

# Zachary Chad Estes

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## Marketing and Sales

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## Curriculum Vitae

BSc in Psychology, with Philosophy minor, Texas A&M University (USA), 1996

President's Endowed Scholarship, 1992-96

Undergraduate Research Fellowship, 1995-1996

Magna cum laude, with Psychology Honors, 1996

MA in Psychology, Princeton University (USA), 1998

PhD in Psychology, Princeton University (USA), 2001

Graduate Research Fellowship, National Science Foundation (US), 1997-2000

Visiting Scholar, City University - London (England), 1999-2000

## Academic position and/or Professional activities

Associate Professor of Marketing

Assistant Professor, Department of Psychology, University of Georgia (US), 2001-2005

Faculty Fellow, Artificial Intelligence

Associate Professor, Department of Psychology, University of Warwick (UK), 2005–2012

Warwick Award for Teaching Excellence, Commendation, 2008

British Academy, Small Research Grant, Co-Investigator with Dr. Chris Stinton (Warwick Medical School), £5146, 2010–2011

Economic and Social Research Council, Principal Investigator with Dr. Lara L. Jones (Wayne State University, USA), £99,994, 2011–2012

Visiting Professor, Department of Marketing, Bocconi University (Italy), 2009, 2010

Associate Professor, Department of Marketing, Bocconi University (Italy), 2012–

Faculty Fellow, Center for Research on Marketing and Services

Faculty Fellow, Center for Research on Innovation, Organization, and Strategy

## Research Interests

Language and cognition in consumer behavior and marketing.

- Basic research: categorization, emotion, language, similarity.
- Applied research: brand extension, brand names, hybrid products, product attributes and choice.

## Publications

Streicher, M. C., & Estes, Z. (in press-a). Multisensory interaction in product choice: Grasping a product affects choice of other seen products. *Journal of Consumer Psychology*.

Streicher, M. C., & Estes, Z. (in press-b). Shopping to and fro: Ideomotor compatibility of arm posture and product choice. *Journal of Consumer Psychology*.

Estes, Z., Verges, M., & Adelman, J. S. (2015). Words, objects, and locations: Perceptual matching explains spatial interference and facilitation. *Journal of Memory and Language*, 84, 167–189.

Streicher, M. C., & Estes, Z. (2015). Touch and go: Merely grasping a product facilitates brand perception and choice. *Applied Cognitive Psychology*, 29, 350–359.

Adelman, J. S., Sabatos-DeVito, M. G., Marquis, S. J., & Estes, Z. (2014). Individual differences in reading aloud: A mega-study, item effects, and some models. *Cognitive Psychology*, 68, 113–160.

Cirrincone, A., Estes, Z., & Carù, A. (2014). The effect of ambient scent on the experience of art: Not as good as it smells. *Psychology & Marketing*, 31, 615–627.

Kuperman, V., Estes, Z., Brysbaert, M., & Warriner, A. B. (2014). Emotion and language: Valence and arousal affect word recognition. *Journal of Experimental Psychology: General*, 143, 1065–1081.

Adelman, J. S., & Estes, Z. (2013). Emotion and memory: A recognition advantage for positive and negative words independent of arousal. *Cognition*, 129, 530–535.

Estes, Z., Gibbert, M., Guest, D., & Mazursky, D. (2012). A dual-process model of brand extension: Taxonomic feature-based and thematic relation-based similarity independently drive brand extension evaluation. *Journal of Consumer Psychology*, 22, 86–101.

Estes, Z., Golonka, S., & Jones, L. L. (2011). Thematic thinking: The apprehension and consequences of thematic relations (pp. 249–294). In B. Ross (Ed.), *Psychology of Learning and Motivation*, Vol. 54. Burlington: Academic Press.

Estes, Z. & Jones, L. L. (2009). Integrative priming occurs rapidly and uncontrollably during lexical processing. *Journal of Experimental Psychology: General*, 138, 112–130.

Estes, Z. & Adelman, J. S. (2008). Automatic vigilance for negative words is categorical and general. *Emotion*, 8, 453–457.

Estes, Z., Verges, M., & Barsalou, L. W. (2008). Head up, foot down: Object words orient attention to the objects' typical location. *Psychological Science*, 19, 93–97.