

Alisa Y. Wu

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EMPLOYMENT

David Eccles School of Business, The University of Utah

Assistant Professor of Marketing

2024 – Present

EDUCATION

Ph.D.	Columbia Business School, Columbia University, Marketing, 2024
M.Phil.	Columbia Business School, Columbia University, Marketing, 2020
M.S.	Graduate School of Business, Renmin University of China, Marketing, 2018
B.S.	School of Economics and Management, Tianjin University, Marketing, 2015; School of Economics, Nankai University, Finance, 2015 (<i>Dual degree</i>)

RESEARCH INTERESTS

My research interest primarily lies within obtaining information from numerical and textual data about consumer behavior and psychology, with a focus on improving consumer emotional, cognitive, social, and financial well-being.

PUBLICATIONS

Wu, Alisa, Maayan Malter, and Gita Johar (2023), “Recycle Me! Product Anthropomorphism Can Increase Recycling Behavior,” *Journal of the Association for Consumer Research*, 8(3), 351 - 63.

- Selected media coverage:
 - [GreenNudges](#)
 - [CBS Newsroom](#)

Pham, Michel, Alisa Wu, and Danqi Wang (2024), “Benchmarking Consumer Scholarship: A Comparison of Alternative Metrics,” *Journal of Consumer Research*, 51(1), 191–203.

Wu, Alisa and Vicki Morwitz (2025), “Digital Therapy for Negative Consumption Experiences: The Impact of Emotional and Rational Reviews on Review Writers and Readers,” *Journal of Consumer Research*, 51(5), 937-58.

- Selected media coverage:
 - *Harvard Business Review*, *Idea Watch*, May-June 2025
 - [CX Dive](#)
 - [CBS Newsroom](#)
 - [CBS Research in Brief](#)

MANUSCRIPTS UNDER REVIEW

Wu, Alisa and Vicki Morwitz, “A Meta-Analysis on Partitioned Pricing,” under review, *Journal of Marketing Research*

Hoff, Maren, Alisa Wu, and Silvia Bellezza, “Consumer Ageism,” under review, *Journal of Consumer Research*

RESEARCH IN PROGRESS

Wu, Alisa and Vicki Morwitz, “Are Emotions Gendered? Understanding Gender Stereotypes in Online Reviews”

Wu, Alisa and Vicki Morwitz, “Comparing Reviews across Different Platforms”

Wu, Alisa and Vicki Morwitz, “Recounting Shared versus Alone Experiences”

Wu, Alisa, Vicki Morwitz, and David Eatwell, “Forecasting Physicians’ Prescription Behavior from Their Stated Intentions”

Wu, Alisa and Melanie Brucks, equal authorship, “Conversations with Cognitively Similar Others Benefit Subsequent Solitary Idea Generation”

Wu, Alisa, Pankaj Aggarwal, Ann McGill, and Sam Borislow, “Humanness In 3D: Revisiting Anthropomorphism”

Wu, Alisa, Daniel Russman, Lan Luo, and Eric Johnson, “Predicting Social Security Claiming Age from Query Theory”

McGill, Ann, Joshua Klayman, Pankaj Aggarwal, and Alisa Wu “Magic, Superstition, and Science”

Lee, Seong Joo and Alisa Wu, “When Productivity is an Illusion”

CONFERENCE PRESENTATIONS (**presenting author*)

Hoff, Maren*, Alisa Wu, and Silvia Bellezza, “Consumer Ageism,” Association for Consumer Research Annual Conference, Competitive Paper Session, Washington, D.C., 2025.

Wu, Alisa, and Melanie Brucks*, “Language Similarity Predicts Solitary Idea Generation,” Association for Consumer Research Annual Conference, Competitive Paper Session, Washington, D.C., 2025.

Wu, Alisa*, and Vicki Morwitz, “Are Female Consumers Emotional? Understanding Gender Stereotypes in Online Reviews,” Association for Consumer Research Annual Conference, Special Session, Paris, France, 2024.

Wu, Alisa*, and Vicki Morwitz, “Are Female Consumers Emotional? Understanding Gender Stereotypes in Online Reviews,” Marketing Science, Special Session, Miami, FL, 2023.

- Wu, Alisa*, and Vicki Morwitz, “Are Female Consumers Emotional? Understanding Gender Stereotypes in Online Reviews,” Marketing Science Conference on Diversity, Equity and Inclusion, Competitive Paper Session, Southern Methodist University, Dallas, TX, 2023.
- Russman, Daniel*, Alisa Wu, and Eric Johnson, “When They Claim from What They Claim: Developing a Semantic Query Theory to Understand Social Security Benefits Claiming Decisions,” Society for Consumer Psychology, Competitive Paper Session, Puerto Rico, 2023.
- Wu, Alisa*, and Vicki Morwitz, “The Impact of Online Review Linguistic Features on Review Writers and Readers,” Society for Judgment and Decision Making Conference, Working Paper Session, San Diego, CA, 2022.
- Wu, Alisa*, and Melanie Brucks, “Language Similarity Predicts Solitary Idea Generation,” EMAC Conference, Competitive Paper Session, Budapest, Hungary, 2022.
- Wu, Alisa*, and Pankaj Aggarwal, “4D: The Four Dimensions of Anthropomorphism – Manipulations and Measures,” Association for Consumer Research Latin American Conference, Competitive Paper Session, Quito, Ecuador, 2022.
- Wu, Alisa*, and Vicki Morwitz, “The Impact of Online Review Linguistic Features on Review Writers and Readers,” Society for Consumer Psychology Conference, Working Paper Session, Virtual, 2022.
- Wu, Alisa*, Maayan Malter, and Gita Johar, “When Products are People: The Impact of Anthropomorphism on Recycling,” Society for Consumer Psychology Conference, Special Session, Virtual, 2022.
- Wu, Alisa*, and Melanie Brucks, “Language Similarity Predicts Solitary Idea Generation,” Society for Consumer Psychology Conference, Competitive Paper Session, Virtual, 2022.
- Wu, Alisa* and Vicki Morwitz. “The Impact of Online Review Linguistic Features on Review Writers and Readers,” Association for Consumer Research Annual Conference, Virtual, 2021.
- Wu, Alisa*, and Pankaj Aggarwal, “4D: The Four Dimensions of Anthropomorphism – Manipulations and Measures,” Association for Consumer Research Annual Conference, Virtual, 2021.
- Wu, Alisa*, Maayan Malter and Gita Johar, “When Products are People: The Impact of Anthropomorphism on Recycling,” Association for Consumer Research Annual Conference, Virtual, 2020.

August 2023	Katz Graduate School of Business, University of Pittsburgh
August 2023	Chinese University of Hong Kong
September 2023	Guanghua School of Management, Peking University
September 2023	David Eccles School of Business, University of Utah
October 2023	Stern School of Business, New York University

AWARDS, GRANTS, AND HONORS

2023	Doctoral Symposium Representative, University of Houston
2022	Bernstein Center Doctoral Research Grant (\$5,000)
2022	Luxury Education Foundation Scholarship (\$6,700)
2020	Luxury Education Foundation Scholarship (\$1,000)

PROFESSIONAL AFFILIATIONS

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

TEACHING EXPERIENCE

Undergrad Courses

Principles of Marketing (David Eccles School of Business, University of Utah), Spring 2025

UNIVERSITY SERVICE

Ad-hoc Journal Reviewer

Journal of Business Research
Journal of Consumer Research

Conference Reviewer

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)

University Service

Marketing Speaker Seminars, Organizer

DOCTORAL STUDENT ADVISING

Chair of Dissertation Committees

Seong Joo Lee (Marketing, co-advising with Arul Mishra, expected 2027)