

GINGER L. PENNINGTON, Ph.D.

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Northwestern University
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PROFESSIONAL INTERESTS

Motivation and self-regulation; the self-concept; consumer attitudes; counterfactual thinking

EDUCATION

- 2002 Northwestern University, Evanston, IL
Ph.D. in Social Psychology, 2002
Dissertation: "The Role of Standpoints on the Self in Individuals' Affective Responses to Self-discrepancies"
- 1997 Knox College, Galesburg, IL
B.A. (magna cum laude) in Psychology and Sociology / Anthropology
Honors Thesis: "The Role of Group Membership Salience in the Person / Group Discrimination Discrepancy"

FELLOWSHIPS, GRANTS & HONORS

- 2015 Harvey Kapnick Business Institutions Program VIP Teaching Award, Northwestern
2003 Faculty Fellow, Kilts Center for Marketing at University of Chicago
2000 Positive Psychology Institute competitive grant / summer fellow
1997 University Fellow, Northwestern University
Robert Stevens Harper Prize in Psychology, Knox College
Mortar Board National College Honor Society
Sigma Alpha Iota Sword of Honor Award
- 1996 Faculty Scholarship Prize, Knox College
Ford Foundation Research Fellowship
Phi Beta Kappa National Honor Society
Psi Chi Psychology Honor Society
- 1993-1997 Ronald E. McNair Fellowship
1993 Herman R. Muelder Scholarship
Stone Drake Scholarship

ACADEMIC APPOINTMENTS

- 2015-present Assistant Professor of Instruction
Harvey Kapnick Business Institutions Program; Department of Psychology
Northwestern University, Evanston, IL
- 2013–2015 Visiting Assistant Professor
Harvey Kapnick Business Institutions Program; Department of Psychology
Northwestern University, Evanston, IL

- 2002-2007 Assistant Professor of Marketing Management
 University of Chicago Booth School of Business, Chicago, IL
- 2000-2002 Instructor / Adjunct Lecturer
 Department of Psychology
 Northwestern University, Evanston, IL

PUBLICATIONS

- Mogilner, C., Aaker, J. L., & Pennington, G. L. (2008). Time will tell: The distant appeal of promotion and the imminent appeal of prevention. *Journal of Consumer Research*, 34, 670-681.
- Roese, N. J., Pennington, G. L., Coleman, J., & Janicki, M., Li, N. P. & Kenrick, D. T. (2006). Sex differences in regret: All for love or some for lust? *Personality & Social Psychology Bulletin*, 32, 770-780.
- Pennington, G. L., & Roese, N. J. (2003). Regulatory focus and temporal distance. *Journal of Experimental Social Psychology*, 39, 563-576.
- Pennington, G.L., & and Roese, N. J. (2003). "Counterfactual thinking and regulatory focus." In *Motivated social perception: The Ontario Symposium*, edited by S.J. Spencer, S. Fein, M.P. Zanna & J.M Olson, vol. 9, 277-298. Mahwah, NJ: Erlbaum.
- Seeley, E., Gardner, W., Pennington, G. L., & Gabriel, S. (2003). Circle of friends or members of a group?: Sex differences in relational and collective attachment to groups. *Group Processes and Intergroup Relations*, 6, 251-263.
- Roese, N. J., Hur, T., & Pennington, G. L. (1999). Counterfactual thinking and regulatory focus: Implications for action versus inaction and sufficiency versus necessity. *Journal of Personality and Social Psychology*, 77, 1109-1120.
- Quinn, K.A., Roese, N.J., Pennington, G.L., & Olson, J.M. (1999). The person/group discrimination discrepancy: The role of informational complexity. *Personality and Social Psychology Bulletin*, 25, 1430-1440.

INVITED PROFESSIONAL PRESENTATIONS

- 2015 Ethical Issues in Marketing – Opening Speaker and Moderator
 Ayers College of Commerce and Industry Business Symposium, Northwestern
- Marketing for Small Business Owners
 LEND (Lending for Evanston and Northwestern Development) Community Workshop
- 2004 Purchase Proximity, Temporal Construal & the Persuasiveness of Prevention Framed
 Information
 Annual Meeting of the Social Psychologists of Chicago (April 2004)
- Temporal Construal & the Persuasiveness of Prevention-Framed Information
 The State University of New York at Buffalo, Department of Psychology

- 2003 Temporal Perspective and Regulatory Focus
University of Chicago, Department of Psychology (Social Psychology Brown Bag)
- Temporal Perspective, Regulatory Focus, and Consumer Evaluation.
Tuck School of Business at Dartmouth (Marketing Seminar)
- Temporal Perspective, Regulatory Focus, and Consumer Evaluation.
The Wharton School, University of Pennsylvania (Decision Processes Colloquium)
- 2001 Through the Lens of Time: Temporal Transformations in Regulatory Focus.
Kellogg School of Management (Marketing Seminar)

CONFERENCE PRESENTATIONS

- Mogilner, C., Pennington, G. L., & Aaker, J. L. (October, 2006). The pressing preference for prevention: The impact of temporal construal on the persuasiveness of prevention versus promotion framed product information. Paper presented at the Association for Consumer Research Annual Meeting.
- Roese, N. J., & Pennington, G. L. (January, 2004). Sex differences in regret: All for love? Paper presented at the Society for Personality and Social Psychology Annual Meeting, Austin.
- Dean, K., Pennington, G. L., Gardner, & W. L., Lee, A. Y. (January, 2004). Self-construal, expectancies, and task performance: For whom is negative thinking powerful? Paper presented at the Society for Personality and Social Psychology Annual Meeting, Austin.
- Pennington, G. L., Aaker, J., & Roese, N. J. (October, 2003). When does “not so bad” seem awfully good?: Purchase proximity, temporal construal & the persuasiveness of prevention-framed information. Paper presented at the Association for Consumer Research Annual Meeting, Toronto.
- Pennington, G. L., Aaker, J., & Roese, N. J. (February, 2003). “Desiring the best” versus “not settling for less”: The role of purchase timing and level of construal in determining the effectiveness of promotion-versus prevention-focused appeals. Paper presented at the Society for Consumer Psychology Winter Meeting, New Orleans, LA.
- Pennington, G. L., Roese, N. J., & Gardner, W. L. (February, 2002). The production of additive and subtractive counterfactual thoughts as a function of self-construal salience, Poster presented at the Society for Personality and Social Psychology Annual Meeting, Savannah, GA.
- Pennington, G. L., & Roese, N.J. (October, 2001). Regulatory focus and temporal perspective. Paper presented at the Association for Consumer Research Annual Meeting, Austin, TX.
- Pennington, G. L. (August, 2001). Self-congruencies and the positive consequences of self-state representations. Paper presented at the Positive Psychology Summer Institute, Sea Ranch, CA.
- Pennington, G. L. (February, 2001). Expectations for future task performance: Examining the role of task construal. Poster presented at the Society for Personality and Social Psychology Second Annual Meeting, San Antonio, TX.
- Pennington, G. L. (October, 2000). Goal attainment strategies and counterfactual thoughts. Paper presented at the Association for Consumer Research Annual Conference, Salt Lake City, Utah.

Pennington, G., Bessenoff, G., & Gardner, W. L. (May, 2000). The effects of self-construal on affective reactions to self-discrepancies. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.

Pennington, G. L., Seeley, E. A., Gabriel, S., Gardner, W. L., & Ernst, J. (February, 2000). When interdependence needs go unmet: Examining the differential consequences of relational versus collective interaction deprivation for men and women. Poster presented at the Society for Personality and Social Psychology First Annual Meeting, Nashville, Tennessee.

Pennington, G. L., Hur, T., & Roese, N. J. (February, 2000). Regulatory focus and the induction of counterfactual thoughts. Poster presented at the Society for Personality and Social Psychology First Annual Meeting, Nashville, Tennessee.

Pennington, G. L. (April, 1999). Self-serving judgments of event impact: The person/group discrimination discrepancy and beyond. Poster presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.

TEACHING EXPERIENCE

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| 2015 | Consumer Psychology and Marketing Research (Psych 387)
Upper-level research seminar
Northwestern University, Department of Psychology |
| 2013-2015 | Research Methods in Psychology (Psych 205)
B.A. major area requirement
Northwestern University, Department of Psychology |
| 2013-2015 | Marketing Management (Bus_Inst 239)
B.A. elective course / minor requirement
Northwestern University, Business Institutions Program |
| 2002- 2004 | Marketing Strategy
MBA core course, Hyde Park Campus & Gleacher Center
University of Chicago Booth School of Business |
| 2001 | Consumer Behavior (Psych 314)
B.A. elective course
Northwestern University, School of Continuing Studies |
| 2000 | Culture, Language, and Cognition
Ph.D. student seminar (team taught, with Professors Medin and Waxman)
Northwestern University, Department of Psychology |
| 2000 | Special Topics in Social Cognition: The Self (Psych 314)
B.A. elective course
Northwestern University, School of Continuing Studies |

Teaching Assistantships: Interpersonal Relations, Introduction to Psychology, Psychology of Gender, Research Methods in Psychology, Social Psychology

UNIVERSITY SERVICE

Academic Advisor, Department of Psychology (2014 – present)

Faculty Fellow, Ayers College of Commerce and Industry (2013 – present)

PROFESSIONAL MEMBERSHIPS

American Psychological Association
Association for Consumer Research
Society for Personality and Social Psychology

EDITORIAL SERVICE

Ad hoc reviewer for:
Journal of Consumer Research
Journal of Experimental Social Psychology
Journal of Personality and Social Psychology
Psychological Science
National Science Foundation

PROFESSIONAL & VOLUNTEER EXPERIENCE

Co-founder and Director (2014 – present)
RPM Research, LLC, Chicago, IL
Consumer insights and marketing research design / analysis

Pro Bono Consultant / Project Manager (2012-present)
Brand Strategy
Taproot Foundation, Chicago, IL

Vice President (2013 - 2014)
Park Ridge Community Women, Park Ridge, IL

Production Coordinator (2011 - 2012)
Semaphore Media, Chicago, IL

Trustee / Board Member (2007 - 2011)
Village of North Barrington, North Barrington, IL

Date of C.V. Update: 9/2015