

PROMOTION RECOMMENDATION
The University of Michigan

Stephen M. Ross School of Business

David B. Wooten, Assistant Professor of Marketing, Stephen M. Ross School of Business, is recommended for promotion to Associate Professor of Marketing with tenure, Stephen M. Ross School of Business.

Academic Degrees

BA	1985	Georgia State University, J. Mack Robinson College of Business
MBA	1987	Stephen M. Ross School of Business, University of Michigan
PhD	1992	Stephen M. Ross School of Business, University of Michigan

Professional Record:

2000-Present	University of Michigan, Stephen M. Ross School of Business Assistant Professor of Marketing
1998-2000	University of Michigan, Stephen M. Ross School of Business Visiting Assistant Professor of Marketing
1994-1998	University of Florida, Warrington College of Business Assistant Professor of Marketing
1992-1994	Columbia University Assistant Professor of Marketing

Summary of Evaluation:

Research--Professor Wooten's research deals primarily with the effects of social identity, self-presentation, and of broader social influences, on consumption. Concerning the first, he investigates how situational factors and environmental cues affect a consumer's self-awareness of his or her ethnicity, and how this affects responses to ads or to other consumption decisions: does a consumer more aware of her minority status try to be seen more like the majority, or less like a minority? On the second, he studies how impression management concerns play out in domains such as gift-giving, focus group interactions, and response to apologies. The third of these streams deals with reference group effects: through what mechanisms do consumers form norms about what is appropriate? These three streams overlap, collectively examining the role of the self in social context and the consequences of this for marketplace behavior.

Professor Wooten's list of publications includes seven articles published in the two premier journals for scholarship on the topic of consumer behavior. The *Journal of Consumer Research* is a leading marketing journal and, unquestionably, the leading outlet for consumer research. The *Journal of Consumer Psychology* is the official journal of the Society for Consumer Psychology (APA Division 23) and the only other top tier marketing journal that specializes in consumer research. He has been the sole author of three articles that have appeared in these journals and the lead author of three others. In addition, his work on gift giving has been included and cited in other outlets in which distinguished qualitative researchers publish their work. The journals in which his work has been cited are among the most prestigious in marketing and psychology, i.e. the *Journal of Personality and Social Psychology*, *Psychological Bulletin*, *Journal of Applied Psychology*, and *Annual Review of Psychology*. In addition, his work has been cited in leading marketing journals,

the *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Consumer Psychology*.

Recent and Significant Publications:

Wooten, David B. "From Labeling Possessions to Possessing Labels: Ridicule and Socialization among Adolescents," *Journal of Consumer Research*, 33 (2), 188-198. 2006.

Wooten, David B. and Americus Reed II, "Playing it Safe: Susceptibility to Normative Influence and Protective Self-Presentation," *Journal of Consumer Research*, 31 (3), 551-556, 2004.

Reed, Americus II, **David B. Wooten**, and Lisa E. Bolton, "The Temporary Construction of Consumer Attitudes," *Journal of Consumer Psychology*, 12 (4), 375-388, 2002.

Wooten, David B., "Qualitative Steps Toward an Expanded Model of Anxiety in Gift Giving," *Journal of Consumer Research*, 27 (1), 84-95 (Cited in the *New York Times*, September 2, 2001), 2000.

Wooten, David B. and Americus Reed II, "A Conceptual Overview of the Self-Presentational Concerns and Response Tendencies of Focus Group Participants," *Journal of Consumer Psychology*, 9 (3), 141-153, 2000.

Wooten, David B., "Using Apologies to Overcome the Bumps in the Road to Redemption," in *An Executive Briefing on Crisis Leadership*, Erika H. James and Larry L. Smith (eds.). Darden Business Publishing, 45-51. 2006.

Wooten, David B. and Stacy L. Wood, "In the Spotlight: The Drama of Gift Reception," in *Contemporary Consumption Rituals: A Research Anthology*, Cele C. Otnes and Tina M. Lowrey (eds.). Mahwah, NJ: Lawrence Erlbaum Associates, Inc., 213-236. 2004

Service -- When Professor Wooten joined the faculty of the Ross School of Business at the University of Michigan it was with the understanding that he would have a reduced teaching load and that he would: (a) accept responsibility for the excessive service demands that he would undoubtedly encounter as one of few African-Americans on the faculty of an institution that touts its diversity and (b) protect the other junior faculty of color from similarly excessive demands. Professor Wooten's list of service contributions is abnormally long and heavily focused on efforts to increase the pipeline of diverse talent at every level of management education. His record of accomplishment in this domain is most striking. While some service demands are predictable in their timing and lacking in emotional content, such has not been the case with much of David's work in community building and deeply personal counseling of minority students at the School. He displays great empathy and understanding and fine judgment in his advice, whether being sought by new students, faculty colleagues or the Deans. His record of service also reflects his commitment to enhancing the quality of intellectual and everyday life in his department, school, university, and profession. He has served as coordinator of the departmental brown bags, coordinator of the Phelp's Lecture Series, and representative to the Midwest Marketing Camp for one year each. He coordinated the Marketing 300 subject pool and served as faculty representative to the Haring Symposium. He is currently entering his third year as the coordinator of our external speaker series. At the school level, in addition to his efforts to attract and retain a diverse student population, he has served two years on the Community Values and Standards Committee and one year on an admissions task force. He has sponsored research projects for the Undergraduate Research Opportunity Program (UROP) every year since 1999. In his role as a faculty sponsor for UROP, he has introduced freshmen and sophomores to his research program and the research process. UROP students have contributed to two of his recent articles published in the *Journal of Consumer Research* and several projects that are currently underway. He has served on the UROP Faculty Advisory Committee and, through this participation in UROP, the Advisory Committee for the Provost's Seminar on Research and Teaching. In addition, he is featured on the recruiting video for the University of Michigan.

His service to the profession includes serving as an editorial review board member for the *Journal of Consumer Research* and as an ad hoc reviewer for 13 different journals for marketing and other applied behavioral science scholars. In addition, he has regularly reviewed competitive papers for major marketing conferences, participated on a panel for the Association for Consumer Research Doctoral Symposium, and twice served on the planning committee for the Association for Consumer Research Conferences.

Teaching -- Professor Wooten is capable of getting very high overall teaching ratings in some courses (4.72 in Winter 2000, 4.82 in Winter 2001, both at the BBA level). However, his typical classroom performance tends to be around 4 on our 5-point scale, somewhat below the departmental average. It should be noted that his most recent ratings were clearly hurt by his not being kept fully involved in the MBA Core class makeover due to his service requirements, and the possibly insufficient time he has had to merge his existing course materials with some of the changes wrought by the recent makeover. Further, he has not yet had the opportunity to teach an elective that plays to his research strengths. Thus we would rate his teaching performance to be acceptable but not outstanding.

External Reviewers:

Reviewer (A)

"Professor Wooten's research makes a valuable contribution to the literature because he addresses important issues to our field and does so in a way that advances theory. A major strength of his research is that it is fairly programmatic, in that most of his publications address how impression management and self presentation issues influence consumer behavior. This is an issue of long standing interest in our field because of its recognized importance."

Reviewer (B)

"Let me first of all state that I unequivocally support his appointment to associate professor with tenure based on the materials I have reviewed. I have evaluated David's record in terms of his contribution to business scholarship and the impact of his body of work, as well as considering promise for continued growth. I particularly am impressed by David's effort to ground his work in sound theory. Much of the early work on race and ethnicity was mainly descriptive. However, David has moved significantly beyond that by bringing in theoretical underpinnings and drawing on the situational ethnicity and self-awareness literatures."

Reviewer (C)

"To begin he has published seven journal articles, with three publications in the *Journal of Consumer Research* and four articles in the *Journal of Consumer Psychology*. These journals are very highly regarded publication outlets in marketing and consumer research. Importantly, most of these publications have come in the last six or seven years and during his period at the University of Michigan. Lastly, Professor Wooten is apparently an effective teacher at both the graduate and undergraduate levels. In addition, he has been extremely active professionally for an assistant professor. This professional activity includes frequent reviewing for conferences and journals, as well as active participation in the American Marketing Association and the Association for Consumer Research and a seemingly large committee commitment at the university and departmental level."

Reviewer (D)

"I am impressed with his careful scholarship and I think tenure and promotion are easily in order. His vita attests to his success and productivity. Professor Wooten has a number of clear "A" hits,

especially for the short time since his degree – the JCRs and JCPs (which are counting as A or A- at most top schools now) are impressive. His contributions to consumer behavior research are strong theoretical and clean empirical articles. In sum, I strongly endorse that Professor David Wooten be tenured at Associate.”

Reviewer (E)

“Professor Wooten’s research is primarily in the area of consumer decision-making with specific emphasis on examining social context. His research has systematically investigated contextual effects across three major topics – social identity, self-presentation and social influences. In general, his research has made a very major contribution to consumer behavior literature. His publications will continue to generate a high level of interest and discussion among consumer behavior researchers. For all these reasons, I very strongly endorse Professor Wooten’s potential for continued high quality scholarly research. I have no doubt that he will continue to be a very productive researcher.”

Reviewer (F)

“In most of his work, David focuses on understanding some aspect of how impression management affects consumption. That he does so in a variety of contexts (e.g., gift giving, adolescent consumption socialization, the effect of apologies by service providers) speaks well of his fluency with the literature and his creativity. Yet, what is truly impressive about David’s work is that he can move deftly from one research paradigm (e.g. modeling or experimental) to another (e.g., his qualitative work). In short, David is known for producing high-quality, thoughtful pieces that explore interesting holes that have previously been overlooked. In short, I highly and unreservedly recommend David Wooten for tenure at the University of Michigan.”

Summary of Recommendation:

The outside reviewers comments and its placement in the top journals in the field attest to the quality of Professor Wooten’s research. While the quantity produced may be viewed as somewhat small given the length of time he has been a professor here and elsewhere, his productivity at Michigan has been quite good.

He has a unique capability to provide a vital service role at the School. He has been a great success in that role and the benefit to the School has been truly outstanding on occasion. However, the case for promotion is really made by the quality of his research contributions and outstanding service to the Ross community, University, and the broader field of management education. With this in mind, the Executive Committee and I strongly recommend Professor Wooten’s promotion and tenure effective September 1, 2007.



Robert J. Dolan, Dean
Stephen M. Ross School of Business

May 2007