REBECCA CHAE

Leavey School of Business, 221B   Email: rchae@scu.edu
Santa Clara University,
500 El Camino Real, Santa Clara, CA 95053

ACADEMIC POSITIONS

Leavey School of Business, Santa Clara University, Santa Clara, CA
Assistant Professor of Marketing, 2020—Present (medical leave 2023—2024)

Department of Management, Technology, and Economics, ETH Zürich, Zürich, Switzerland
Visiting scholar, July—September 2024

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, Cum Laude, 2013 (Double concentrations in marketing and finance)

RESEARCH INTERESTS

My research examines how time perception shapes individual and societal well-being by integrating insights from goals and motivation, judgment and decision-making, sustainability, and aging. Specifically, I study how people's subjective experience of time and the timing of interventions influence pre-commitment, break restorativeness, goal engagement, patience in intertemporal choices, sustainable behavior, and healthy aging. I also study how emerging technologies, such as augmented reality, virtual reality, and artificial intelligence, affect consumer behavior.

PUBLICATIONS

Chae, Rebecca, Kaitlin Woolley, and Marissa Sharif (forthcoming), "Categorizing the Tasks Around a Break Reduces Rumination and Improves Task Performance," *Journal of Experimental Psychology: General*

   Society for Consumer Psychology Best Talk Award in Goals and Motivation, 2022

Chae, Rebecca, Rafay Siddiqui, and Yan Xu (2025), "Vulnerability to Natural Disasters and Sustainable Consumption: Unraveling Political and Regional Differences," *The Proceedings of the National Academy of Sciences*, doi: 10.1073/pnas.2409851122

   Media coverage: Magazine, Radio Echoshock (105 stations in 5 countries), Kudos, 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*, doi: 10.1002/mar.22168 (for the special issue on immersive technologies and metaverse)

Scheurer, Thomas, David Finken, Youjung Jun, and Rebecca Chae (2025), "Leveraging Academic Research on Mixed Reality Applications for Value Creation," *Exploring Commercial, Social, and Digital Innovations from the Customer's Perspective*

Carpenter, Stephanie M., Rebecca Chae, and Carolyn Yoon (2020), "Creativity and Aging: Positive Consequences of Distraction," *Psychology and Aging*, doi: 10.1037/pag0000470

Carpenter, Stephanie M., Rebecca Chae, Yeonjin Sung, and Carolyn Yoon (2020), "The Influence of Creativity on Objective and Subjective Well-Being in Older Adults," *The Aging Consumer: Perspectives from Psychology and Marketing*, doi: 10.4324/9780429343780-18

SELECT WORKING PAPERS

Finken, David, Thomas Scheurer, Leif Brandes, Rebecca Chae, and Reto Hofstetter, "The AR-Display Bias," under 3rd round review at *Journal of Marketing Research*

Doering, Tim, Rebecca Chae, David Finken, Olesia Nikulina, and Emir Efendic, "Art and Algorithm," invited for 3rd round review at *Academy of Management Discoveries*

Chae, Rebecca and Katherine Burson, "The Fresh Deadline Effect," under 2nd round review at *Journal of Association for Consumer Research*

Burson, Katherine, Rebecca Chae, and Richard Larrick, "Numerosity Effects on Temporal Discounting," under review

Chae, Rebecca and Rafay Siddiqui, "Work Location Preferences," under review

Chae, Rebecca and Carolyn Yoon, "Culture and Norms of Prosocial Behavior," revising for submission
   ACR/Sheth Foundation Dissertation Award, 2017

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
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

ETH Zürich, 2024
Santa Clara University, 2024
Texas A&M University, 2019
University of Hawaiʻi 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.

Chae, Rebecca (2018), *The Diverse Factors Influencing Healthy Decisions.* Chaired Symposium at the Association for Consumer Research, Dallas, TX.

CONFERENCE PRESENTATIONS AND PROCEEDINGS (*denotes presenting author)

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.

Doring, Tim, Rebecca Chae, Emir Efendic, and David Finken* (2024), *Artificial Aesthetics: Exploring Consumer Perceptions of AI-Created Art*. Conference of the European Marketing Academy, Bucharest, Romania.

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: 4.1; Business school mean: 4.2)

Recipient of Leavey Teaching Award
(School-wide teaching award given annually to instructors with the highest evaluation score)

Principles of Marketing (Undergraduate Core, MKTG 181), 2021, 2022, 2024, 2025
Consumer Behavior (Undergraduate, MKTG 183), 2024, 2025, scheduled for 2026
Tech-Driven Sensory Marketing (Undergraduate, MKTG 173; New course developed), 2025
Analyzing Customers and Markets (MBA, MKTG 3552), scheduled for 2026

Guest Speaker, Rotterdam School of Management, Erasmus University
Marketing Beyond Borders: Managing Cross Cultural Challenges (M.S.), April 2021

Instructor, Ross School of Business, University of Michigan
Teaching Evaluations: **4.81**/5.00 (Department mean: 4.48)

Recipient of Thomas W. Leabo Teaching Award
(School-wide teaching award given annually to recognize excellence in teaching)

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

Research Advisor, Ross School of Business, University of Michigan
Research Scholar Program/UROP (Undergraduate, 2-3 credits), 2016—20

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
Marketing Strategic Initiatives Team, 2024—Present
Faculty Advisor, Women in Investment, 2024—Present
Study Abroad Application Reviewer, 2024—5
Department Representative for Graduate Policy Committee, 2024, 2025
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 Business Research
Ad hoc reviewer for International Journal of Consumer Studies
Ad hoc reviewer for Time-Sharing Experiments for the Social Sciences

Advising
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 (graduate research at San Jose State University, 2025—Present, undergraduate honor's thesis advisor at Santa Clara University, 2023—5)
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 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)

Last updated September 2025

APPENDIX: SELECTED ABSTRACTS ([+]PhD Student Collaborator at Start of Project)

Chae, Rebecca, Kaitlin Woolley, and Marissa Sharif (forthcoming), "Categorizing the Tasks Around a Break Reduces Rumination and Improves Task Performance," *Journal of Experimental Psychology: General*

People often take short breaks from goal-related activities (e.g., at work, during exercise) to stay motivated and prevent burnout. The current research examines a novel factor influencing break effectiveness: task categorization. We suggest that the way people construe tasks around breaks influences their rumination about the task during the break, with consequences for post-break performance. We test these predictions in a pilot study and five experiments. We find that when people frame a break as falling between two tasks rather than occurring in the middle of a single task, they are less likely to have negative ruminative thoughts about the task during the break (Experiments 1–3). We further examine a consequence of reducing this type of rumination: improved task performance. Using mediation (Experiment 4) and moderation (Experiment 5) approaches, we find that by reducing negative, ruminative thoughts, task categorization can improve post-break task performance. Together, this research contributes to the literature on categorization, goal pursuit, performance, and breaks, with practical implications for reducing negative rumination.

Chae, Rebecca, Rafay Siddiqui, and Yan Xu (2025), "Vulnerability to Natural Disasters and Sustainable Consumption: Unraveling Political and Regional Differences," *The Proceedings of the National Academy of Sciences*, 122(5), doi: 10.1073/pnas.2409851122

The urgent calls for action on climate change underscore the importance of increasing sustainable behavior among individuals who have traditionally veered away from it, such as those on the political right. Utilizing data from four geopolitical regions across 24 countries, we explore whether vulnerability to natural disasters, brought on by either experiencing or anticipating a natural disaster, is a crucial factor. We find that as vulnerability to natural disasters increases, sustainable consumption intentions significantly increase among rightists in Western Europe, Israel, and the United States. Environmental motives, rather than economic or trend motives, are found to drive this effect. This suggests that, for rightists, the expectation of being directly impacted by climate change can override their established attitudes and foster more sustainable behavior with the goal of helping the environment. In contrast, the same increase in sustainable intentions is weaker among leftists, who already largely already embrace sustainable behavior. Interestingly, in Central and Eastern Europe, this interplay between political ideology and vulnerability to natural disasters is absent, highlighting the unique post-communist context of this region. These findings underscore the necessity of tailored strategies for promoting sustainable behavior across regional contexts and provide vital insight for how sustainable consumption may increase among groups that have traditionally resisted it. In a quasi-experiment, we test the potential of an intervention using messages that highlight recent natural disasters in one's locality and demonstrate its effectiveness in pushing rightists towards sustainable consumption.

Finken, David[+], Thomas Scheurer[+], Rebecca Chae, Leif Brandes, and Reto Hofstetter, "The AR-Display Bias: Why Augmented Reality Increases Preferences More for Inferior Than for Superior Products," under 3rd round review at *Journal of Marketing Research*

Prominent brands increasingly offer consumers the possibility of experiencing virtual versions of their products in Augmented Reality (AR) before purchase. AR has been shown to impact consumer behavior, but how do product attributes shape that impact? Might the impact of AR displays differ with a product's objective quality level? Seven studies demonstrate AR display increases preferences

for products with an objectively inferior performance (e.g., less processing power in a laptop) more than for products with superior performance. This pattern occurs as consumers evaluate inferior products more positively in AR than in traditional product displays (i.e., product pictures or 360-degree displays). We argue AR increases psychological ownership for products, which leads consumers to focus less on value-decreasing (i.e., inferior) product performance features. This decreased focus leads to an inflated perception of functional performance for inferior products—the *AR-display bias*. Consistent with this reasoning, the effect attenuates when consumers exhibit less psychological ownership in AR, for instance, when products are less congruent with one's self. These findings highlight the important role that product-performance information plays in shaping the impact of AR displays on consumer decision-making.

Chae, Rebecca and Katherine Burson, "Perceptual Time Compression at the 1st of the Month Increases Deadline Motivation," under 2nd round review at *Journal of Association for Consumer Research* (for the issue on time in consumption)

Deadlines are a common tool for motivating consumer behavior, yet their effectiveness can depend on subtle features of temporal framing. Across eight experiments (N = 3,438), we identify a novel phenomenon—the fresh deadline effect—wherein deadlines that fall on the 1st of the month compress perceived time and increase motivation. Time intervals ending on the 1st felt subjectively shorter than equivalent durations ending within the same month or later in the following month, even when objective duration is held constant. This perceptual time compression increased motivation toward a deadline. Moreover, we show that visual calendar design can moderate this effect by altering whether the 1st feels temporally integrated or segmented. These findings contribute to research on time perception, temporal landmarks, and motivation, and offer practical insights for marketers and organizations designing time-sensitive interventions.

Burson, Katherine, Rebecca Chae, and Richard Larrick, "The Days Are Long, But the Years Fly by: Scale Effects on Temporal Discounting," under review at *Journal of Consumer Psychology*

Consumers increasingly face decisions about when to receive and consume products, payments, and services. The same amount of wait time can be expressed on an expanded scale that makes differences seem large (such as 24 vs. 48 hours) or a contracted scale that makes numeric differences seem small (such as 1 vs. 2 days). We explore whether the scale on which a delay is expressed influences decision makers' patience. Though past research has found qualified results for whether time scales matter for patience, we propose that the effects of sclaes depend on the type of patience involved. Fitting a quasi-hyperbolic model reveals that scale changes significantly impact the parameter for present bias (β) but not for long-term discounting (δ). Experiment 1 shows that discounting inferred from people's preferences for 12 different delayed payments are more present biased for time expressed on an expanded time scale (e.g., hours) than a contracted time scale (e.g., days). Experiment 2 tests three expressions of time scale (e.g., weeks, months, and years) and shows that discounting is again more present biased for more expanded scales. We also test an intervening psychological variable—perceived length of delay. As time is expressed on more expanded scales, decision makers' perceived length of delay also increases. Using perceived rather than objective time improves consistency and reduces scale effects on present bias, in line with the hypothesis that time scale expansion changes perceptions of delay length and that discounting is informed by those perceptions.

Chae, Rebecca, Xuebin Cui, Xiaojing Dong, and Banggang Wu, "The Dynamic and Spillover Effects of Social Comparison on Online Learning," revising for submission to *Journal of Marketing*

Through a field experiment on a leading online learning platform in China, this study examines the potential of social comparison messages to enhance learners' engagement in online learning. This research leverages a 9-week panel data of 7,691 users who registered for a national accounting certificate exam and utilized online courses in preparation for the exam. The findings reveal a nuanced impact of social comparison on engagement. Specifically, while users exposed to downward social comparison messages (i.e., better than others in their learning progress) increase engagement, those with upward comparison messages decrease engagement with learning materials. This differential impact of downward and upward social comparisons is more prominent for users who compare with a smaller group of classmates than with all users. Interestingly, as the exam date approaches, users' self-motivation hatches out, and the influence of social comparisons on engagement diminishes. Additionally, the study uncovers a spillover effect: seeing social comparison messages in one course similarly affects their progress in another course taken for the same certification exam. These insights offer valuable implications for educators, marketers, and online learning platforms, suggesting that strategic use of social comparison messages can effectively enhance learner motivation and engagement in online learning.

Chae, Rebecca and Katherine Burson, "Temporal Influences on Precommitment During Goal Progress", in preparation for submission to *Psychological Science*

We investigate the role of perceived time lags on consumers' propensity to precommit to beginning or completing a goal in the future. While extensive literature has demonstrated robust goal gradient effects, where people exhibit greater motivation at the end (vs. beginning) of goal pursuit, we show that these effects weaken when consumers make precommitment decisions involving future goal progress. Using the value function, we theorize that this is consistent with less convexity in the loss function. Our findings across a field experiment and six online experiments suggest that reducing the perceived time between precommitment and the opportunity to make goal progress can restore goal gradient effects by restoring curvature in the value function.