

REBECCA CHAE

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ACADEMIC POSITIONS

Leavey School of Business, Santa Clara University, Santa Clara, CA
Assistant Professor of Marketing, 2020—Present
(On leave: 2023, 2024 due to maternity leave and family health issues, fully resolved in August 2025)

Department of Management, Technology, and Economics, ETH Zürich, Zürich, Switzerland
Visiting scholar, July—September 2024
Visiting scholar, July—August 2026 (scheduled)

EDUCATION

Stephen M. Ross School of Business, University of Michigan, Ann Arbor, MI
Ph.D., Business Administration, 2020 (Co-Advisers: Katherine Burson & Carolyn Yoon)

Columbia Business School, Columbia University, New York, NY
M.S., Marketing, 2014

The Wharton School, University of Pennsylvania, Philadelphia, PA
B.S., Economics, 2013 (Cum Laude; Double concentrations in marketing and finance)

PERSONAL INFORMATION

U.S. Citizen (Fluent in English and Korean)

RESEARCH INTERESTS

My research examines 1) how time perception and the timing of interventions influence individual and societal wellbeing, with particular emphasis on motivation, health, and sustainability; and 2) how emerging technologies, such as augmented reality, virtual reality, mixed reality, and artificial intelligence, influence consumer judgment and decision-making.

JOURNAL PUBLICATIONS & INVITED REVISIONS

Finken, David, Thomas Scheurer, Leif Brandes, Rebecca Chae, and Reto Hofstetter, "The AR-Display Bias," invited for 4th round review at *Journal of Marketing Research*

Finken, David and Rebecca Chae, "AI Companions," invited for 2nd round review at *Journal of Consumer Research*

Venkatesan, Rajkumar, Rebecca Chae, and Luca Cian, "Brand Trust," under 2nd round review at *Management Science*

Chae, Rebecca and Katherine Burson (2026), "The Fresh Deadline Effect: First of the Month Deadlines Increase Motivation by Decreasing Perceived Time," *Journal of Association for Consumer Research*

- Döring, Tim, Rebecca Chae, David Finken, Olesia Nikulina, and Emir Efendic (2026), “When Art Meets Algorithm: Exploring How Humans Perceive Meaning in Human–AI Collaborative Art,” *Academy of Management Discoveries*
- Media coverage: Psych.org, Leavey News
- Chae, Rebecca, Kaitlin Woolley, and Marissa Sharif (2025), “Categorizing Tasks Around a Break Reduces Rumination and Improves Task Performance,” *Journal of Experimental Psychology: General*, 155(2), 433–450
- Award: Best Talk Award in Goals and Motivation, Society for Consumer Psychology, 2022
 - Media coverage: Harvard Business Review (May–June Issue of the Magazine), Leavey News
- Chae, Rebecca, Rafay Siddiqui, and Yan Xu (2025), “Vulnerability to Natural Disasters and Sustainable Consumption: Unraveling Political and Regional Differences,” *Proceedings of the National Academy of Sciences (PNAS)*, 122(5), e2409851122
- Media coverage: Anthropocene Magazine, Radio Echoshock (105 stations in 5 countries), Leavey News
- Chae, Rebecca, Hyojin Lee, and Eunsoo Kim (2025), “The Effects of Avatar Human-likeness on Psychological Closeness in Virtual-Reality,” *Psychology and Marketing*, 42(4), 1132-1145. (for the special issue on immersive technologies and metaverse)
- Carpenter, Stephanie M., Rebecca Chae, and Carolyn Yoon (2020), “Creativity and Aging: Positive Consequences of Distraction,” *Psychology and Aging*, 35(5), 654–662

BOOK CHAPTERS

- Scheurer, Thomas, David Finken, Youjung Jun, and Rebecca Chae (2026), “Leveraging Academic Research on Mixed Reality Applications for Value Creation,” In S. Kurtmollaiev, L. Lervik-Olsen, and T. W. Andreassen (Eds.), *Exploring Commercial, Social, and Digital Innovations from the Customer’s Perspective*. Routledge.
- Carpenter, Stephanie M., Rebecca Chae, Yeonjin Sung, and Carolyn Yoon (2020), “The Influence of Creativity on Objective and Subjective Well-Being in Older Adults,” In A. Drolet and C. Yoon (Eds.), *The Aging Consumer: Perspectives from Psychology and Marketing*. Routledge

SELECTED WORKING PAPERS

- Chae, Rebecca and Carolyn Yoon, “Normative Messages,” under review
- Award: ACR/Sheth Foundation Dissertation Award, Association for Consumer Research, 2017
- Chae, Rebecca, Xuebin Cui, Xiaojing Dong, and Banggang Wu, “Temporal-Dynamic Effects in Online Learning Engagement”
- Scheurer, Thomas, David Finken, Rebecca Chae, and Amitava Chattopadhyay, “AR Visual Overshadowing Bias”
- Burson, Katherine, Rebecca Chae, and Richard Larrick, “Temporal Discounting”
- Chae, Rebecca and Hyojin Lee, “Virtual Touch in Mixed Reality”
- Chae, Rebecca and Rafay Siddiqui, “Remote Work Biases”

SELECTED WORK IN PROGRESS

“Carbon Footprints,” with Katherine Burson and Tim Döring
 “Perceived Time and Precommitment,” with Katherine Burson
 “Perceived Speed of Aging,” with Wilson Lin
 “Macro-Factors and Sustainable Behavior,” with Robert Mai
 “VR and Donations,” with David Finken and Thomas Scheurer

AWARDS, GRANTS, AND SCHOLARSHIPS

Awards/Honors

Leavey Teaching Award, Santa Clara University, 2024
 Leavey Service Award, Santa Clara University, 2024
 Best Talk Award in Goals and Motivation, Society for Consumer Psychology, 2022
 AMA-Sheth Foundation Doctoral Consortium Fellow, 2019
 ACR/Sheth Foundation Dissertation Award, Association for Consumer Research, 2017
 Thomas W. Leabo Teaching Award, University of Michigan, 2017–18
 Gladys D. and Walter R. Stark Research Award, University of Michigan, 2018–19
 Milton G. and Josephine H. Kendrick Award (for academic excellence), University of Michigan, 2018
 Doctoral Fellow, 48th Annual Haring Symposium, Kelley School of Business, 2018
 Leo Burnett Award (for excellence in research and academic progress), University of Michigan, 2017
 Award for Early Candidacy, University of Michigan, 2016
 Cum Laude, The Wharton School, University of Pennsylvania, 2013
 Valedictorian, Northridge High School, 2008

Grants

Provost’s Research Grant, Santa Clara University, 2026
 Publication Grant, Santa Clara University, 2025
 University Grant, Santa Clara University, 2025
 Leavey Research Grant, Santa Clara University, 2021, 2022, 2023, 2024, 2025
 Pandemic-era Research Reboot Award, Santa Clara University, 2023
 Faculty Student Research Assistant Program (FSRAP) Grant, Santa Clara University, 2022
 Rackham Graduate Student Research Grants, University of Michigan, 2016
 Ross Graduate Student Research Grants, University of Michigan, 2016, 2019

Scholarships

Ross School of Business PhD Fellowship, University of Michigan, 2014–20
 Trustee/Leadership Scholarship, University of Pennsylvania, \$20,496, 2008–9

INVITED TALKS

University of California, Davis, 2026
 Stanford University (AIM Lab seminar), 2026
 Yonsei University, South Korea, 2026
 Sogang University, South Korea, 2026
 ETH Zürich, Switzerland, 2024
 Santa Clara University, 2024
 Erasmus University, Netherlands (graduate seminar; online), 2021
 Texas A&M University, 2019

University of Hawai'i at Mānoa, 2019
 Santa Clara University, 2019

CHAired SYMPOSIA AND SESSIONS

- Chae, Rebecca (2024), *Introduction and Brainstorming of a Global Mega Study on AR/VR*. Chaired Session at the Scientific Conference on Mixed Reality Applications (Augmented and Virtual Reality), ETH Zurich, Zurich, Switzerland.
- Chae, Rebecca (2022), *Looking at the World Through a New Lens: How Categorization Can Improve Motivation and Well-Being*. Chaired Special Session at the Association for Consumer Research, Denver, CO.

SELECTED CONFERENCE PRESENTATIONS AND PROCEEDINGS (*denotes presenting author)

- Scheurer, Thomas, David Finken, and Rebecca Chae* (2026), *Seeing but Not Smelling: Augmented Reality Displays Decrease Preferences for Products with Olfactory Importance*. Society for Consumer Psychology, San Diego, CA.
- Burson, Katherine, Rebecca Chae*, and Richard Larrick (2025), *The Days Are Long but the Years Fly By: The Scale Effects on Temporal Discounting*. Society for Judgment and Decision Making, Denver, CO.
- Doring, Tim*, Rebecca Chae, Emir Efendic, and David Finken (2024), *Artificial Aesthetics: Exploring Consumer Perceptions of AI-Created Art*. Association for Consumer Research, Paris, France.
- Burson, Katherine, Rebecca Chae*, and Richard Larrick (2024), *The Days Are Long but the Years Fly By: The Scale Effects on Temporal Discounting*. Association for Consumer Research, Paris, France.
- Finken, David*, Thomas Scheurer, and Rebecca Chae (2024), *From Pixels to Perfume? Unveiling Why Augmented Reality Product Display Blocks the Creation of Olfactory Images and Reduces Preferences*. Association for Consumer Research, Paris, France.
- Chae, Rebecca*, Xuebin Cui, Xiaojing Dong, and Banggang Wu (2024), *Social Comparison in Online Learning*. ISMS Marketing Science Conference, Sydney, Australia.
- Chae, Rebecca* and Hyojin Lee* (2023), *The Effect of Hand Tracking versus Controllers on Consumers' Perceptions in VR Experiences* (poster). Association for Consumer Research, Seattle, WA.
- Chae, Rebecca*, Kaitlin Woolley, and Marissa Sharif (2022), *Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance by Reducing Rumination*. Association for Consumer Research, Denver, CO.
- Dong, Xiaojing*, Rebecca Chae, Banggang Wu, and Xuebin Cui (2022), *Social Comparison in Online Learning*, China India Insights Conference, University of Southern California, Los Angeles, CA.
- Dong, Xiaojing*, Rebecca Chae, Banggang Wu, and Xuebin Cui (2022), *Social Comparison in Online Learning*, China Marketing International Conference (Virtual).
- Chae, Rebecca*, Kaitlin Woolley, and Marissa Sharif (2022), *Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance by Reducing Rumination*. Positive Organizational Scholarship Research Conference, Ann Arbor, MI.
- Chae, Rebecca*, Kaitlin Woolley, and Marissa Sharif (2022), *Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance by Reducing Rumination*. Society for Consumer Psychology (Virtual).
- Chae, Rebecca*, Yong H. Kim, and Julia Lee Cunningham (2022), *When Are Brands Tainted by Affiliation? Culture Shapes Blame Spillover in Multinational Corporations*. Society for Consumer Psychology (Virtual).

- Chae, Rebecca*, Yong H. Kim, and Julia Lee Cunningham (2021), *Tainted by Affiliation: How Cognitive Style Shapes Spillover Effects between Transgressing and Non-Transgressing Brands in Mega-Corporations*. Academy of Management Annual Meeting (Virtual).
- Chae, Rebecca*, James A. Mourey, and Carolyn Yoon (2020), *Is That an Accent I Hear? How a Digital Voice Assistant's Accent Affects Consumer Perceptions and Intentions*. Association for Consumer Research (Virtual).
- Chae, Rebecca* and Katherine Burson (2019), *Strengthening the Goal Gradient Effect: The Power of Implicit Temporal Boundaries*. Association for Consumer Research, Atlanta, GA.
- Chae, Rebecca* and Carolyn Yoon (2019), *Targeting Independents and Interdependents to Promote Prosocial Behavior*. Association for Consumer Research, Atlanta, GA.
- Chae, Rebecca*, Yong H. Kim, and Julia Lee (2019), *When Branding Strategies Do Not Shield Sub-Brands from Negative Publicity: The Role of Consumers' Cognitive Styles*. Association for Consumer Research, Atlanta, GA.
- Chae, Rebecca* and Carolyn Yoon (2019), *Persuasiveness of Descriptive Norms: The Role of Culture and Decision Context*. Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca* and Katherine Burson (2019), *Translating Goals into Action: The Power of Fresh Start*. Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca (2019), *When Branding Strategies Do Not Shield Sub-Brands from Negative Publicity: The Role of Cognitive Styles* (Poster). Society for Consumer Psychology, Savannah, GA.
- Chae, Rebecca and Katherine Burson (2019), *The Curious Power of Fuzzy Boundaries* (Poster). Society for Personality and Social Psychology JDM Preconference, Portland, OR.
- Chae, Rebecca* (2018), Discussant for "Conflict of Interest in Third-Party Reviews: An Experimental Study," 48th Annual Haring Symposium at Indiana University, Bloomington, IN.
- Chae, Rebecca and Christine Kang (2017), *Effects of Calendar Framing on Time Perception and Anticipation of Sunday* (Poster). Association for Consumer Research, San Diego, CA.
- Chae, Rebecca* and Carolyn Yoon (2017), *Cultural Differences in Conformity to Descriptive Norms* (Data Blitz). Society for Consumer Psychology, San Francisco, CA.
- Chae, Rebecca and Carolyn Yoon (2016), *Cultural Differences in Conformity to Descriptive Norms* (Poster). Society for Judgment & Decision Making, Boston, MA.

TEACHING

Instructor, Leavey School of Business, Santa Clara University

5-Year Average Teaching Evaluations: **4.62**/5.00 (Department mean: 4.10)

Principles of Marketing (Undergraduate Core, MKTG 181), 2021, 2022, 2024, 2025

Consumer Behavior (Undergraduate, MKTG 183), 2024, 2025, 2026

Tech-Driven Sensory Marketing (Undergraduate, MKTG 173; New course developed), 2025

Analyzing Customers and Markets (MBA, MKTG 3552), 2026

Recipient of Leavey Teaching Award (2024)

(School-wide teaching award given annually to instructors with the highest evaluation score)

Instructor, Ross School of Business, University of Michigan

Teaching Evaluations: **4.81**/5.00 (Department mean: 4.48)

Marketing Management (Undergraduate Junior & Senior, 3 credits), Spring 2017

Recipient of Thomas W. Leabo Teaching Award (2017)

(School-wide teaching award given annually to recognize excellence in teaching)

SERVICE

Service to Santa Clara University

Consumer Behavior Lab Co-founder and Director, 2022—Present
 Marketing Subject Pool Creator and Manager, 2022—Present
 Course Coordinator for Principles of Marketing (Undergraduate Core), 2021—Present
 Faculty Advisor, Women in Investment, 2024—Present
 Department Representative for Graduate Policy Committee, 2024, 2025—Present
 Reviewer for Provost Grants, 2026
 Marketing Strategic Initiatives Team, 2024—5
 Study Abroad Application Reviewer, 2024—5
 Department Representative for Undergraduate Leadership Team, 2023
 Faculty Recruiting Committee for Department of Marketing, 2021—2
 Department Representative for Faculty Senate, 2019—20, 2022

Service to the Field

ACR Doctoral Consortium Faculty Mentor, 2024
 Reviewer for Association for Consumer Research, 2024, 2025
 Reviewer for Society of Consumer Psychology, 2019, 2023, 2024, 2025
 Reviewer for Academy of Management Conference, 2022
 Reviewer for Association for Consumer Research/Sheth Foundation Dissertation Awards, 2021
 Ad hoc reviewer for Psychology and Marketing
 Ad hoc reviewer for Journal of Association for Consumer Research
 Ad hoc reviewer for Journal of Business Research
 Ad hoc reviewer for International Journal of Consumer Studies
 Ad hoc reviewer for Time-Sharing Experiments for the Social Sciences

Advising/Mentoring

Taylor Lai (undergraduate research at Vanderbilt and then doctoral research at Duke, 2022—Present)
 Phoebe Tanuwidjaja (undergraduate research at Santa Clara University and then graduate research at Boston University, 2022—Present)
 Jenny Dinh-Tran (undergraduate honor's thesis advisor at Santa Clara University, 2023—5; graduate research at San Jose State University, 2025—Present)
 Ansel Yi (undergraduate research at University of California, Berkeley, 2024—Present)
 Kylie Walsh (undergraduate honor's thesis advisor at Santa Clara University, 2024—5)
 Alyssa Chua (undergraduate independent research at University of Michigan, 2019—20)
 Students in the SCU CB Lab, 2022—Present:
 Ozan Akat, Jenny Dinh-Tran, Isabela Erfort, Callum Fitzsimons, Charlie Gall, Byron Hansen, Lucas Ibarra, Faith Ikott, Srita Kothuri, Madison Lakritz, Cat Rayos, Natalia Rey, Phoebe Tanuwidjaja, Sierra Tisdale, Blake Tretter, Ansel Yi
 Students advised via Research Scholar Program/UROP at University of Michigan, 2016—20:
 Alok Abhilash, Natalie Ying Li Chin, Alyssa Chua, Connor Flanigan, Andrew Kertawidjaja, Eli Lam, Isabel Robles, and Hayden Smith (Recipient of Poster Award, 2018 UROP Symposium)

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
 Association for Consumer Research (ACR)
 Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

EXPERIENCE IN INDUSTRY

Harley Davidson (marketing)

Macy's (marketing)

Societe Generale (investment banking)