

## ANNA R. McALISTER

376 Hale Street  
Beverly MA 01915

734 355 3758  
amcalister@endicott.edu  
www.anna-mcalister.com

### EDUCATION

- 2007-2009**      **Postdoctoral Fellowship, Marketing**  
UQ Business School, The University of Queensland, Australia
- 2003-2006**      **Ph.D., Psychology**  
School of Psychology, The University of Queensland, Australia
- 2004-2005**      **Graduate Certificate in Education (Higher Education)**  
School of Education, The University of Queensland, Australia
- 1998-2002**      **Bachelor of Psychological Science (Honors I)**  
School of Psychology, The University of Queensland, Australia

### EMPLOYMENT

- 2015 – present**      **Curtis L. Gerrish School of Business, Endicott College**  
Associate Professor  
*I teach undergraduate courses in Marketing and Business Research. Consumer Behavior and Marketing are offered as online courses, as well as in the classroom. Business Analysis and Research is taught using a service learning approach with a real world business client, and I teach Contemporary Issues in Marketing as a seminar course. I also maintain a research stream focused on children's responses to marketing, including food and beverage marketing. I advise 25 undergraduate students and am the faculty advisor for Charity Craft Club and Mortar Board.*
- 2012 – present**      **Advertising + Public Relations, Michigan State University**  
Assistant Professor  
*This was a full time position from 2012-2015. I am now working part time as an online instructor. In my full time position, I taught a graduate seminar in public policy issues surrounding marketing to children as well as undergraduate courses in Consumer Behavior and Advertising Management. I also maintained a research stream focused on children's responses to marketing, including food and beverage marketing, alcohol promotions, and anti-cyberbullying messages in social media. I advised masters and doctoral students and included undergraduate students in my research projects. As the associate director of Children's Central, I helped to coordinate a global network of scholars who research the effects of advertising and marketing on children of all ages. I also served as the coordinator of two separate research participant pools for the College of Communication Arts and Sciences.*

*In my current part time appointment, I teach Consumer Behavior and Advertising & Society online at the undergraduate level. At the graduate level, I teach Persuasion Techniques for Working Professionals (CAS828) and Evaluation Techniques for Working Professionals (CAS829). These courses are part of the core curriculum for the Masters in Strategic Communication program. I also continue to coordinate the research participant pools that I established in 2014.*

**2010 – 2012 Consumer Science, University of Wisconsin - Madison**  
Lecturer

*This role involved teaching undergraduate courses in Consumer Behavior, Consumer Information (including theories of information processing and memory), International Retailing, Direct Retailing, Applied Economics, and the capstone course in Consumer Science. I also served on the committees of doctoral students from the Nelson Institute, and the School of Journalism and Mass Communication.*

**2004 – 2010 UQ Business School, The University of Queensland (Brisbane, Australia)**  
Postdoctoral Research Fellow (Jan 2007 – Dec 2009)  
Lecturer (Feb 2006 – Feb 2010)

Research Assistant (Aug 2004 – Dec 2006)  
*My postdoctoral fellowship was supervised by Professor Cornwell. One research stream focused on children's responses to marketing communications. Another stream focused on adults' memories for learned sponsorship information. Sponsorship research was also the focus of my work as an RA. The teaching position involved undergraduate and graduate level courses in Consumer Behavior, Research Methods, and Ad Management.*

**2003 – 2006 School of Psychology, The University of Queensland (Brisbane, Australia)**  
Part Time Lecturer (July 2006 – Nov 2006)  
Research Assistant (Oct 2003 – Dec 2006)  
Teaching Assistant (Feb 2003 – Nov 2004)

*I taught a junior level course in Psychological Testing, and was TA for a variety of undergraduate courses including Research Methods, Survey Design, and Statistics. One RA job involved working in an organizational psychology lab. I conducted research on links between personality and employee satisfaction, as well as assessments of social deviance and delinquent behavior. In a different RA position, I conducted research to examine preschool children's social and cognitive development.*

**Summer 05/06 Colmar Brunton Research (Brisbane, Australia)**  
Research Consultant

*In this full time position, my primary role was as a data analyst, using SPSS and Excel, as well as other specialized programs to assess the effectiveness of various clients' advertising campaigns. Working in small teams, we dealt with large datasets for each client, to run media analytics and assess ROI across different segments.*

**2005 School of Psychology, James Cook University (Townsville, Australia)**  
Research Assistant

*In this role I collected and analyzed data for personality studies among adults.*

- 2002 - 2003 Queensland Health (Brisbane, Australia)**  
 Quitline Telephone Counselor (smoking cessation program)  
*I used my knowledge of Applied Behavior Analysis to develop tailored behavior change plans for individual clients. Smokers would phone in to receive information and advice about quitting smoking, as well as receiving counseling. I used a CATI system to respond to calls, and maintained a database of caller information.*
- 2003 Chandler Macleod Group and Marketshare (Brisbane, Australia)**  
 Data Analyst / Consultant  
*My primary role was to analyze survey data using SPSS. I also dealt with syndicated data that were used to generate demand forecasts, mostly for FMCG.*

## RESEARCH INTERESTS

- Children and Marketing:**
- How children learn about food via marketing communications
  - Marketing messages on social networks (e.g., alcohol promotions, anti-bullying)
  - Consumer socialization and child development (social, cognitive, and language development)
- Public Policy:**
- Food branding as it relates to taste preferences and eating habits
  - Children’s financial literacy and nutrition literacy
  - Child-parent conflict versus compliance in dietary choices
  - Unit pricing and its role in consumers’ perceptions of food (value and health)
- Cognition:**
- Memory for learned sponsorship information (recognition, recall, interference)

## RESEARCH GRANTS – FUNDED

McAlister, Anna R. (2018-2019), Endicott College Faculty Research Award, “Effects of Automatically Generated Social Media Advertising Messages on Perceptions of Self, as well as Attitudes and Behavioral Intentions,” US\$1,200.

McAlister, Anna R. (2017-2018), Endicott College Faculty Research Award, “Kids’ Meal Offerings on Restaurant Menus,” US\$2,300.

McAlister, Anna R. (2016-2017), Endicott College Faculty Research Award, “Influence of Unit Pricing on Food Choice,” US\$2,600.

Richards, Jef I., Saleem Alhabash, Elizabeth Taylor Quilliam, and Anna R. McAlister (September 2015 – December 2016), Michigan Applied Public Policy Research Grant, “Psychophysiological Responses to Alcohol Marketing on Social Media among Underage Minors: Policy Implications,” US\$20,000.

Quilliam, Elizabeth Taylor, Anna R. McAlister, Kenneth Levine, and Vernon Miller (June 2015 – June 2016), STEM Research Pilot Funding, “Curious Crew Research Collaboration: Socialization to Science, Active Involvement and STEM Interest,” US\$15,000.

Cash, Sean B., Anna R. McAlister, and Christina Economos (January 2014 – February 2016), National Institute of Food and Agriculture (Agriculture and Food Research Initiative), “A Retail Coupon Intervention to Promote Healthy Snack Options among Adolescents in Convenience Stores: The CHOMPS Pilot Project,” US\$149,988.

McAlister, Anna R., and Rachel Wildt (August 2014 – May 2015), University Undergraduate Research and Arts Forum, “Differences in Marketplace Knowledge: A Comparison of Advertising Majors vs Students from other Fields,” US\$750.

McAlister, Anna R. (2014 – 2015), Michigan State University Department of Advertising + Public Relations Research Grant, “Language Development and Marketplace Knowledge,” US\$9,820.

McAlister, Anna R. and Sean B. Cash (June 2012 – January 2014), Cornell Center for Behavioral Economics in Child Nutrition Programs – Small Grants Program, “Salience and Understanding of School Lunch Interventions Involving Pre-Commitment to Purchase Decisions,” US\$14,216.

Cash, Sean B., Anna R. McAlister, and Wiktor L. Adamowicz (April 2012 – March 2013), Agriculture and Agri-Food Canada, Consumer and Market Demand Research Policy Network, “Modeling and Understanding Children’s Food Choices: The Influence of Developmental Differences on Children’s Responses to Information and Attributes of School Meals,” CA\$24,800.

Cash, Sean B., and Anna R. McAlister (2010 – 2011), Research Planning Grant to Support Application of Behavioral Economics in USDA’s Child Nutrition Programs, “Influence of Developmental Differences on Children’s Response to Information on Foods,” US\$25,000.

McAlister, Anna R. (2009), University of Queensland Early Career Researcher Grant, “Children’s Development of Taste Preferences and Consumption Patterns: The Roles of Advertising and Food Branding,” AUD\$13,550.

Cornwell, T. Bettina, Michael S. Humphreys, and Anna R. McAlister (2007 – 2009), Australian Research Council Discovery Grant, “Effective Marketing Communication: Pre-existing Knowledge Structures and Contextual Effects,” AUD\$746,986.

## PUBLICATIONS

### Refereed Journal Articles:

Albuquerque, Paulo, Merrie Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R. McAlister, & Sophie Nicklaus (2018), “Persuading children: Long-lasting influences on children’s food consideration sets, choices, and consumption,” *Customer Needs & Solutions*, 5(1-2), 38-50. DOI: 10.1007/s40547-017-0083-x

Kononova, Anastasia, Anna R. McAlister, Hyun Jung Oh (2018), “Screen overload: Pleasant multitasking with screen devices leads to the choice of healthful over less healthful snacks when compared with unpleasant multitasking,” *Computers in Human Behavior*, 80, 1-11.

Lapierre, Matthew A., Frances Fleming-Milici, Esther Rozendaal, Anna R. McAlister, and Jessica Castonguay (2017). “The Effect of Advertising on Children and Adolescents,” *Pediatrics*, 140, S2, 152-156.

Hartmann, Monika, Sean B. Cash, Ching-Hua Yeh, Stefanie C. Landwehr, and Anna R. McAlister (2017) “Children’s purchase behavior in the snack market: Can branding or lower prices motivate healthier choices?” *Appetite*, 117, 247-254.

- Lehnerd, Megan E., Anna R. McAlister, Christina D. Economos, W.L. Adamowicz, Suzanne R. Howell, Kaela Plank, Allison L. Gallop, and Sean B. Cash (2017), "Influencing the Child Shopper with Coupons in Corner Stores: The CHOMPS Pilot Project," *Journal of Nutrition Education and Behavior*, 49(7S1), S12.
- Kelly, S., Len Coote, T. Bettina Cornwell, and Anna R. McAlister (2017), "Mellowing Skeptical Consumers: An Examination of Sponsorship-Linked Advertising," *International Journal of Sport Communication*, 10(1), 58-84.
- McAlister, Anna R., and Danielle M. Bargh (2016), "Dissuasion: The Elaboration Likelihood Model and Young Children," *Young Consumers*, 17(3) 210-225.
- Alhabash, Saleem, Anna R. McAlister, Wonkyung Kim, Chen Lou, Carie Cunningham, Elizabeth Taylor Quilliam, and Jef I. Richards (2016), "Saw It on Facebook, Drank It at the Bar! Effects of Exposure to Facebook Alcohol Ads on Alcohol-Related Behaviors," *Journal of Interactive Advertising*, 16(1), 44-58.
- Cash, Sean B., Anna R. McAlister, Christina D. Economos, Megan E. Lehnerd, Wiktor L. Adamowicz, Suzanne R. Howell, E. L. Satin-Hernandez, and Allison L. Gallop (2016), "The Use of Coupons to Motivate Healthier Snack Food Choices Among Children: Results of the CHOMPS Pilot," *Journal of Nutrition Education and Behavior*, 48(7), S114-S115.
- Cash, Sean, Anna R. McAlister, Christina Economos, Megan Lehnerd, and Katie Panarella (2015), "Can Coupons Get Kids to Buy Healthier Snacks? A Multi-Disciplinary Pilot Intervention," *Journal of Nutrition Education and Behavior*, 47(4), S106.
- Alhabash, Saleem, Anna R. McAlister, Chen Lou, and Amy Hagerstrom (2015), "From Clicks to Behaviors: The Mediating Effect of Intentions to Like, Share, and Comment on the Relationship Between Message Evaluations and Offline Behavioral Intentions," *Journal of Interactive Advertising*, 15(2), 82-96.
- Alhabash, Saleem, Anna R. McAlister, Elizabeth Quilliam, Jef I. Richards, and Chen Lou (2015), "Alcohol's Getting a bit More Social: When Alcohol Marketing Messages on Facebook Increase Young Adults' Intentions to Imbibe," *Mass Communication and Society*, 18(3), 350-375.
- Alhabash, Saleem and Anna R. McAlister (2015), "Redefining Virality in Less Broad Strokes: Predicting Viral Behavioral Intentions from Motivations and Uses of Facebook and Twitter," *New Media & Society*, 17(8), 1317-1339.
- Cornwell, T. Bettina, Anna R. McAlister, and Nancy Polmear-Swendris (2014), "Children's Knowledge of Packaged and Fast Food Brands and Child BMI: Why the Relationship Matters for Policy Makers," *Appetite*, 81(1), 277-283.
- McAlister, Anna and Candida C. Peterson (2013), "Siblings, Theory of Mind and Executive Functioning in Children Aged 3 to 6 Years: New Longitudinal Evidence," *Child Development*, 84(4), 1442-1458.
- McAlister, Anna R. and T. Bettina Cornwell (2013), "The Influence of Food Marketing on Preschool Children's Taste Preferences, Food Choices, and BMI," *Canadian Journal of Diabetes*, 37, S271.
- Cash, Sean B., Wiktor L. Adamowicz, Shannon Allen, and Anna R. McAlister (2013), "Children's Response to Food Price and Warning Interventions when Purchasing Snack Foods," *Canadian Journal of Diabetes*, 37, S273.

- Alhabash, Saleem, Anna R. McAlister, Amy Hagerstrom, Elizabeth Quilliam, Nora J. Rifon, and Jef I. Richards (2013), "Between 'Likes' and 'Shares': Effects of Emotional Appeal and Virality on the Persuasiveness of Anti-Cyberbullying Messages on Facebook," *Cyberpsychology, Behavior, and Social Networking*, 16(3), 175-182. DOI: 10.1089/cyber.2012.0265
- Cornwell, T. Bettina and Anna R. McAlister (2013), "Contingent Choice: Exploring the Relationship between Sweetened Beverages and Vegetable Consumption," *Appetite*, 62, 203-208.
- McAlister, Anna R. and T. Bettina Cornwell (2012), "Collectible Toys as Marketing Tools: Understanding Preschool Children's Responses to Foods Paired with Premiums," *Journal of Public Policy and Marketing*, 31(2), 195-205. doi: 10.1509/jppm.10.067
- McAlister, Anna R., Sarah J. Kelly, Michael S. Humphreys, and T. Bettina Cornwell (2012), "Change in a Sponsorship Alliance and the Communication Implications of Spontaneous Recovery," *Journal of Advertising*, 41(1), 5-16.
- Cornwell, T. Bettina, Michael Humphreys, Emerald Quinn, and Anna McAlister (2012), "Memory of Sponsorship-linked Marketing Communications: The Effect of Competitor Mentions," *SAGE Open*, 2(4). <http://sgo.sagepub.com/content/2/4/2158244012468139.full>
- Kelly, Sarah J., T. Bettina Cornwell, Leonard V. Coote, and Anna R. McAlister (2012), "Event-Related Advertising and the Special Case of Sponsorship-Linked Advertising" *International Journal of Advertising*, 31(1), 15-37.
- Cornwell, T. Bettina and Anna R. McAlister (2011), "Alternative Thinking about Starting Points of Obesity: Development of Child Taste Preferences," *Appetite*, 56(2), 428-439.
- McAlister, Anna R., T. Bettina Cornwell, and Emilita Krisanti Cornain (2011), "Collectible Toys and Decisions to Share: I'll Gift You One to Expand my Set," *British Journal of Developmental Psychology*, 29, 1-17.
- McAlister, Anna R. and T. Bettina Cornwell (2010), "Children's Brand Symbolism Understanding: Links to Theory of Mind and Executive Functioning," *Psychology and Marketing*, 27(3), 203-228.
- Humphreys, Michael S., T. Bettina Cornwell, Anna R. McAlister, Sarah J. Kelly, Emerald A. Quinn, and Krista L. Murray (2010), "Sponsorship, Ambushing, and Counter-Strategy: Effects upon Memory for Sponsor and Event," *Journal of Experimental Psychology: Applied*, 16(1), 96-108.
- McAlister, Anna R. and T. Bettina Cornwell (2009), "Preschool Children's Persuasion Knowledge: The Contribution of Theory of Mind," *Journal of Public Policy and Marketing*, 28(2), 175-185.
- McAlister, Anna and Candida C. Peterson (2007), "A Longitudinal Study of Child Siblings and Theory of Mind Development," *Cognitive Development*, 22, 258-270.
- Wilkinson, Timothy, Anna McAlister, and Scott Widmier (2007), "Reaching the International Consumer: An Assessment of the International Direct Marketing Environment," *Direct Marketing: An International Journal*, 1(1), 17-37.
- McAlister, Anna and Candida C. Peterson (2006), "Mental Playmates: Siblings, Executive Functioning and Theory of Mind." *British Journal of Developmental Psychology*, 24, 733-751.
- McAlister, Anna, Nancy Pachana, and Chris J. Jackson (2005), "Predictors of Young Dating Adults' Inclination to Engage in Extradysadic Sexual Activities: A Multi-Perspective Study," *British Journal of Psychology*, 96, 331-351.

**Book Chapters:**

- McAlister, Anna (2017), "How Marketing Communications Influence the Formation of Food Habits Prior to Adulthood," In A. Dudo and L. Kahlor (Eds.), *New Agendas in Communication*, NY: Routledge.
- Cash, Sean B., Anna R. McAlister, & Lou, Chen (2016). Presence or absence of unit price display and its influence on snack food choices. In *Marketing Challenges in a Turbulent Business Environment* (pp. 179-182). Springer International Publishing.
- Cornwell, T. Bettina and Anna R. McAlister (2014), "Preschool Children's Preference for Energy-Dense, Branded Foods: An Unsustainable Trajectory," In L. R. Kahle & E. Gural-Atay (Eds.), *Communicating Sustainability for the Green Economy*, NY: M.E. Sharpe, Inc.
- McAlister, Anna (2007), "Marketing to Children: The Foundation of Cradle-to-Grave Brand Relationships," In D. Owens & D. Hausknecht (Eds.), *Marketing in the 21st Century* (Vol. 4), CT: Praeger Press.

**Other:**

- Cash, Sean B. and Anna R. McAlister (2011), *Influence of developmental differences on children's response to information on foods*. Report to the United States Department of Agriculture, Economics Research Service, agreement number 59-5000-0-0075, 43 pp.
- McAlister, Anna R. and T. Bettina Cornwell (2010), "Children and Advertising: Parents' Role," *Pediatrics for Parents: The Children's Medical Journal for Parents*, 26(9-10), 18-19.

**Dissertation:**

- "The Contribution of Number of Siblings and Parent Variables to Preschool Children's Theory of Mind and Cognitive Development: Testing the Domain Specificity of Effects," June 2006, (Supervisor: Candida Peterson).

**Honors Thesis:**

- "Predictors of Inclination to Engage in Extradysadic Sexual Activities: An Australian Study of Young Dating Adults," October 2002, (Supervisor: Nancy A Pachana).

**AWARDS**

- Woman of Impact Award, Endicott College (2018).
- Outstanding Paper Award, *Young Consumers* (2017).
- Top Poster Award, DC Health Communication Conference (2017).
- Outstanding Reviewer, *Appetite* (2016).
- Best Article of the Year Award, *Mass Communication & Society* (2015).
- Best Article Award, *Journal of Interactive Advertising* (2015).
- 2015 Teacher-Scholar Award at Michigan State University. For 2015, Teacher-Scholar Awards have been made to four members of the tenure system faculty from the ranks of assistant professor and associate professor who early in their careers have earned the respect of students and colleagues for their devotion to and skill in teaching.
- Best Academic Paper, International Social Marketing Conference (2014).
- Nomination for 2014 Kinnear Award for the article that "makes the most significant contribution to the understanding of marketing and public policy issues within the most recent three-year time period." Nominated for 2012 *JPPM* paper co-authored with Cornwell.
- 2014 "Research Matters" honor at MSU College of Communication Arts and Sciences.

- 2012 Departmental Research Award, Department of Advertising + Public Relations, Michigan State University.
- Top paper award (3<sup>rd</sup> highest) in the Ad Division of the 2012 Association for Education in Journalism and Mass Communication Conference.
- Nomination for 2011 Kinnear Award for the article that “makes the most significant contribution to the understanding of marketing and public policy issues within the most recent three-year time period.” Nominated for 2009 *JPPM* paper co-authored with Cornwell.
- Award of Excellence, Wisconsin Obesity Prevention Research Symposium (2010).
- Best Conference Paper, American Academy of Advertising Conference (2009).
- Best Early Career Presentation, Australasian Society for Behavioural Health and Medicine Conference (2009).
- Best Conference Paper, Society for Consumer Psychology Conference (2008).
- Best Early Career Conference Paper, Faculty of Business, Economics & Law Research Conference, University of Queensland (2008).
- Australasian Human Development Association Scholarship to attend the 15<sup>th</sup> Biennial Conference of the Australasian Human Development Association (2007).
- Australasian Human Development Association Scholarship to attend the International Society for the Study of Behavioural Development Conference (2006).
- Annandale Bequest for Overseas Travel (2005).
- University of Queensland Postgraduate Research Scholarship for PhD studies (2004 – 2006).

## TEACHING EXPERIENCE

### **Lecturing at Endicott College:**

BUS200: Marketing  
 BUS330: Consumer Behavior  
 BUS370: Business Analysis and Research  
 BUS444: Contemporary Topics in Marketing

### **Lecturing at Michigan State University:**

ADV375: Consumer Behavior  
 ADV330: Advertising Management  
 ADV475: Advertising & Society  
 ADV494: Practicum Research & Creative  
 ADV826: Advertising and Promotion Management  
 ADV893: Internship  
 ADV890: Independent Study  
 CAS828: Persuasion Techniques for Working Professionals  
 CAS829: Evaluation Techniques for Working Professionals  
 CAS892: Theories of Children’s Cognitive Development and Implications for Marketing and Public Policy (graduate seminar)

### **Lecturing at University of Wisconsin - Madison:**

CS477: The Consumer and the Market (applied economics)  
 CS478: Consumer Information  
 CS561: Direct Retailing  
 CS562: International Retailing  
 CS565: Seminar in Consumer Science (capstone course)  
 CS657: Consumer Behavior  
 CS999: Independent Study



<b>Lecturing at University of Queensland, Australia:</b>	PSYC3033: Applied Psychological Testing MKTG2501: Introduction to Consumer Behavior MKTG3501: Advertising Management MKTG6501: Consumer Theory and Research (Masters course) MKTG7501: Marketing (Masters course) MKTG7503: Advanced Consumer Behavior (Masters course)
<b>TA work at University of Queensland, Australia:</b>	PSYC1040: Psychological Research Methodology & Statistics PSYC2030: Child Development PSYC2063: Questionnaire and Survey Design PSYC3152: Adolescent and Adult Development MKTG2501: Introduction to Consumer Behavior MKTG3501: Advertising Management

### STUDENT SUPERVISION

<b>Graduate:</b>	Olivia Lee Information & Media Ph.D. in progress (committee member) Media and Information Studies Ph.D., 2016 (committee member) Chen Lou member) Media and Information Studies Ph.D., 2017 (committee member) Pradnya Joshi member) Sustainability Ph.D. in progress (committee member) Sedra Shapiro Kinesiology MS, 2016 (committee member) Olufemi Oluyedun Advertising MA, 2016 (committee member) Caroline Latona Advertising MA, 2015 (committee member) Mengyan Ma MA, 2014 (committee member) Lauren Moccia Communications MA, 2013 (committee member) Hyeseung Koh Ph.D. (Journalism), 2013 (committee member) Keith Zukas Ph.D. (Marketing), 2009 (committee member) Sarah Jane Kelly
<b>Honors:</b>	Andi Alperin Psychology Honors, 2009 (graduated first class) Danielle Bargh Psychology Honors, 2009 (graduated first class) Emilita Cornain Psychology Honors, 2008 (graduated 2A)
<b>Undergraduate Research:</b>	Rachel Wildt University Undergraduate Research and Arts Forum, 2014/2015 Belinda Craig Dean's scholar summer school, 2008/2009 Teegan Green Dean's scholar summer school, 2008/2009 Danielle Bargh Dean's scholar summer school, 2008/2009 Jacqui Bermingham Dean's scholar summer school, 2008/2009

### SERVICE TO THE ACADEMIC COMMUNITY

#### Conference Service:

- Reviewer – American Academy of Advertising Annual Conference, 2008, 2009, 2011, 2013, 2014, 2015, 2016, 2017, 2018, 2019.
- Reviewer – American Academy of Advertising Global Conference, 2013, 2015, 2019.

- Reviewer – Association for Consumer Research Conference, 2012.
- Reviewer – International Association of Agricultural Economists Conference, 2012.
- Reviewer – American Academy of Advertising European Conference, 2010.
- Reviewer – AMA Summer Marketing Educators’ Conference, 2009.
- Reviewer – American Academy of Advertising Asia-Pacific Conference, 2009.
- Reviewer – Australian and New Zealand Marketing Academy Conference, 2006.
- Session Moderator – Children’s Central Research Conference, 2009.
- Session Chair – AMA Summer Educator’s Conference, 2009.
- Session Chair – UQ Psychology Honors Conference, 2008.

**Journal Service:**

- Editorial Review Board – *Journal of Interactive Advertising*.
- Reviewer – *Psychology & Marketing*.
- Reviewer – *Journal of Advertising*.
- Reviewer – *Journal of Communication*.
- Reviewer – *Appetite*.
- Reviewer – *Child Development*.
- Reviewer – *British Journal of Developmental Psychology*.
- Reviewer – *Infant and Child Development*.
- Reviewer – *Cyberpsychology, Behavior, and Social Networking*.
- Reviewer – *Journal of Consumer Policy*.
- Reviewer – *European Journal of Marketing*.
- Reviewer – *Social Science and Medicine*.
- Reviewer – *International Journal of Retail and Distribution Management*.
- Reviewer – *Merrill-Palmer Quarterly*.
- Reviewer – *Emotion Review*.
- Reviewer – *Games and Culture*.
- Reviewer – *Asia Pacific Journal of Marketing and Logistics*.

**PROFESSIONAL AFFILIATIONS**

- American Marketing Association member
- American Academy of Advertising member
- American Psychological Society member
- Agricultural and Applied Economics Association member
- Australasian Society for Behavioural Health and Medicine member
- Golden Key International Honor Society member

**PRESENTATIONS**

**Conferences:**

Harris, Shannon, and Anna R. McAlister (2019, March). *Kids’ Restaurant Menus: Formatting Can Significantly Impact Food Choice*. American Academy of Advertising Conference, Dallas, TX.

Levine, Kenneth, Vernon Miller, Elizabeth Taylor Quilliam, Anna R. McAlister, and Melinda Aley (2018, May). *Socialization to Science: Can the Media be the Voice for Interest in STEM Careers?* 68<sup>th</sup> Annual ICA Conference, Prague, Czech Republic.

- Lynch, Kristen, Juan Mundel, Saleem Alhabash, Anna R. McAlister, Elizabeth Taylor Quilliam, and Jef I. Richards (2018, April). *Effects of Models' Age on Effectiveness of Social Media Advertising of Alcohol Among Underage Minors*. Western Decision Sciences Institute Conference, Kauai, HI.
- McAlister, Anna R. (2018, March). *Children's Food Preferences and the Impact of Food Marketing. Seafood Expo North America*. Boston, MA.
- Huddleston, Patricia, Anna R. McAlister, Elizabeth Taylor Quilliam, Juan Mundel, Dawn Pysarchik, Kenneth Walker, and Shannon Harris (2018, March). *Preparing Undergraduate Students for Industry by Enhancing Research and Communication Skills*. American Academy of Advertising Conference, New York, NY.
- Lyerly, Reece, Anna R. McAlister, Megan E. Lehnerd, Christina D. Economos, and Sean B. Cash (2017, November). *A Systematic Review of Children's Autonomous Purchasing Behaviors for Food and Beverages*. American Public Health Association Conference, Atlanta, GA.
- McAlister, Anna R., et al. (2017, November). *Children, Adolescents and Screens: What We Know and What We Need to Learn*. Interdisciplinary Summit on Children and Screen Time. Washington, DC.
- McAlister, Anna R., Sean B. Cash, Jessica O'Toole, Marisa Tsai, and Chen Lou (2017, October). *The Impact of Unit Pricing on Grocery Store Customers' Food Choices*. Food Distribution Research Society Conference, Waikiki, HI.
- Landwehr, Stefanie, Monika Hartmann, Daniel Hawes, Sean B. Cash, and Anna McAlister (2017, August). *Fruits or Cookie – How Children Behave as Snack Purchasers*. European Association of Agricultural Economists Conference, Parma, Italy.
- Mundel, Juan, Kristen Lynch, Michael Nelson, Emily Clark, Tao Deng, Ali Hussain, Duygyu Kanver, D., Yadira Nieves-Pizarro, Saleem Alhabash, Anna R. McAlister, Elizabeth Taylor Quilliam, and Jef Richards (2017, August). *Investigating Psychophysiological Processing of Alcohol Advertising on Social Media among Underage Minors: Policy Implications*. Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
- Lehnerd, Megan E., Anna R. McAlister, Christina D. Economos, W.L. Adamowicz, Suzanne R. Howell, Kaela Plank, Allison L. Gallop, and Sean B. Cash (2017, July), *Influencing the Child Shopper with Coupons in Corner Stores: The CHOMPS Pilot Project*. Society for Nutrition Education and Behavior 50<sup>th</sup> Annual Conference, Washington, DC.
- Oluyedun, Olufemi A., Alan L. Smith, Matthew P. Pontifex, Anna R. McAlister, and Janet L. Hauck (2017, June). *Positive Illusory Bias in the Physical Domain and Cognitive Functioning Among Children with ADHD Symptoms*. Annual Meeting of the North American Society for the Psychology of Sport and Physical Activity, San Diego, CA.
- Levine, Kenneth, Elizabeth Quilliam, Vernon Miller, and Anna R. McAlister (2017, May). *Socialization to Science: The Case of The Curious Crew*. International Communication Association Conference, San Diego, CA.
- Mundel, Juan, Kristen Lynch, Michael Nelson, Saleem Alhabash, Emily Clark, Tao Deng, Ali Hussain, Duygyu Kanver, Anna R. McAlister, Yadira Nieves-Pizarro, Elizabeth Taylor Quilliam, and Jef Richards (2017, April). *The Effect of Model's Age on Evaluations and Behavioral Intentions Related to Alcohol Social Media Advertisements*. D.C. Health Communication Conference, Fairfax, VA.

- Landwehr, Stefanie, Monika Hartmann, Ching-Hua Yeh, Sean Cash, and Anna R. McAlister (2017, March). Apfel oder Cookie? Eine Analyse von Einflussfaktoren auf das Kauf-verhalten von Kindern im Snackbereich. Wissenschaftlicher Kongress der Deutschen Gesellschaft für Ernährung, Christian-Albrechts-Universität, Kiel Germany.
- Cash, Sean B. and Anna R. McAlister (2017, January). *Young food consumers: How do children respond to point-of-purchase interventions?* AAEA Invited Session Presentation at the American Economics Association/Allied Social Sciences Association annual meeting, Chicago, IL.
- Cash, Sean B., Anna R. McAlister, Christina D. Economos, Megan E. Lehnerd, Vic Adamowicz, Suzanne R. Howell, Erica L. Satin-Hernandez, and Allison L. Gallop (2016, August). *The Use of Coupons to Motivate Healthier Snack Food Choices Among Children: Results of the CHOMPS Pilot*, Society for Nutrition Education and Behavior 49<sup>th</sup> Annual Conference, San Diego, CA.
- Hartmann, Monica, Sean B. Cash, Ching-Hua Yeh, Stefanie C. Landwehr, and Anna R. McAlister, (2016, July). *Children's Purchase Behavior in the Snack Market: Can Branding or Low Price Motivate a Healthy Choice?*, Agricultural and Applied Economics Association Annual Meeting, Boston, MA.
- Kononova, Anastasia, Anna R. McAlister, Hyun Jung Oh, Wonkyung Kim, Nagwan Zahry, Chen Qi, Xinrui Gao, Luis Figueira, and Sean B. Cash (2016, June). *Pick a Carrot: The Effects of Multitasking with Screen Devices on Snack Food Choices*, International Communication Association Conference, Fukuoka, Japan.
- McAlister, Anna R. (2016, May). Children's Food and Beverage Choices are Impacted by Marketing. In Paulo Albuquerque (Chair), *Decision Making for Children and by Children*. Special Session at 10<sup>th</sup> Triennial Invitational Choice Symposium, Lake Louise, AB, Canada.
- Lehnerd, Megan, Anna R. McAlister, Christina D. Economos, Wiktor L. Adamowicz, Suzanne R. Howell, Erica L. Satin-Hernandez, Allison L. Gallop, and Sean B. Cash (2016, April). *Motivating Healthier Snack Food Choices Among Children Through the Use of Coupons: Results of the CHOMPS Pilot*, Tufts Research Day, Boston, MA.
- Lehnerd, Megan, Sean B., Anna R. McAlister, Christina Economos, and Katie Panarella (2015, October-November). *Will Kids Use Coupons to Buy Healthier Snacks? Initial Findings from the CHOMPS Project*, American Public Health Association Annual Meeting and Exposition, Chicago, IL.
- McAlister, Anna R. (2015, July). If you pay them they will come: Establishing non-student research participant pools in Australia vs. US. In Elizabeth Taylor Quilliam (Chair), *Challenges in Participant Recruitment and Data Collection - A Multi-national Perspective*. Special session at the American Academy of Advertising Global Conference, Auckland, New Zealand.
- Cash, Sean B., Anna R. McAlister, Shannon Allen, and Wiktor L. Adamowicz (2015, July). *Children's Cognitive Abilities and Food Choices*, Special session paper presented at Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA.
- Hecht, Stefanie, Monika Hartmann, Sean B. Cash, and Anna R. McAlister (2015, July). *Children's Purchase Behavior in the Snack Market: The Role of Internal and External Factors*, Special session paper presented at Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA.

- Cash, Sean B., Anna R. McAlister, Megan Lehnerd, Katie Panarella, and Christina Economos (2015, July). *Using Price Promotions to Encourage Healthier Snack Purchases by Children in Corner Stores*, Special session paper presented at Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA.
- Cash, Sean B., Anna R. McAlister, Megan Lehnerd, Katie Panarella, and Christina Economos (2015, July). *Can Coupons Get Kids to Buy Healthier Snacks? A Multi-Disciplinary Pilot Intervention*, Society for Nutrition Education and Behavior, Pittsburgh, PA.
- Cash, Sean B., Anna R. McAlister, and Megan Lehnerd (2015, June). *Decision-Making in the School Lunchroom: A Comparison of Students' and School Food Professionals' Impressions*, Marketing and Public Policy Conference, Washington, DC.
- Alhabash, S., Anna R. McAlister, Wonkyung Kim, Chen Lou, Carie Cunningham, Elizabeth Taylor Quilliam, and Jef I. Richards (2015, May). *Saw it on Facebook, Drank it at the Bar! Effects of Exposure to Facebook Alcohol Ads on Alcohol Consumption*, International Communication Association Conference, San Juan, Puerto Rico.
- McAlister, Anna R. (2015, April), *Understanding Consumer Attitudes and Choice: Insights from a Consumer Psychologist*, Alberta Institute of Agrologists 11<sup>th</sup> Annual Conference, Banff, AB.
- McAlister, Anna R. and Shupey Yuan (2015, March). When Extra Credit Isn't Enough: Establishing a Participant Pool with Community Members. In Anna R. McAlister (Chair), *Beyond Student Samples: Overcoming the Challenges*. Half-day preconference workshop at the American Academy of Advertising Annual Conference, Chicago, IL.
- Quilliam, Elizabeth Taylor and Anna R. McAlister (2015, March). Bureaucracy is Surmountable: Recruiting Schools, Parents, and Kids while Meeting IRB Requirements. In Anna R. McAlister (Chair), *Beyond Student Samples: Overcoming the Challenges*. Half-day preconference workshop at the American Academy of Advertising Annual Conference, Chicago, IL.
- McAlister, Anna R. (2014, September), *What Money Means to Kids: Insights from Consumer Psychology Research*, Special session paper presented at Assets Learning Conference, Washington, DC.
- Cash, Sean B., Anna R. McAlister, and Chen Lou (2014, August), *Presence or Absence of Unit Price Display and its Influence on Snack Food Choices*, Academy of Marketing Science 17th Biennial World Marketing Congress, Lima, Peru.
- Alhabash, Saleem, Anna R. McAlister, Chen Lou, and Amy Hagerstrom (2014, August), *From Clicks to Behaviors: The Mediating Effect of Viral Behavioral Intentions on the Relationship between Attitudes and Offline Behavioral Intentions*, Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
- Cash, Sean B., Anna R. McAlister, and Chen Lou (2014, July), *The Influence of Unit Pricing on Snack Food Choices*, Agricultural and Applied Economics Association Annual Meeting, Minneapolis, MN.
- McAlister, Anna R., and T. Bettina Cornwell (2014, July), *Fostering Healthy Food and Beverage Choices Among Young Children*, Australian Association of Social Marketing Conference, Melbourne, Australia.
- Cash, Sean B., Anna R. McAlister, and Chen Lou (2014, June), *Unit Price Displays are Associated with Higher Rates of Energy-Dense Food Consumption*, Marketing and Public Policy Conference, Boston, MA.
- McAlister, Anna R., and Nagwan Zahry (2014, June), *Parents' Attitudes Towards Child-Directed Advertising*, Marketing and Public Policy Conference, Boston, MA.

- T. Bettina Cornwell, and Anna R. McAlister (2014, June), *Children's Knowledge of Packaged and Fast Food Brands and Their BMI: Why the Relationship Matters for Policy Makers*, Marketing and Public Policy Conference, Boston, MA.
- Minton, Elizabeth A., T. Bettina Cornwell, and Anna R. McAlister (2014, June), *Meal Preparation Attitudes: One Key to Healthy Food Preferences in Children*, Marketing and Public Policy Conference, Boston, MA.
- Allen, Shannon, Vic Adamowicz, Sean Cash, and Anna McAlister (2014, April), *Children's Responses to Price and Warning Label Interventions in Snack Foods*, Resource Economics and Environmental Sociology Students' Association Graduate Student Conference, Edmonton, AB.
- McAlister, Anna R. (2014, April), *How to Communicate with Children about their Food Choices*, New Agendas in Communication Conference, Austin, TX.
- Alhabash, Saleem, Elizabeth Taylor Quilliam, Anna R. McAlister, Chen Lou, and Jef I. Richards (2014, March), *Is it Me or is it Just Virality?: How Motivational Reactivity, Attitudes, and Viral Behavioral Intentions for Alcohol Marketing Messages on Facebook Predict Drinking Intentions*, American Academy of Advertising Conference, Atlanta, GA.
- Cash, Sean B., Anna R. McAlister, Wiktor L. Adamowicz, and Shannon Allen (2013, October), *Children's Snack Food Purchases are Affected More by Price than Warning Labels*, International Conference on Food Studies, Austin, TX.
- Alhabash, Saleem, Anna R. McAlister, Jef I. Richards, Elizabeth Quilliam, and Chen Lou (2013, October). *Alcohol's Getting a bit More Social: When Alcohol Marketing Messages on Facebook Motivate Young Adults to Imbibe*. 2<sup>nd</sup> Annual International Conference on Journalism & Mass Communications, Phuket, Thailand.
- Cash, Sean B., Wiktor L. Adamowicz, Shannon Allen, and Anna R. McAlister (2013, July). *Children's Response to Food Price and Warning Interventions when Purchasing Snack Foods*. International Health Economics Association, Sydney, Australia.
- McAlister, Anna R., Soo Kim, and Chen Lou (2013, May). *Design Elements in Unit Price Labels Influence Consumers' Information Processing Abilities*. Special session paper presented at Marketing and Public Policy Conference, Washington, DC.
- Cornwell, T. Bettina and Anna R. McAlister (2013, May). *Commencing and Maintaining Consumption Patterns: Young Children's Preferences for Sugar, Salt, and Fat*. American Psychological Society Annual Convention, Washington, DC.
- McAlister, Anna R. and T. Bettina Cornwell (2013, May). *The Influence of Food Marketing on Preschool Children's Taste Preferences, Food Choices, and BMI*. Canadian Obesity Summit, Vancouver, Canada.
- Cash, Sean B., Wiktor L. Adamowicz, Shannon Allen, and Anna R. McAlister (2013, May). *Children's Response to Food Price and Warning Interventions when Purchasing Snack Foods*. Canadian Obesity Summit, Vancouver, Canada.
- Cash, Sean B., Wiktor L. Adamowicz, Shannon Allen, and Anna R. McAlister (2013, April). *Children's Response to Food Price and Warning Interventions when Purchasing Snack Foods*. Experimental Biology Conference, Boston, MA.
- Alhabash, Saleem, Anna R. McAlister, Nora Rifon, Elizabeth Taylor Quilliam, Miglena Sternadori, and Jef I. Richards (2013, April). *A Different Take on Virality: The Relationship between Motivations, Uses, and Viral Behavioral Intentions on Facebook and Twitter*. American Academy of Advertising Conference, Albuquerque, NM.
- McAlister, Anna R. (2012, October). *Preschool Children Don't Know What's Good for Them ("Good" Foods are Hotdogs and Ice-Cream)*. American Public Health Association Meeting, San Francisco, CA.

- Alhabash, Saleem, Anna R. McAlister, Elizabeth Taylor Quilliam, Amy Hagerstrom, Shupeiy Yuan, Nora Rifon, and Jef I. Richards (2012, August). *Between 'Likes' and 'Shares': Effects of Emotional Appeal, Popularity and Viral Reach of Social Marketing Messages on Facebook*. Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
- Alhabash, Saleem, Anna R. McAlister, Elizabeth Taylor Quilliam, Nora Rifon, and Jef I. Richards (2012, June). *Between 'Likes' and 'Shares': Effects of Emotional Appeal, Popularity and Viral Reach of Social Marketing Messages on Facebook*. Academy of Marketing International Social Marketing Conference, Brisbane, QLD, Australia.
- Cash, Sean B., and Anna R. McAlister (2012, May). *Modeling and Understanding Children's Food Choices: The Influence of Developmental Differences on Children's Responses to Information and Attributes of School Meals*. Consumer Demand for Food: Models, Issues and Conundrums Workshop, Edmonton, Alberta, Canada.
- Shapiro, Sedra, Anna R. McAlister, and Paul Zedler (2012, May). *Competitive Success of Ecolabels for Healthy Landscapes, Healthy Food, and Healthy People*. Agricultural and Applied Economics Association Conference, Boston, MA.
- Cornwell, T. Bettina and Anna R. McAlister (2012, May). *Promoting Healthful Foods: Could Water be the Answer?* Agricultural and Applied Economics Association Conference, Boston, MA.
- Bargh, Danielle, Anna R. McAlister, and T. Bettina Cornwell (2012, March). *Paths to Persuasion in Advertising to Young Children*. American Academy of Advertising Conference, Myrtle Beach, SC.
- Cash, Sean B. and Anna R. McAlister (2011, November). *Influence of Developmental Differences on Children's Response to Information on Foods*. Workshop on Using Behavioral Economics in Child Nutrition Programs: Findings from ERS-FNS Developmental Awards, Economic Research Service, USDA, Washington, DC.
- Cornwell, T. Bettina, Anna R. McAlister, Seung-Pil Lee, Christopher Swift, Arielle Mellen, and Mandie Maurer (2011, August). *Promoting Healthful Foods: Could Water be the Answer?* American Marketing Association Summer Marketing Educators' Conference, San Francisco, CA.
- Cash, Sean B. and Anna R. McAlister (2011, July). *Do Kids Care about the Price Tag?* International Health Economics Association biannual meeting, Toronto, Ontario, Canada.
- Cash, Sean B., Anna R. McAlister, and Jackie M. Schmitt. (2011, June) *Do Kids Care About the Price Tag? Children's Responses to Price and Presentation of Snack Foods*. Annual meeting of the Wisconsin Prevention of Obesity and Diabetes and Wisconsin Partnership for Activity and Nutrition associations, Madison, WI.
- McAlister, Anna R., Sarah J. Kelly, Michael S. Humphreys, and T. Bettina Cornwell (2011, June). *Changing a Sponsorship Alliance: Communication Implications of Spontaneous Recovery*. American Academy of Advertising Asia-Pacific Conference, Brisbane, Australia.
- McAlister, Anna R. and T. Bettina Cornwell (2011, May). *Preschool Children's Preference for Energy-Dense, Branded Foods: An Unsustainable Trajectory*. Advertising and Consumer Psychology Conference, Eugene, OR.
- Bargh, Danielle, Anna R. McAlister, and T. Bettina Cornwell (2011, February). *Information Processing by Preschool Children: A Test of the Elaboration Likelihood Model*. American Marketing Association Winter Marketing Educators' Conference, Austin, TX.

- McAlister, Anna R. and T. Bettina Cornwell (2010, August). The Role of Cognitive Development in Children's Ability to Process Advertising Messages: Modern Insights vs. Piagetian Tradition. In Elizabeth Taylor Quilliam (Chair), *Advertising and Children: What We Know, Think We Know, or Don't Really Know*. Special session conducted at the American Marketing Association Summer Marketing Educators' Conference, Boston, MA.
- McAlister, Anna R. and T. Bettina Cornwell (2010, June). *Food for Thought for Policy Makers: Preschool Children's Food and Soda Brand Knowledge is Linked to Taste Preferences and BMI Change*. Second Annual Obesity Prevention Research Symposium, University of Wisconsin – Madison, WI.
- McAlister, Anna R., T. Bettina Cornwell, and Jacqueline Bermingham (2010, February). *Good = Fun, Healthy = Unappealing: Preschool Children's Concepts of Healthy Eating*. Australasian Society for Behavioural Health and Medicine 7<sup>th</sup> Annual Scientific Conference, Brisbane, Australia.
- Cornwell, T. Bettina, Michael S. Humphreys, Emerald A. Quinn, and Anna R. McAlister (2010, February). Competitive Mentions in Sponsorship Communications: Sources of Interference. In T. Bettina Cornwell and George D. Deitz (Chairs), *Communication Challenges in Sponsorship of Sports and Events: International Perspectives on Memory and Confusion*. Special session conducted at the American Marketing Association Winter Marketing Educators' Conference, New Orleans, LA.
- McAlister, Anna R., T. Bettina Cornwell, Christopher Lee Smith, and Nancy Polmear-Swendris (2009, November). *Preschool Children's BMI Change: The Role of Fast Food Branding and Social Norms*. Children's Central Research Conference, Michigan State University, MI.
- McAlister, Anna R., Emilita K. Cornain, and T. Bettina Cornwell (2009, August). *Collectible Toys as Marketing Tools: Understanding Preschool Children's Desire to Collect*. American Marketing Association Summer Educator's Conference, Chicago, IL.
- McAlister, Anna R. and T. Bettina Cornwell (2009, March). *Preschool Children's Persuasion Knowledge: The Contribution of Theory of Mind and Siblings*. 2009 American Academy of Advertising Conference, Cincinnati, OH.
- McAlister, Anna R. and T. Bettina Cornwell (2009, February). *Preschool Children's Knowledge of Food Brands Impacts their Development of a Taste Palate*. Australasian Society for Behavioural Health and Medicine 6<sup>th</sup> Annual Scientific Conference, Auckland, New Zealand.
- Cornwell, T. Bettina, Michael Humphreys, Anna R. McAlister, Emerald Quinn, and Lynn R. Kahle (2009, February). *Eagle—Bird, Nokia—Phone: Understanding Brands as Words*. American Marketing Association Winter Marketing Educators' Conference, Tampa, FL.
- McAlister, Anna R. and T. Bettina Cornwell (2008, September). *Preschool Children's Knowledge of Advertising Persuasion: The Contribution of Theory of Mind and Siblings*. Faculty of Business, Economics & Law Research Conference 2008, Brisbane, Australia.
- McAlister, Anna R. and T. Bettina Cornwell (2008, August). *Exploring Preschool Children's Taste Preferences as Related to their Knowledge of Food Brands*. American Marketing Association Summer Educator's Conference, San Diego, CA.
- McAlister, Anna R. and T. Bettina Cornwell (2008, July). *Consumer Psychology: Theory of Mind as a Predictor of Children's Understanding of Advertising Intent*. International Society for the Study of Behavioral Development, Würzburg, Germany.



- McAlister, Anna R. and T. Bettina Cornwell (2008, February). *Preschool Children's Brand Symbolism Understanding: Links to Social and Cognitive Development*. Society for Consumer Psychology Annual Conference, New Orleans, LA.
- McAlister, Anna R. and T. Bettina Cornwell (2007, August). *Understanding the Vulnerability of Child Consumers: Links between Theory of Mind Deficits and Preschool Children's Misunderstanding of Consumer Processes*. 13<sup>th</sup> European Conference on Developmental Psychology, Jena, Germany.
- McAlister, Anna R. and T. Bettina Cornwell (2007, July). *Consumer Psychology: A Framework for Investigating the Effects of Individual Differences in Theory of Mind, Executive Functioning and Cognition*. 15<sup>th</sup> Biennial Conference of the Australasian Human Development Association, Sydney, Australia.
- McAlister, Anna R. and T. Bettina Cornwell (2007, June). *Children's Formation of Brand Attitudes: Age of Onset and Importance of Product Category*. Advertising and Consumer Psychology Conference. New Frontiers in Branding: Attitudes, Attachments, and Relationships, Santa Monica, CA.
- McAlister, Anna R. and Candida Peterson (2006, July). *Mothers' Teaching as a Predictor of Children's Theory of Mind, Counting and Executive Functioning Abilities*. International Society for the Study of Behavioral Development, Melbourne, Australia.
- Peterson, Candida and Anna R. McAlister (2006, July). *Theory of Mind and Memory in Deaf and Hearing Children*. The 4<sup>th</sup> International Conference on Memory, Sydney, Australia.
- McAlister, Anna R. (2006, June 15). *Young Children's Consumer Behaviour: The Desire to Collect*. Association for Consumer Research - Asia Pacific Doctoral Colloquium, Sydney, Australia.
- McAlister, Anna R. and Candida Peterson (2005, April). *Mental Playmates: Siblings, Executive Functioning and Theory of Mind*. Biennial Meeting of the Society for Research in Child Development, Atlanta, GA.
- McAlister, Anna R., Nancy A. Pachana, and Chris Jackson (2003, November). "Oops, I did it Again!": *Impulsiveness in Infidelity*. Australian Conference for Personality and Individual Differences, Brisbane, Australia.

### **Conference Workshops:**

- McAlister, Anna R. (chair) (2015, March). *Beyond Student Samples: Overcoming the Challenges*. Half-day preconference workshop at American Academy of Advertising Annual Conference, Chicago, IL.

### **Invited Lectures:**

- McAlister, Anna R. (2017, July 12). *How Marketing Influences Children's Food Choices*. Behavioral Economics Course, Universität Bonn, Germany.
- McAlister, Anna R. (2012, September 7). *An Overview of Research on the Topic of Advertising to Children*. Media and Information Theory Building Course (ADV 900), East Lansing, MI.
- McAlister, Anna R. (2008, September 2). *Psychology and Marketing: Making Transitions in Cross-Disciplinary Research*. Consumer Theory and Research Course, Brisbane, Australia.
- McAlister, Anna R. (2008, June 6). *International Marketing*. Extension Studies International Program, Brisbane, Australia.
- McAlister, Anna R. (2006, June 9). *Cross Cultural Consumer Behavior: Comparative Business Practices from Australasia and North America*. ICTE-UQ Business Studies Program, Brisbane, Australia.

### Seminar Presentations:

- McAlister, Anna R. (2014, November 12). *Get 'em While They're Young? Brand Marketing and Children's Food Preferences from Preschool Through Adolescence*. Tufts University, Friedman School of Nutrition Science and Policy Seminar Series.
- McAlister, Anna R. (2013, January 18). *Individual Differences in Child Development: Why They are Important for Advertising*. Michigan State University, Telecommunication, Advertising, and Journalism MIS New Faculty Brownbag Talks.
- McAlister, Anna R. (2012, July 18). *Food Marketing and Young People*. Monash University, Department of Marketing.
- McAlister, Anna R. (2009, August). *Collectible Toys as Marketing Tools: Understanding Preschool Children's Desire to Collect*. Michigan State University, Children's Central Research Group.
- McAlister, Anna R. (2006, December). *Marketing to Children: Understanding Children's Cognitive Capacity Limitations*. University of Arkansas, Walton College of Business.
- McAlister, Anna R. (2004, February). *Factors Contributing to Children's Development of Counting Ability and Theory of Mind Understanding*. University of Queensland, School of Psychology, Seminar Series, 6.

### OTHER SERVICE AND COMMUNITY RELATIONSHIPS

- Research Committee Member, American Academy of Advertising, 2018-2019.
- Faculty Advisor, Charity Craft Club at Endicott College, 2016-2019.
- Faculty Advisor, Mortar Board, 2017-2019.
- Chair, Professional Development Committee at Endicott College, 2018-2019.
- Committee member, Planning Committee at Endicott College, 2018-2019.
- Committee member, Academic Policy Committee at Endicott College, 2018-2019.
- Committee member, Task Force to Revise Teaching Evaluation Instrument at Endicott College, 2018-2019.
- Volunteer fundraiser, PAWS (Protection of Animals in Wakefield Society), 2015-2019.
- Research participant pool coordinator, College of Communication Arts and Sciences, Michigan State University, 2013 – 2019.
- Student Mentor, Keys to Degrees Program at Endicott College, 2017-2018.
- Membership Committee Member, American Academy of Advertising, 2017-2018.
- Invited speaker at Alberta Institute of Agrologists 11<sup>th</sup> Annual Conference, 2015.
- MSU LBGT Resource Center Liaison, 2015.
- Community volunteer, International Friendship Program, 2014 – 2015.
- Brown Bag coordinator, Department of Advertising + Public Relations, Michigan State University, 2013 – 2015.
- Speaker at Corporation for Enterprise Development's "Promoting financial capability across the lifespan (from the preschool years through adulthood): Insights from developmental psychology and marketing" special session at the Assets Learning Conference, 2014.
- Unit pricing best practices workgroup advisor, National Institute of Standards and Technology (Office of Weights and Measures), 2012 – 2014.
- Graduate studies committee, Department of Advertising + Public Relations, Michigan State University, 2012 – 2014.
- Selection committee for faculty hire, Department of Kinesiology Institute for the Study of Youth Sports, Michigan State University, 2013.

- Selection committee for faculty hire, Department of Advertising + Public Relations / Journalism Department, Michigan State University, 2013.
- Volunteer and “foster mom”, Mid Michigan Cat Rescue, 2013.
- Selection committee for faculty hire, Department of Advertising, Public Relations, and Retailing, Michigan State University, 2012.
- “Science Shop” consultant (pro bono research support for South Madison, WI), 2010 – 2011.
- Green Office Representative, UQ Business School, 2009.
- “Expert” panelist, Synecticsworld, 2009.
- Peer mentor, Psychology Students’ Association, 2007 – 2009.
- Consultant, Latitude Marketing and Media Group, 2006 – 2007.
- English language coach, Korean Exchange Program, 1999 – 2003.
- Group leader, The Siemens Science Experience, 1996 – 1998.
- Presenter, Young Scientists of Australia, 1995 – 2000.

## OTHER SKILLS AND INTERESTS

- Blackboard, Desire2Learn, Canvas (for online and classroom-based courses)
- Camtasia (for recording lectures), iMovie
- Kaltura and Yuja (for closed-caption lectures)
- SONA Systems (administrator role)
- Qualtrics
- SPSS, AMOS
- Microsoft Office (Word, PowerPoint, Excel)
- Confident public speaker
- Personal interests / hobbies: knitting, cycling, hiking, cooking, animal rescue

## REFERENCES

Aileen Torrance  
 Assistant Dean, Gerrish School of Business, Endicott College  
 Email: [atorranc@endicott.edu](mailto:atorranc@endicott.edu)  
 Phone: +1 978-232-2154

Linda Good  
 Emeritus Professor, Department of Advertising + Public Relations, Michigan State University  
 Email: [goodl@msu.edu](mailto:goodl@msu.edu)

Jason Archer  
 Program Director, Strategic Communications Online MA Program, Michigan State University  
 Email: [jason@msu.edu](mailto:jason@msu.edu)  
 Phone: +1 517-884-2397