MELANIE BRUCKS

Columbia Business School
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New York, NY 10027

mb4598@columbia.edu

EMPLOYMENT

Columbia Business School 2019 – Present
Associate Professor of Marketing (2026 – Present)
Assistant Professor of Marketing (2020 – 2026)
Instructor of Marketing (2019)

EDUCATION

Stanford University, Graduate School of Business 2014 – 2019
Ph.D., Marketing

University of Arizona 2009 – 2013
B.S. with Honors, Psychology with Chemistry Minor
summa cum laude

RESEARCH INTERESTS

- Creativity and Innovation
- Effect of Technology on Consumer Behavior
- Process Tracking (e.g., eye gaze, response time, video coding)

PUBLICATIONS & MANUSCRIPTS UNDER REVIEW (*equal authorship,ᴪgraduate student)

Brucks, Melanie*, Oh, Travis*, Horton, Carl*, and Iyengar, Sheena, "Categorical Expansion: A Consumer-Based Theory of Perceived Creativity" (under review at *JM*)

Deng, Yutingᴪ, **Melanie Brucks**, and Olivier Toubia, "Brief Commentary: A Cognitive Framework for Idea Diversity in Large Language Models" (under review at *JCR*)

Meier, Stephan*, **Melanie Brucks***, Linda Argote, Nicholas Bloom, Sara Kiesler, and Paul Leonardi. "When In-Person Work Matters and How to Design It," (R&R at *Nature*)

Duke, Kristen*, **Melanie Brucks***, and Daniella Turetski "Anticipating Giving Feedback Shapes What Consumers Notice and Recommend" (R&R at *JCR*)

Malter, Maayan[ψ]*, **Melanie Brucks***, and Gita Johar, "How Misperceptions of Disabled Consumers' Needs Distort Marketplace Decisions" (under review at *JCR*)

Peng, Tianyi, **Melanie Brucks,** George Gui… Olivier Toubia (2026), "Digital Twins Are Funhouse Mirrors: Five Systematic Distortions," *Science Advances*, 12(36), eaeh8260

Brucks, Melanie*, Rifkin, Jacqueline*, and Jeff Johnson (2026), "Video-call Glitches Trigger Uncanniness and Harm Consequential Life Outcomes," *Nature*, 650, 409-416.

- 2026 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- Select Media Coverage: NPR, Gizmodo, Sueddeutsche Zeitung, El País, Der Spiegel, The Register, LinkedIn News, SciShow
- Select Policy Impact: FWD.us, Benton Institute

Brucks, Melanie and Jonathan Levav (2026), "Kinesthetic Properties of Response Scales Yield Different Judgments," *Journal of Consumer Research* 52.6, 1172-1191.

- Select Media Coverage: Stanford Insights, Business Talk

Brucks, Melanie* and Olivier Toubia* (2025), "Prompt Architecture Induces Methodological Artifacts in Large Language Models," *PLoS One* 20.4: e0319159.

Huang, Szu-chi*, **Melanie Brucks***, Jaehwan Song, Margaret C. Campbell (2024), "Beyond achievement: Transformation mindset enhances authenticity after goal success," *Motivation Science, 10*(3), 171–181

Brucks, Melanie and Jonathan Levav (2022) "Virtual Communication Curbs Creative Idea Generation," *Nature,* 605(7908), 108-112.

- Select Media Coverage: The Washington Post, The Atlantic, CNN, The Guardian, Scientific American, El País, BBC
- Select Policy Impact: UNESCO (2022), Federal Reserve Bank of San Francisco (2023), NBER (2024)

Brucks, Melanie and Szu-chi Huang (2020), "Does Practice Make Perfect? The Contrasting Effects of Repeated Practice on Creativity," *Journal of the Association for Consumer Research* 5(3), 291-301.

- Select Media Coverage: Stanford Insights, Fast Company

Kupor, Daniella, **Melanie Brucks** and Szu-chi Huang (2019), "And the Winner is…? Forecasting the Outcome of Others' Competitive Efforts," *Journal of Personality and Social Psychology,* 117(3), 500-521.

Carey, Angela L., **Melanie Brucks**, Albrecht C.P. Kufner, Nicholas Holtzman, Fenne große Deters, Mitja D. Back, M. Brent Donnellan, James W. Pennebaker, and Matthias R. Mehl (2015), "Narcissism and the Use of Personal Pronouns: Revisited," *Journal of Personality and Social Psychology*, 109(3), e1–e15.

Sarkar, Sujata, Shivali Justa, **Melanie Brucks**, Judith L. Endres, David A. Fox, Xiaoqun Zhou, Fatima Alnaimat, Brian Whitaker, John C. Wheeler, Brian H. Jones and Swaroopa R. Bommireddy (2014), "IL-17A, F, and AF in inflammation: a study in collagen induced arthritis and rheumatoid arthritis," *Clinical & Experimental Immunology*, 177(3), 652–661.

WORKING PAPERS

Brucks, Melanie, Szu-chi Huang, and Reto Hoffstetter, "The Creativity Paradox: Soliciting Creative Ideas Undermines Ideation"

Brucks, Melanie* and Alisa Wu$^{\Psi}$*, "Language Properties of Successful Collaborative Conversations"

SELECTED WORKS IN PROGRESS

"The Great Equalizer: Does Virtual Interaction Reduce Gender Disparities in Classroom Participation?" with Jonathan Atwell, Adina Sterling, and Jonathan Levav

"Twin Talk" with Olivier Toubia

"Zoom Filters" with Jing Liu

NON-ACADEMIC PUBLICATIONS (*equal authorship)

Rifkin, Jacqueline* and **Brucks, Melanie*** "A Video Glitch During a Job Interview Is Harmless, Right? Hardly." *The Wall Street Journal*, February 20, 2026.

HONORS AND AWARDS

Business, Government, and Society (BGS) Research Fund Grant ($75,000) 2022

Jerome A. Chazen Institute for Global Business Grant ($8,750) 2022

Bernstein Center Faculty Grant ($10,000) 2022

Best Talk Award (in track) at the Society for Consumer Psychology Conference 2022

Provost's Research Grant for Junior Faculty who Contribute to the Diversity Goals ($25,000) 2019

AMA-Sheth Foundation Doctoral Consortium Fellow 2017

Jaedicke Award 2014
Stanford Graduate School of Business

William James Psychology Award for Excellence in Undergraduate Research 2013
University of Arizona

Phi Beta Kappa 2013
University of Arizona

CONFERENCE PRESENTATIONS (*presenter)

"Making the Impossible Possible: How LLMs Are Rewriting the Boundaries of Choice Research," (2026, August). Invited participant at the 13th Triennial Invitational Choice Symposium, Vail, CO.

"Improving Behavioral Research with Generative Artificial Intelligence" (2025, October). Roundtable panelist at Association for Consumer Research (ACR), Washington, DC.

Brucks, Melanie*, Alisa Wu (2025, October). "Conversations with cognitively similar others benefit subsequent solitary idea generation" Association for Consumer Research (ACR), Washington, DC.

Deng, Yuting*, **Brucks, Melanie** & Toubia, Olivier (2025, October). "Improving the Diversity of Creative Output from LLMs," Association for Consumer Research (ACR), Washington, DC.

Malter, Maayan*, **Brucks, Melanie** & Johar, Gita (2024, September). "Perceptions of Disability: Effects on New Product Design and Marketing," Association for Consumer Research (ACR), Paris, France.

"Accessibility and Disability in Consumer Research" (2023, October). Roundtable panelist at Association for Consumer Research (ACR), Seattle, WA.

"Emerging Technologies and Consumer Well-being: Peril and Promise" (2023, October). Roundtable panelist at Association for Consumer Research (ACR), Seattle, WA.

Brucks, Melanie*, Duke, Kristen & Turetski, Daniella (2023, October). "Anticipating Giving Feedback Changes Consumers' Feedback," Association for Consumer Research (ACR), Seattle, WA.

Brucks, Melanie, Rifkin, Jacqueline* & Johnson, Jeff (2023, August). "Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection," 12th Triennial Invitational Choice Symposium, Fontainebleau, France.

Brucks, Melanie, Rifkin, Jacqueline* & Johnson, Jeff (2023, March). "Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection," Society for Consumer Psychology (SCP), San Juan, PR.

Brucks, Melanie, Duke, Kristen* & Turetski, Daniella (2023, March). "Anticipating Giving Feedback Changes Consumers' Feedback," Society for Consumer Psychology (SCP), San Juan, PR.

"Rethinking Consumer Health and Well-Being in a New Reality" Roundtable panelist at the Virtual Winter American Marketing Association (AMA)

Brucks, Melanie*, Rifkin, Jacqueline & Johnson, Jeff (2022, October). "Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection," Association for Consumer Research (ACR), Denver, CO.

Brucks, Melanie, Duke, Kristen & Turetski, Daniella* (2022, November). "Anticipating Giving Feedback Changes Consumers' Feedback," Society for Judgment and Decision Making (SJDM), San Diego, CA.

Brucks, Melanie* & and Huang, Szu-chi (2022, August). "Does Practice Make Perfect? The Contrasting Effects of Repetition on Creativity," Academy of Management (AOM), Seattle, WA.

Brucks, Melanie & Wu, Alisa* (2022, March). "Language properties of successful collaborative conversations," Society for Consumer Psychology (SCP), online

Kim, Sonia & **Brucks, Melanie*** (2022, March). "The Psychological Ownership of Ideas," Society for Consumer Psychology (SCP), online

Song, Jaehwan*, **Brucks, Melanie**, Campbell, Margaret, and Huang, Szu-chi (2022, February), "Transformation Mindset Facilitates Authenticity Post Goal Attainment. Society of Personality and Social Psychology (SPSP), online

Brucks, Melanie* & Levav, Jonathan (2021, September). "How the Kinesthetic Properties of a Response Scale Affect Judgment," Society for Consumer Psychology Boutique: Numerical Markers, Tucson, AZ

Brucks, Melanie* & Levav, Jonathan (2019, October). "Technology-Mediated Innovation," Association for Consumer Research (ACR), Atlanta, GA.

Brucks, Melanie* & Levav, Jonathan (2019, June). "Technology-Mediated Innovation," Society for Consumer Psychology Boutique: Consumers and Technology, HEC Montreal, Canada.

Brucks, Melanie* & Huang, Szu-chi (2018, February). "The Pursuit of Creativity in Idea Generation Contests," American Marketing Association (AMA), New Orleans, LA

Brucks, Melanie* & Levav, Jonathan (2018, February). "How the Kinesthetic Properties of a Response Scale Affect Judgment," Society for Consumer Psychology (SCP), Dallas, TX.

Brucks, Melanie* & Levav, Jonathan (2017, October). "How the Kinesthetic Properties of a Response Scale Affect Judgment." Association for Consumer Research (ACR), San Diego, CA.

Brucks, Melanie* & Huang, Szu-chi. (2017, April). "The Pursuit of Creativity in Idea Generation Contests," Annual Whitebox Advisors Graduate Student Conference, New Haven, CT.

Brucks, Melanie* & Huang, Szu-chi. (2017, February). "The Pursuit of Creativity in Idea Generation Contests," Society for Consumer Psychology (SCP), San Francisco, CA.

Brucks, Melanie* & Huang, Szu-chi. (2016, October). "The Pursuit of Creativity in Idea Generation Contests," Association for Consumer Research (ACR), Berlin, Germany.

TEACHING EXPERIENCE

Foundations of Product Innovation 2020–present
Columbia Business School (MBA, EMBA)

Marketing Decisions and Methods Summer 2024
Columbia Business School (PhD)

Introduction to Statistics in Psychology 2011–2013
Weekly Review Instructor, University of Arizona (undergraduate)

ACADEMIC SERVICE

Mentorship

Dissertation Committee, Jing Liu, Columbia Business School — expected 2027
Dissertation Committee, Daniel Russman, Columbia Business School — 2026
Dissertation Committee, Alisa Wu, Columbia Business School — 2024
Co-Advisor, Maayan Malter, Columbia Business School — 2024

- 2024 John A. Howard/AMA Dissertation Award
- Psychology of Technology Network Dissertation Award

Doctoral Consortium Mentor, Association for Consumer Research — 2025
Doctoral Consortium Mentor, Society for Consumer Psychology — 2026

Editorial

Editorial Review Board, Journal of Consumer Research — 2026–pres.
Editorial Review Board, Journal of Consumer Psychology — 2026
Associate Editor, Association for Consumer Research Conference, DC — 2025
Editorial Review Board, Marketing Letters — 2023–2024

Professional

Member, Strategic Planning Task Force Association for Consumer Research — 2026–pres.

Ad Hoc Reviewing

Acta Psychologica
American Psychologist
Journal of the Association for Consumer Research
Journal of Consumer Research

Journal of Experimental Psychology: General
Journal of Marketing
Marketing Science
Marketing Letters
Nature
Personality and Social Psychology Bulletin
PLoS One
Proceedings of the National Academy of Sciences
PNAS Nexus
Conference reviewer: Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making

INVITED TALKS

Vanderbilt Marketing Camp	2027
Wharton Paul Green Marketing Camp	2027
INSEAD	2027
Rotterdam School of Management, Erasmus University	2026
Stanford Graduate School of Business Marketing Camp	2026
Yale InsightsOn Conference	2026
Four Schools Conference, NYU	2026
Temple University	2025
Emory Marketing Camp	2025
University of Alberta	2025
Wharton Decision Processes Colloquia	2024
University of Toronto	2024
National Institutes of Health: Conference on the future of conferences	2024
London Business School	2024
Cornell University	2024
University of Texas at Austin	2024
Drexel University	2023
Chicago Booth School of Business's Center for Decision Research	2023
Yeshiva University	2023
Plenary Speaker Wharton Psychology of Technology Conference	2022
UCLA Behavioral Decision-Making Brown Bag	2021
Uber Behavioral Science Symposium	2019
University of California, Berkeley	2019
University of Arizona	2019
University of California, Los Angeles	2018
University of California, San Diego	2018
University of Pennsylvania	2018
University of Georgia	2018
Northwestern University	2018

Yale University	2018
Dartmouth College	2018
Columbia University	2018
University of Southern California	2018

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest:

- Event Speaker for PIP Consulting Group: “Hybrid Innovation: Navigating Idea Generation, Selection, and Communication Across Virtual and Physical Spaces”