





Page, C. and K. Smith (2010), “He Who Dies with the Most Alternative Fuel Wins: An Alternative Application of Terror Management Theory,” in *American Marketing Association Proceedings*, eds. Michael Brady and Michael Hartline, New Orleans, LA, p. 119 (for publication only abstract was printed).

Herr, P., C. Page, and B. Pfeiffer (2009), “Asymmetric Associations and Affective Evaluations: Influences of Positive and Negative Affect,” in *Association for Consumer Research Proceedings*, eds. Dipankar Chakravarti, Rajiv Vaidyanathan, and Sridhar Samu, Hyderabad, India, p. 197 (for

Association, 417-424.

Page, C. (1994), "Relational Exchanges: A Theoretical Model of Negotiation," in *Academy of Marketing Science Proceedings*, eds. Elizabeth J. Wilson and William C. Black, Coral Gables, FL: Academy of Marketing Science, 402-407.

Page, C. (1992), "A History of Conspicuous Consumption," in *Workshop on Materialism and Other Consumption Orientations Conference Proceedings*, eds. Floyd Rudmin and Marsha Richins, Provo, UT: Association of Consumer Research, 82-87.

### **Works Under Review**

Page, C. and K. Smith (2016), "He Who Dies with the Most Renewable Energy Wins: An Alternative Application of Terror Management Theory," Under review at the *Journal of Consumer Marketing*.

Page, C. and P. Herr (2016), "'Giving Up Your Smartphone and Gaining Your Self: Anxiety, Self-Esteem, and Task Performance Consequences of Smartphone Deprivation,'" Under review at the *Society for Consumer Psychology Conference* (in February 2017).

### **Refereed Presentations:**

Page, C. and P. Herr (1999), "Product Evaluation: The Importance of Product Design and Brand Equity on Consumers' Liking and Quality Judgments," Presentation at the Summer *Society for Consumer Psychology Conference*.

Mohr, J., C. Page, and G. Gundlach (1998), "Governance and Inter-firm Learning," Special Session Presentation at the 1997 Winter *American Marketing Association Conference*.

## **TEACHING ACTIVITIES**

### **Courses Taught**

Advertising and Promotions Management  
Foundations of Marketing  
Consumer Behavior  
Honors Thesis Seminar  
Ethics of Tobacco and Alcohol Advertising

### **Teaching Certification:**

University of Colorado Graduate Teaching Certification, 1997

## **PROFESSIONAL ACTIVITIES**

Board Member, Society for Consumer Psychology, 2014-2016  
Ad hoc Reviewer, *Journal of Consumer Research*  
Reviewer, 2016 Society for Consumer Psychology, eds. Elizabeth J. Wilson and William C. Black, Coral Gables, FL:

Reviewer, 2008 Society for Consumer Psychology  
Reviewer, 2008 Association for Consumer Research  
Co-Chair, Marketing Communications Track, AMA 2007 Summer Educator's Conference  
Reviewer, 2007 Association for Consumer Research  
Reviewer, 2004-2007 Society for Consumer Psychology  
Co-Chair, 2003 Society for Consumer Psychology Conference, New Orleans, LA  
Discussant, 2001 Marketing and Public Policy Conference  
Moderator, 2000 AMA 3<sup>rd</sup> Annual Internet Symposium: Attracting Repeat Visitors to Your Web Site  
Reviewer, 1998, 1999 Society for Consumer Psychology  
Reviewer, 1995 AMA Winter Educators' Conference: Organizational Marketing Track  
Discussant, 1995 AMA Winter Educators' Conference,

x Coordinator, Business Research Roundtable meetings, 1997-2001

**HONORS AND AWARDS**

Skidmore College, Research Grant, Fall 2007-Spring 2008, Research Grant (\$5,000)  
Nominated for the University of Colorado Graduate Student Research Award, Fall 1996  
Nominated for the Joe Frescona Teaching Excellence Award, Fall 1996  
AMA Doctoral Consortium Fellow, University of Pennsylvania, 1995  
University of Colorado Graduate School Fellowship, 1995 (\$1,650)  
University of Colorado Graduate School Fellowship, 1995 (\$1,000)  
University of Colorado Graduate School Fellowship, 1994 (\$1,650)  
Gerald Hart Doctoral Research Fellowship, 1995 (\$1,500)  
Gerald Hart Doctoral Research Fellowship, 1994 (\$3,000)  
Invited Participant, University of Nebraska Marketing Doctoral Symposium, 1994