

PROMOTION RECOMMENDATION
The University of Michigan
Stephen M. Ross School of Business

David B. Wooten, associate professor of marketing, with tenure, Stephen M. Ross School of Business, is recommended for promotion to professor of marketing, with tenure, Stephen M. Ross School of Business.

Academic Degrees

Ph.D.	1992	University of Michigan, Stephen M. Ross School of Business
M.B.A.	1987	University of Michigan, Stephen M. Ross School of Business
B.B.A.	1985	Georgia State University

Professional Record:

2016-Present	Interim Faculty Director for Diversity and Inclusion, University of Michigan, Stephen M. Ross School of Business
2010-Present	Alfred L. Edwards Collegiate Professor, University of Michigan, Stephen M. Ross School of Business
2007-Present	Associate Professor of Marketing, University of Michigan, Stephen M. Ross School of Business
2000-2007	Assistant Professor of Marketing, University of Michigan, Stephen M. Ross School of Business
1998-2000	Visiting Assistant Professor of Marketing, University of Michigan, Stephen M. Ross School of Business
1994-1998	Assistant Professor of Marketing, University of Florida, Warrington College of Business
1992-1994	Assistant Professor of Marketing, Columbia University

Summary of Evaluation:

Teaching: Professor Wooten has established himself as a very successful teacher in the B.B.A. program at Ross, a program which we are expanding very successfully and whose importance is growing for the school. His Ph.D. teaching also has been excellent. An external reviewer noted that Professor Wooten is a very good teacher who adheres to a high standard of teaching excellence.

Research: Professor Wooten's research focuses on two areas, consumer self-presentation (under the broad area of consumer identity) and social influence on consumption. The use of qualitative methods also places him as a scholar in an area of marketing research known as Consumer Culture and Theory (CCT). Professor Wooten learned how to do CCT research after obtaining his Ph.D., a difficult and time-consuming undertaking. He is currently the only faculty member in the marketing area who does qualitative research and is considered a CCT researcher. Professor Wooten has produced high quality papers as evidenced by being a finalist for the *Journal of Consumer Research* best paper award in 2009 (a big honor), an early version of his *Journal of Consumer Psychology* 2013 paper garnering the best paper award at the Society of Consumer Psychology conference in 2011 and also being cited as a general methodological contribution. His participation in the CCT area also brings a unique skill set to the marketing area.

Recent and Significant Publications:

“When Boastful Word of Mouth Helps versus Hurts Social Perceptions and Persuasion,” with Grant Packard and Andrew D. Gershoff (accepted in January, 2016, *Journal of Consumer Research*).

Packard, Grant and David B. Wooten (2013), “Compensatory Knowledge Signaling in Consumer Word-of-Mouth,” *Journal of Consumer Psychology*, 23 (4), 434-50. (Best Competitive Paper Award for the 2011 Society of Consumer Psychology Conference).

Wooten, David B. (2006), “From Labeling Possessions to Possessing Labels: Ridicule and Socialization among Adolescents,” *Journal of Consumer Research*, 33 (2), 188-198. (Finalist for the 2009 Best Article Award).

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

Wooten, David B. (2000), “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).

Service: On the service dimension, Professor Wooten has contributed in very important ways to the marketing area, the Ross School, the University of Michigan, and the consumer behavior field.

At the school level, he has carried a large burden over the last six years, taking on big roles, such as running the marketing area external review process, serving as interim area chair, and serving on the area Doctoral Committee. At Ross, he has run the Hosmer series, is the chair of the Ross Diversity and Inclusion Committee, and the chair of the Board of Trustees of the Consortium for Graduate Study in Management. In addition, over the years, he has mentored, both formally and informally, a large number of underrepresented minority students (both undergraduate and graduate).

At the university level, Professor Wooten is the chair of the Academic Performance Committee and is serving this year on the dean’s Search Advisory Committee. In recognition of his contributions to increasing diversity at the University of Michigan, he was awarded the University of Michigan’s Harold R. Johnson Diversity Service Award in 2007.

In his field, Professor Wooten has played a major role on furthering the cause of doctoral education, especially for underrepresented minorities via the Ph.D. Project. These contributions have been recognized with the 2015 Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence given at the field level. He has organized conferences and currently serves as an associate editor at the *Journal of Consumer Psychology*, a top consumer research journal, and is on the editorial board of the *Journal of Consumer Research*, also a top consumer research journal. Professor Wooten’s service contributions are significantly above the bar.

External Reviewers:

Reviewer A: “...David is a thoughtful and innovative scholar who does excellent work, publishes exclusively in the top journals in consumer research... ...these include some important and influential papers. David would earn the rank of full professor in my department... ...I believe he should be rewarded with the same rank at Michigan.”

Reviewer B: "...I've been impressed with Professor Wooten's work over the years, and with him as a colleague and a person. He's a very good person who gives of himself to others in the field regularly."

Reviewer C: "He has clearly been committed to producing high quality and impactful research. His service contributions have also been outstanding. He is a quality scholar and is a credit to the field and his University. Thus, I support his appointment to the rank of Full Professor at the Ross School of Business at the University of Michigan."

Reviewer D: "This is an easy case. Professor Wooten is performing with excellence on all dimensions, and he would be a strong asset for any competitive business school. I fully support the promotion to Professor for David Wooten with no reservations."

Reviewer E: "Professor Wooten clearly meets the bar for research and teaching and far exceeds the bar for service. He has several publications in top journals as well as a healthy pipeline of papers under review. His research streams are well-defined and he has a number of papers representing each stream. I am confident he will continue to be as productive in the future and will serve as a good role model to the doctoral students under his care. His list of service assignments is significantly longer than any I have seen and I believe his call to service reflects the Ross School's commitment to enhancing diversity and inclusion. I enthusiastically support your decision to promote Professor Wooten to Full Professor at the Ross School of Business."

Summary of Recommendation:

Professor Wooten has a strong teaching record, is making a unique research contribution to the marketing area within Ross and to the profession as a whole, and is an outstanding service contributor. With this in mind, I recommend David B. Wooten for promotion to professor of marketing, with tenure, Stephen M. Ross School of Business.

Alison Davis-Blake

Alison Davis-Blake
Edward J. Frey Dean of Business
Stephen M. Ross School of Business

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