Privately-Held Beliefs About the Ethicality-Functionality Relationship”, presented at the 2007 INFORMS Marketing Science Conference, June 28-30, Singapore.

Luchs, Michael G.*, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, “Is There an Expected Trade-off Between a Product’s Ethical Value and Its Effectiveness?”, poster presented at the 2006 Society for Judgment and Decision Making Conference, November 18-20, Houston, Texas.

- *2nd Runner-up for Best Student Poster Award.*

Luchs, Michael G.*, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, “Is There an Expected Trade-off Between a Product’s Ethical Value and Its Effectiveness?”, poster presented at the 2006 Association for Consumer Research Conference, September 29-30, Orlando, Florida.

INVITED PRESENTATIONS

- University of Zurich, PhD seminar on Consumer Wisdom, spring 2022
- German University of Cairo, spring 2021 (virtual)
- American Council on Consumer Interests, spring 2020
- University of Los Andes, Bogota, Columbia, fall 2019
- Harvard Extension School, fall 2019
- University of British Columbia, fall 2019
- Virginia Commonwealth University, Masters in Innovation Program, fall 2013
- Aspen Institute Business & Society Program, Education Symposium, New York, fall 2013
- Virginia Sea Grant Visiting Scholar Seminar Series, fall 2011
- McIntire School of Commerce, University of Virginia, spring 2011
- Carlson School of Business, University of Minnesota, fall 2010

SERVICE

GENERAL ACADEMIC AND ACADEMIC SOCIETY ACTIVITIES

Doctoral dissertation committee membership

- Kees Caspers, School of Business and Economics, Sarajevo, 2017-2020
- Bret Leary, University of Wyoming, 2014-15

Editorial boards

- *Journal of Product Innovation Management* (2015-present)
- *Journal of Consumer Policy* (2015-present)

Editorial leadership

- Lead-editor of *Design Thinking: New Product Development Essentials from the PDMA* (25-chapter volume), eds. Michael G. Luchs, K. Scott Swan, and Abbie Griffin, Hoboken, New Jersey: John Wiley & Sons, Inc.
- Co-guest editor of *Journal of Product Innovation Management*, “Special Issue on Product Design” (2011)

Conference leadership

- Knowledge Forum co-chair, 2021 Association for Consumer Research (ACR) Conference, (virtual)
- Track Co-chair, Consumer Wisdom Track of the 2019 Transformative Consumer Research Conference, Tallahassee, FL
- Session Chair, 2019 Society for Consumer Psychology (SCP) Annual Conference, Savannah, GA
- Session Chair, 2019 AMA Marketing & Public Policy Conference, Washington, DC
- Session Chair, 2017 Conference of Product Lifetimes and the Environment (PLATE), Delft, Netherlands
- Track Co-chair (Ethics, Social Responsibility, and Sustainability) 2017 AMS World Marketing Congress, Christchurch, New Zealand
- Session Chair, 2013 AMA Marketing & Public Policy Conference, Washington, DC
- Sustainability Track co-chair for the 3rd Transformative Consumer Research 2011 conference, Baylor University
- Special Session co-chair, “JPIM Forthcoming Issue on Product Design”, Product Development and Management Association Conference, Orlando, Florida
- Co-chaired the 2009 Mason School of Business Young Scholars Conference on Product Design, Williamsburg, Virginia
- Co-chaired (with Rajagopal Raghunathan) the 2007 Center for Customer Insight and Marketing Solutions Conference on “Consumer-Oriented Product Design”, Austin, Texas
- Invited member of the Association for Consumer Research (ACR) *Advisory Committee on Transformative Consumer Research* (2011-2015)

Reviewing

- Ad-hoc reviewer: *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Business Ethics*, *Journal of Public Policy and Marketing*, *Journal of Consumer Policy*, *Journal of Product Innovation Management*, *Journal of Consumer Affairs*, *Journal of Macromarketing*, *Journal of Retailing*, *Journal of Marketing Management*, *International Journal of Design*, *Journal of Business Research*, *Journal of Advertising*, *International Journal of Design Creativity & Innovation*, *Journal of Industrial Ecology*, *Journal of Marketing*, *Journal of Cleaner Production*, *Sustainability*, *Marketing Letters*
- Marketing & Public Policy Conference (2013, 2020, 2021)
- Association for Consumer Research North American Conference (2008, 2009, 2011, 2013, 2014, 2017, 2019)
- Co-chair, Product Development & Management Association Research Competition (2013)
- National Science Foundation (2013)
- American Marketing Association Conference (2011, 2012, 2013, 2014)
- Product Development and Management Association Research Forum (2010, 2011, 2013)
- Product Development and Management Association Dissertation Competition (2009, 2011)

Invited conference participation

- Panelist, Pillars of Wisdom: Finding Connections between Consumer Behavior Research and Consumer Wisdom, 2019 ACR Conference, Atlanta, Georgia
- Panelist, Virginia Sea Grant/NSF Conference on Team Science, fall 2019
- Panelist, Design & Design Thinking in Education: Spaces, Courses, and Programs, at 2015 Annual PDMA Research Forum, Anaheim, California
- Invited participant, Sustainable Consumption track of the 5th Transformative Consumer Research 2015 conference Villanova University
- Invited presenter, Sustainability Innovation Special Interest Group at the 2012 Product Development and Management Association (PDMA) Conference, Orlando, Florida
- Invited participant, Carlson Institute for Research in Marketing Sustainability 2010 Conference, Minneapolis, Minnesota
- Invited participant, Sustainable Consumption track of the 2nd Transformative Consumer Research 2009 conference, Villanova University
- Invited participant, roundtable discussion: "Aesthetics and Consumption", 2008 Association for Consumer Research Conference, San Francisco, California

EXTERNAL CONSULTING AND SERVICE

Non-university affiliated consulting projects (client-site workshops on Design Thinking)

- Sentara Healthcare, 2018
- AQR Capital, 2015, 2016, 2017
- AidData, 2014, 2015

Volunteer work

- Workshop facilitator for Peninsula Agency on Ageing (PAA), October 2016
- Volunteer for Virginia Capital Trail Foundation (CTF): designed and conducted market research studies (2010, 2011); tracking and data analysis of trail usage (2010-2015)

UNIVERSITY SERVICE

Committees: William & Mary

- Search committee for VP of Strategy and Innovation (2022)
- Provost's Resilient Curriculum Committee (2020-2021)
- Advisory Council, Studio for Teaching and Learning Innovation (2019-2021)
- W&M Institute for Integrative Conservation, Curriculum Working Group (2020-2021)
- Invited contributor to W&M Strategic Planning, Research and Innovation Subcommittee (2019-2020)
- W&M Faculty Assembly (2017-2020) including Chair of Faculty Affairs Committee (2019)
- Climate Action Committee (2019)
- Advisor/co-facilitator W&M Sustainability Planning Committee (2017-2018)
- Faculty Productivity Committee (2014-2015)

- Provost's Tack Series Nominating Committee (2015)
- W&M TEDx Steering Committee (2013-2014)
- Eco-Village Users Group (2011-2012)

Founding Director, [Jim & Bobbie Ukrop Innovation and Design Studio](#) (2012-present)

- Awards and recognition
 - Contributed to 2020 MSOB undergraduate ranking by Bloomberg as a [top 10 business school excelling in innovation & creativity](#)
 - Businessweek #1 undergraduate marketing program ranking nationwide in 2013 [cited](#) my innovation course and the Studio as reasons for the top ranking
- Studio development
 - Developed proposals for, designed, and led development of the Mason School's first Innovation & Design Studio
 - Supported business school's securing \$105,000 funding from donor
 - Developed online [website](#) for the Studio
- Intellectual property development
 - Developed W&M proprietary Design Thinking framework
 - Lead editor of book [Design Thinking: New Product Development Essentials](#)
 - Developed Design Thinking workbook for new online M.Sc. program
- Program and course development
 - Developed and taught new studio-specific courses: *Sustainability Inspired Innovation & Design* and *Customer Insights for Innovation*
 - *Sustainability Inspired Innovation and Design* won the international [Page Prize](#) award in 2012
 - *Customer Insights for Innovation* was recognized by our undergraduates as a "[top 10 business course](#)" in 2018
 - Co-developed and co-taught new online M.Sc. course, *New Product Development*
 - Initiated and advised 2013-14 student research project to explore the potential for Design & Innovation programs at W&M (this led to BBA Innovation Concentration and [Minor in Innovation & Entrepreneurship](#))
 - Ongoing support and promotion of Minor in Innovation & Entrepreneurship (programming, recruitment/promotion, student advising)
 - Taught module on Design Thinking to inaugural course on Innovation, Entrepreneurship, and Finance, fall 2020
 - Co-authored new course for Online M.Sc. Marketing
 - Identified as one of "[Top 10 Professors at William & Mary](#)" in 2018
- Student advising
 - Faculty Advisor, [Tribe Innovation](#) (student-led consulting group) which conducts innovation workshops across campus for various organizations
 - Advisor for MBA Design Thinking Junto, spring 2017
 - Advisor for MBA team competing in Rotman Design Challenge, spring 2017

- Consulting/facilitation
 - Provide innovation/strategy consulting facilitation support to various W&M schools and groups (e.g., development of 2018-22 W&M Sustainability Plan, support to VIMS/VASG which contributed to 2018 NSF \$500K award, support for development of MSOB online MBA, Global Business Minor, Online Masters of Science in Marketing)
 - Conducted revenue generating executive workshops on behalf of the Mason Center for Corporate Education (Stihl Tools, Smithfield Foods, Newport News Shipbuilding, Hobsons Software)
- Promotion of the Studio and Mason School of Business
 - Presented on behalf of the Mason School & Studio to various internal and external audiences (e.g., Learning Forward series, Aspen Institute, W&M Board of Visitors, W&M Trustee Orientation, MSOB Dean's Circle, Provost's Leadership Committee, President Rowe's 2019 inauguration tour, For the Bold Campaign, Cohen Center Advisory Board, W&M Homecoming)

Committees and misc. service: Mason School of Business

- Academic Policy Board (2020-2021)
- Research Committee (2010, 2016, 2017)
- Teaching review committee (2015, 2018, 2020)
- Center for Corporate Education Steering Committee (2013-2016)
- Marketing Area Recruiting Committee (2013)
- Dungan Teaching Award Committee (2012-2014)
- Committee for the Center for Innovation and Leadership Mgmt. (2010-2012)
- Mason School of Business Faculty Secretary (2016-2017)
- Hult Prize Competition Judge (2016)

Advising

- Independent study advisor (2011, 2012, 2013, 2014, 2015, 2017, 2019)
- Freshman advisor (2010, 2011, 2012, 2013, 2014, 2018, 2019, 2020, 2021, 2022)
- Faculty advisor for Monroe Scholars (2009, 2010)

Invited on-campus presentations

- Presentation on innovation for W&M's Learning Forward series (2020)
- Presentation about our Innovation programming to visitors attending President Rowe's inauguration (2019)
- Panelist, Provost's Panel for new W&M Trustee orientation (2017, 2018)
- Panelist, Provost's Panel "For the Bold" (2016)
- Panelist, W&M Earth Week (2016)
- Guest speaker, Student Marketing Association (2016)
- Design Thinking workshop for Provost's Leadership Seminar series (2016)
- Design Thinking workshop for W&M Makerspace Faculty seminar series (2015)
- Dean's Circle presentation on Design Thinking and Higher Ed. (2015)

- Design Thinking workshop for Virginia Sea Grant leadership team (2015)
- Delivered an invited presentation to the College's Career Advisory Board (2014)
- Presented to W&M D.C. Alumni group on Sustainability & Design (2014)
- Conducted Design Thinking workshop for annual conference of Management Communication Association (2014)
- Invited presentation to the College's Board of Visitors about my course Sustainability Inspired Design and the Design Studio (2013)
- Design Thinking workshop for Alumni (2013)
- Design Thinking workshop for Student Marketing Association (2013)
- Presenter, Filene Research Institute, "Sustainability and Design" (2013)
- TEDx talk, ["...and What Could Get You Fired"](#) (2013)
- Net Impact Chapter presentation on "Sustainability at a personal level"(2013)
- Design Thinking workshop to eMBA and MBA courses (2012)
- Presenter, Corporate and College Collaborative for Sustainability (2011, 2012)
- Panelist, Student Marketing Association (2012)
- Moderator, 2012 Social Entrepreneurship Conference (2012)
- Taught two-session module on Qualitative Research to Flex MBA class (2011)
- Keynote presenter, National Undergraduate Business Symposium (2011)
- Panelist, MBA Net Impact Forum (2011)
- Presenter, MBA Alumni Saturday Scholars Program (2011)
- Presenter, Corporate and College Collaborative for Sustainability (2010)