

## Christina Kan

Mays Business School | Texas A&M University  
220J Wehner Building, 4112 TAMU  
(720) 473-2534 | ckan@mays.tamu.edu  
www.christinakan.com

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### POSITION

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**Mays Business School, Texas A&M University**  
Assistant Professor of Marketing 2015 –

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### EDUCATION

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**Leeds School of Business, University of Colorado Boulder**  
Ph.D. Marketing 2015

**Sauder School of Business, University of British Columbia**  
Bachelor of Commerce, Marketing and International Business 2006

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### AWARDS, GRANTS, AND HONORS

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University of Colorado Boulder Graduate School Fellowship, Summer 2013  
AMA Sheth Doctoral Consortium Fellow, 2012  
Gerald Hart Fellowship, University of Colorado Boulder, Summer 2011, 2012  
Marketing Science Institute Research Grant for Humorous Consumer Complaining,  
December 2010, with A. Peter McGraw and Caleb Warren

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### PUBLICATIONS

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Fernbach, Philip M., Christina Kan, and John G. Lynch, Jr. (2015), “Squeezed: Coping with Constraint Through Efficiency and Prioritization,” *Journal of Consumer Research*, 41 (February), 1204 – 1227.

McGraw, A. Peter, Caleb Warren, and Christina Kan (2015), “Humorous Complaining,” *Journal of Consumer Research*, 41 (February), 1153 – 1171. (Lead article)

Kan, Christina, Donald R. Lichtenstein, Susan Jung Grant and Chris Janiszewski (2014), “Strengthening the Influence of Advertised Reference Prices Through Information Priming,” *Journal of Consumer Research*, 40 (April), 1078-1096.

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**RESEARCH IN PROGRESS**

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Kan, Christina, Donald R. Lichtenstein, and Chris Janiszewski, "The Deal Proximity Effect: The Negative Consequences of Placing Products Next to Deal Products," Working paper.

Kan, Christina, John G. Lynch, and Philip M. Fernbach. "Budgeting and Consumer Financial Decision Making." Data collection in progress.

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**PRESENTATIONS**

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Kan, Christina, John G. Lynch, and Philip M. Fernbach. "Budgeting and Consumer Financial Decision Making." Talk presented at the Association for Consumer Research; New Orleans, LA. Oct 2015.

Kan, Christina, John G. Lynch, and Philip M. Fernbach. "Budgeting and Consumer Financial Decision Making." Invited presentation at the ESRC Seminar Series Financial Services and Consumers; London, UK. Sept 2015.

McGraw, A. Peter, Christina Kan, and Caleb Warren. "Humorous Complaining." Talk presented at the Association for Consumer Research; Vancouver, BC. Oct 2012.

Kan, Christina, Caleb Warren, and A. Peter McGraw. "Humorous Complaining." Poster presented at the Behavioral Decision Research in Management Conference; Boulder, CO. Jun 2012

Kan, Christina, Caleb Warren, and A. Peter McGraw. "Humorous Complaining." Poster presented at the Association for Consumer Research; St. Louis, MO. Oct 2011.

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**TEACHING EXPERIENCE**

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**Mays Business School, Texas A&M University** Spring 2016  
Instructor, Consumer Behavior (undergraduate)

**Leeds School of Business, University of Colorado Boulder** Fall 2011- 2013  
Instructor, Buyer Behavior (undergraduate)

**Leeds School of Business, University of Colorado Boulder** Spring 2013  
Teaching Assistant, Experimental Design (PhD), John Lynch

**Leeds School of Business, University of Colorado Boulder** Spring 2012  
Teaching Assistant, Market Intelligence (MBA), John Lynch