





CONTACT

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EDUCATION

Postdoctoral Fellowship, Marketing
Ph.D., Psychology
Diversity and Inclusion Certificate
Graduate Certificate in Education
Bachelor of Psychological Science

AWARDS

2020 Academic Excellence Award
2019 Instructional Technology Award
2016 Outstanding Reviewer Award
2015 Teacher-Scholar Award
3 Best journal article awards
7 Conference paper awards

Anna R. McAlister

Educator and researcher with 15 years' experience teaching undergraduate and graduate students.

EMPLOYMENT

Curtis L. Gerrish School of Business, Endicott College
Associate Professor

I joined the School of Business in Fall 2015. I regularly teach undergraduate courses in Marketing (BUS200), Consumer Behavior (BUS330), Contemporary Topics in Marketing (BUS444), Business Analysis and Research (BUS370), Semester Internship (BUS480), and Senior Thesis (BUS489 and BUS490). I also have experience teaching an Honors Seminar (HON350).

Marketing, Consumer Behavior, and Contemporary Topics in Marketing have all been offered as asynchronous 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.

I actively maintain a research stream focused on children's responses to marketing, including food and beverage marketing. My research is very much policy-oriented. I regularly publish in interdisciplinary journals and I present my research at large international research conferences every year.

I serve as the academic advisor to 25 undergraduate students and am the faculty advisor for Charity Craft Club and Mortar Board.

I currently serve on the Campus Sustainability Committee, the Curriculum Committee, and on the Strength of Story Theme Team.

EMPLOYMENT HISTORY

2012 – Advertising + Public Relations, Michigan State University

current 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. 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 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.

2010 – Consumer Science, University of Wisconsin - Madison

2012 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 – UQ Business School, The University of Queensland (Brisbane, Australia)

2010 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 – School of Psychology, The University of Queensland (Brisbane, Australia)

2006 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 FUNDING

- McAlister, A.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, A.R. (2017-2018), Endicott College Faculty Research Award. *Kids' meal offerings on restaurant menus.* US\$2,300.
- McAlister, A.R. (2016-2017), Endicott College Faculty Research Award. *Influence of unit pricing on food choice.* US\$2,600.

Richards, J.I., Alhabash, S., Taylor Quilliam, E., & McAlister, A.R. (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.

Taylor Quilliam, E., McAlister, A.R., Levine, K., & Miller, V. (June 2015 – June 2016), STEM Research Pilot Funding. *Curious Crew research collaboration: Socialization to science, active involvement and STEM interest*. US\$15,000.

Cash, S.B., McAlister, A.R., & Economos, C. (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., & Wildt, R. (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, A.R. (2014 – 2015). Michigan State University Department of Advertising + Public Relations Research Grant. *Language development and marketplace knowledge*. US\$9,820.

McAlister, A.R., & Cash, S.B. (June 2012 – January 2014). Cornell Center for Behavioral Economics in Child Nutrition Programs – Small Grants Program. *Saliency and understanding of school lunch interventions involving pre-commitment to purchase decisions*. US\$14,216.

Cash, S.B., McAlister, A.R., & Adamowicz, W.L. (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, S.B., & McAlister, A.R. (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, A.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.B., Humphreys, M.S., & McAlister, A.R. (2007 – 2009), Australian Research Council Discovery Grant. *Effective marketing communication: Pre-existing knowledge structures and contextual effects*. AUD\$746,986.

PUBLICATIONS

Refereed Journal Articles:

Alhabash, S., Mundel, J., Deng, T., McAlister, A.R., Taylor Quilliam, E., Richards, J.I., & Lynch, K. (2020). Social media alcohol advertising among underage minors: Effects of models' age. *International Journal of Advertising*. DOI: 10.1080/02650487.2020.1852807

McAlister, A.R., & Kononova, A. (2020). Consumption of fruits, vegetables, and nuts can be increased when multitasking with screen devices. *Health Communication*, DOI: 10.1080/10410236.2020.1827527

- Albuquerque, P., Brucks, M., Campbell, M.C., Chan, K., Maimaran, M., McAlister, A.R., & Nicklaus, S. (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, A., McAlister, A.R., & Oh, H.J. (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, M.A., Fleming-Milici, F., Rozendaal, E., McAlister, A.R., & Castonguay, J. (2017). The effect of advertising on children and adolescents. *Pediatrics*, 140, S2, 152-156.
- Hartmann, M., Cash, S.B., Yeh, C.-H., Landwehr, S.C., & McAlister, A.R. (2017). Children's purchase behavior in the snack market: Can branding or lower prices motivate healthier choices? *Appetite*, 117, 247-254.
- Lehnerd, M.E., McAlister, A.R., Economos, C.D., Adamowicz, W.L., Howell, S.R., Plank, K., Gallop, A.L., & Cash, S.B. (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., Coote, L., Cornwell, T.B., & McAlister, A.R. (2017). Mellowing skeptical consumers: An examination of sponsorship-linked advertising. *International Journal of Sport Communication*, 10(1), 58-84.
- McAlister, A.R., & Bargh, D.M. (2016). Dissuasion: The Elaboration Likelihood Model and young children. *Young Consumers*, 17(3) 210-225.
- Alhabash, S., McAlister, A.R., Kim, W., Lou, C., Cunningham, C., Taylor Quilliam, E., & Richards, J.I. (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, S.B., McAlister, A.R., Economos, C.D., Lehnerd, M.E., Adamowicz, W.L., Howell, S.R., Satin-Hernandez, E.L., & Gallop, A.L. (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, S., McAlister, A.R., Economos, C., Lehnerd, M., & Panarella, K. (2015). Can coupons get kids to buy healthier snacks? A multi-disciplinary pilot intervention. *Journal of Nutrition Education and Behavior*, 47(4), S106.
- Alhabash, S., McAlister, A.R., Lou, C., & Hagerstrom, A. (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, S., McAlister, A.R., Quilliam, E., Richards, J.I., & Lou, C. (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, S., & McAlister, A.R. (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.B., McAlister, A.R., and Polmear-Swendris, N. (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, A., & Peterson, C.C. (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, A.R., & Cornwell, T.B. (2013). The influence of food marketing on preschool children's taste preferences, food choices, and BMI. *Canadian Journal of Diabetes*, 37, S271.

- Cash, S.B., Adamowicz, W.L., Allen, S., & McAlister, A.R. (2013). Children's response to food price and warning interventions when purchasing snack foods. *Canadian Journal of Diabetes*, 37, S273.
- Alhabash, S., McAlister, A.R., Hagerstrom, A., Quilliam, E., Rifon, N.J., & Richards, J.I. (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.B., & McAlister, A.R. (2013). Contingent choice: Exploring the relationship between sweetened beverages and vegetable consumption. *Appetite*, 62, 203-208.
- McAlister, A.R., & Cornwell, T.B. (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, A.R., Kelly, S.J., Humphreys, M.S., & Cornwell, T.B. (2012). Change in a sponsorship alliance and the communication implications of spontaneous recovery," *Journal of Advertising*, 41(1), 5-16.
- Cornwell, T.B., Humphreys, M., Quinn, E., & McAlister, A. (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, S.J., Cornwell, T.B., Coote, L.V., & McAlister, A.R. (2012). Event-related advertising and the special case of sponsorship-linked advertising. *International Journal of Advertising*, 31(1), 15-37.
- Cornwell, T.B., & McAlister, A.R. (2011). Alternative thinking about starting points of obesity: Development of child taste preferences. *Appetite*, 56(2), 428-439.
- McAlister, A.R., Cornwell, T.B., & Cornain, E.K. (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, A.R., & Cornwell, T.B. (2010). Children's brand symbolism understanding: Links to theory of mind and executive functioning. *Psychology and Marketing*, 27(3), 203-228.
- Humphreys, M.S., Cornwell, T.B., McAlister, A.R., Kelly, S.J., Quinn, E.A., & Murray, K.L. (2010). Sponsorship, ambushing, and counter-strategy: Effects upon memory for sponsor and event. *Journal of Experimental Psychology: Applied*, 16(1), 96-108.
- McAlister, A.R., & Cornwell, T.B. (2009). Preschool children's persuasion knowledge: The contribution of theory of mind. *Journal of Public Policy and Marketing*, 28(2), 175-185.
- McAlister, A., & Peterson, C.C. (2007). A longitudinal study of child siblings and theory of mind development. *Cognitive Development*, 22, 258-270.
- Wilkinson, T., McAlister, A., & Widmier, S. (2007). Reaching the international consumer: An assessment of the international direct marketing environment. *Direct Marketing: An International Journal*, 1(1), 17-37.
- McAlister, A., & Peterson, C.C. (2006). Mental playmates: Siblings, executive functioning and theory of mind. *British Journal of Developmental Psychology*, 24, 733-751.
- McAlister, A., Pachana, N., & Jackson, C.J. (2005). Predictors of young dating adults' inclination to engage in extradyadic sexual activities: A multi-perspective study. *British Journal of Psychology*, 96, 331-351.

Book Chapters:

- McAlister, A. (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, S.B., McAlister, A.R., & Chen, L. (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.B., & McAlister, A.R. (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, A. (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, S.B., & McAlister, A.R. (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, A.R., & Cornwell, T.B. (2010). Children and advertising: Parents' role. *Pediatrics for Parents: The Children's Medical Journal for Parents*, 26(9-10), 18-19.

Dissertation:

- McAlister, A.R. (2006). *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* [Doctoral dissertation]. University of Queensland, Australia.

Honors Thesis:

- McAlister, A.R. (2002). *Predictors of inclination to engage in extradyadic sexual activities: An Australian study of young dating adults*. [Undergraduate honors thesis]. University of Queensland, Australia.

AWARDS

- Academic Excellence Award, Endicott College (2020).
- AT&T Faculty-Staff Instructional Technology Award (2019).
- Woman of Impact Award, Endicott College (2019).
- 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).
- Teacher-Scholar Award, Michigan State University (2015).
- Best Academic Paper, International Social Marketing Conference (2014).
- 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 (3rd highest) in the Ad Division of the 2012 Association for Education in Journalism and Mass Communication Conference.

- 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 15th 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

Teaching at Endicott College:

BUS200: Marketing
 BUS330: Consumer Behavior
 BUS370: Business Analysis and Research
 BUS444: Contemporary Topics in Marketing
 BUS480: Semester Internship
 BUS489: Senior Thesis I
 BUS490: Senior Thesis II
 HON350: Honors Seminar

Teaching 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)

Teaching 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

Teaching at University of Queensland, Australia:	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)
TA work at University of Queensland, Australia:	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

Graduate:	Olivia Lee	Information & Media Ph.D. in progress (committee member)
	Chen Lou	Media and Information Studies Ph.D., 2016 (committee member)
	Pradnya Joshi	Media and Information Studies Ph.D., 2017 (committee member)
	Sedra Shapiro	Sustainability Ph.D. in progress (committee member)
	Olufemi Oluyedun	Kinesiology MS, 2016 (committee member)
	Caroline Latona	Advertising MA, 2016 (committee member)
	Mengyan Ma	Advertising MA, 2015 (committee member)
	Lauren Moccia	MA, 2014 (committee member)
	Hyeseung Koh	Communications MA, 2013 (committee member)
	Keith Zukas	Ph.D. (Journalism), 2013 (committee member)
	Sarah Jane Kelly	Ph.D. (Marketing), 2009 (committee member)
	Honors:	Andi Alperin
Danielle Bargh		Psychology Honors, 2009 (graduated first class)
Emilita Cornain		Psychology Honors, 2008 (graduated 2A)
Undergraduate Research:	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, 2020, 2021.
- 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 Advertising*, 2020 – present.
- Editorial Review Board – *Journal of Interactive Advertising*, 2019 – present.
- 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 Academy of Advertising member
- Children and Screens – Institute of Digital Media and Child Development member
- Golden Key International Honor Society member

PRESENTATIONS

Conferences:

- Cash, S.B., McAlister, A.R., Economos, C.D., Lehnerd, M.E., Howell, S., & Plank, K. (2019, October). *Using coupons to motivate children to purchase healthy snacks in Boston-area convenience stores*. Association for Consumer Research Conference, Atlanta, GA.
- McAlister, A.R., & Stefanelli, V. (2019, September). *Attendee satisfaction at the 2019 Newburyport Green Expo: A service learning project to teach research methods*. Endicott College Research Symposium, Beverly, MA.
- Harris, S., & McAlister, A.R. (2019, March). *Kids’ restaurant menus: Formatting can significantly impact food choice*. American Academy of Advertising Conference, Dallas, TX.

- Levine, K., Miller, V., Taylor Quilliam, E., McAlister, A.R., & Aley, M. (2018, May). *Socialization to science: Can the media be the voice for interest in STEM careers?* 68th Annual ICA Conference, Prague, Czech Republic.
- Lynch, K., Mundel, J., Alhabash, S., McAlister, A.R., Taylor Quilliam, E., & Richards, J.I. (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, A. R. (2018, March). *Children's food preferences and the impact of food marketing*. Seafood Expo North America. Boston, MA.
- Huddleston, P., McAlister, A.R., Taylor Quilliam, E., Mundel, J., Pysarchik, D., Walker, K., & Harris, S. (2018, March). *Preparing undergraduate students for industry by enhancing research and communication skills*. American Academy of Advertising Conference, New York, NY.
- Lyerly, R., McAlister, A.R., Lehnerd, M.E., Economos, C.D., & Cash, S.B. (2017, November). *A systematic review of children's autonomous purchasing behaviors for food and beverages*. American Public Health Association Conference, Atlanta, GA.
- McAlister, A.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, A.R., Cash, S.B., O'Toole, J., Tsai, M., & Lou, C. (2017, October). *The impact of unit pricing on grocery store customers' food choices*. Food Distribution Research Society Conference, Waikiki, HI.
- Landwehr, S., Hartmann, M., Hawes, D., Cash, S.B., & McAlister, A. (2017, August). *Fruits or cookie – How children behave as snack purchasers*. European Association of Agricultural Economists Conference, Parma, Italy.
- Mundel, J., Lynch, K., Nelson, M., Clark, E., Deng, T., Hussain, A., Kanver, D., Nieves-Pizarro, Y., Alhabash, S., McAlister, A.R., Taylor Quilliam, E., & Richards, J. (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, M.E., McAlister, A.R., Economos, C.D., Adamowicz, W.L., Howell, S.R., Plank, K., Gallop, A.L., & Cash, S.B. (2017, July). *Influencing the child shopper with coupons in corner stores: The CHOMPS pilot project*. Society for Nutrition Education and Behavior 50th Annual Conference, Washington, DC.
- Oluyedun, O.A., Smith, A.L., Pontifex, M.P., McAlister, A.R., & Hauck, J.L. (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, K., Quilliam, E., Miller, V., & McAlister, A.R. (2017, May). *Socialization to science: The case of the curious crew*. International Communication Association Conference, San Diego, CA.
- Mundel, J., Lynch, K., Nelson, M., Alhabash, S., Clark, E., Deng, T., Hussain, A., Kanver, D., McAlister, A.R., Nieves-Pizarro, Y., Taylor Quilliam, E., & Richards, J. (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, S., Hartmann, M., Yeh, C.-H., Cash, S., & McAlister, A.R. (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, S.B., & McAlister, A.R. (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., McAlister, A.R., Economos, C.D., Lehnerd, M.E., Adamowicz, V., Howell, S.R., Satin-Hernandez, E.L., & Gallop, A.L. (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 49th Annual Conference, San Diego, CA.
- Hartmann, M., Cash, S.B., Yeh, C.-H., Landwehr, S.C., & McAlister, A.R. (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, A., McAlister, A.R., Oh, H.J., Kim, W., Zahry, N., Qi, C., Gao, X., Figueira, L., & Cash, S.B. (2016, June). *Pick a carrot: The effects of multitasking with screen devices on snack food choices.* International Communication Association Conference, Fukuoka, Japan.
- McAlister, A.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 10th Triennial Invitational Choice Symposium, Lake Louise, AB, Canada.
- Lehnerd, M., McAlister, A.R., Economos, C.D., Adamowicz, W.L., Howell, S.R., Satin-Hernandez, E.L., Gallop, A.L., & Cash, S.B. (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, M., Cash, S.B., McAlister, A.R., Economos, C., & Panarella, K. (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, A.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, S.B., McAlister, A.R., Allen, S., & Adamowicz, W.L. (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, S., Hartmann, M., Cash, S.B., & McAlister, A.R. (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, S.B., McAlister, A.R., Lehnerd, M., Panarella, K., & Economos, C. (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, S.B., McAlister, A.R., Lehnerd, M., Panarella, K., & Economos, C. (2015, July). *Can coupons get kids to buy healthier snacks? A Multi-Disciplinary Pilot Intervention,* Society for Nutrition Education and Behavior, Pittsburgh, PA.
- Cash, S.B., McAlister, A.R., & Lehnerd, M. (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., McAlister, A.R., Kim, W., Lou, C., Cunningham, C., Taylor Quilliam, E., & Richards, J.I. (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, A.R. (2015, April). *Understanding consumer attitudes and choice: Insights from a consumer psychologist*. Alberta Institute of Agrologists 11th Annual Conference, Banff, AB.
- McAlister, A.R., & Yuan, S. (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.
- Taylor Quilliam, E., & McAlister, A.R. (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, A.R. (2014, September). *What money means to kids: Insights from consumer psychology research*. Special session paper presented at Assets Learning Conference, Washington, DC.
- Cash, S.B., McAlister, A.R., & Lou, C. (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, S., McAlister, A.R., Lou, C., & Hagerstrom, A. (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, S.B., McAlister, A.R., & Lou, C. (2014, July). *The influence of unit pricing on snack food choices*. Agricultural and Applied Economics Association Annual Meeting, Minneapolis, MN.
- McAlister, A.R., & Cornwell, T.B. (2014, July). *Fostering healthy food and beverage choices among young children*. Australian Association of Social Marketing Conference, Melbourne, Australia.
- Cash, S.B., McAlister, A.R., & Lou, C. (2014, June). *Unit price displays are associated with higher rates of energy-dense food consumption*. Marketing and Public Policy Conference, Boston, MA.
- McAlister, A.R., & Zahry, N. (2014, June). *Parents' attitudes towards child-directed advertising*. Marketing and Public Policy Conference, Boston, MA.
- Cornwell, T.B., & McAlister, A.R. (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, E.A., Cornwell, T.B., & McAlister, A.R. (2014, June). *Meal preparation attitudes: One key to healthy food preferences in children*. Marketing and Public Policy Conference, Boston, MA.
- Allen, S., Adamowicz, V., Cash, S., & McAlister, A.R. (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, A.R. (2014, April). *How to communicate with children about their food choices*. New Agendas in Communication Conference, Austin, TX.
- Alhabash, S., Taylor Quilliam, E., McAlister, A.R., Lou, C., & Richards, J.I. (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, S.B., McAlister, A.R., Adamowicz, W.L., & Allen, S. (2013, October). *Children's snack food purchases are affected more by price than warning labels*. International Conference on Food Studies, Austin, TX.
- Alhabash, S., McAlister, A.R., Richards, J.I., Quilliam, E., & Lou, C. (2013, October). *Alcohol's getting a bit more social: When alcohol marketing messages on Facebook motivate young adults to imbibe*. 2nd Annual International Conference on Journalism & Mass Communications, Phuket, Thailand.
- Cash, S.B., Adamowicz, W.L., Allen, S., & McAlister, A.R. (2013, July). *Children's response to food price and warning interventions when purchasing snack foods*. International Health Economics Association, Sydney, Australia.
- McAlister, A.R., Kim, S., & Lou, C. (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.B., & McAlister, A.R. (2013, May). *Commencing and maintaining consumption patterns: young children's preferences for sugar, salt, and fat*. American Psychological Society Annual Convention, Washington, DC.
- McAlister, A.R., & Cornwell, T.B. (2013, May). *The influence of food marketing on preschool children's taste preferences, food choices, and BMI*. Canadian Obesity Summit, Vancouver, Canada.
- Cash, S.B., Adamowicz, W.L., Allen, S., & McAlister, A.R. (2013, May). *Children's response to food price and warning interventions when purchasing snack foods*. Canadian Obesity Summit, Vancouver, Canada.
- Cash, S.B., Adamowicz, W.L., Allen, S., & McAlister, A.R. (2013, April). *Children's response to food price and warning interventions when purchasing snack foods*. Experimental Biology Conference, Boston, MA.
- Alhabash, S., McAlister, A.R., Rifon, N., Taylor Quilliam, E., Sternadori, M., & Richards, J.I. (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, A.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, S., McAlister, A.R., Taylor Quilliam, E., Hagerstrom, A., Yuan, S., Rifon, N., & Richards, J.I. (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, S., McAlister, A.R., Taylor Quilliam, E., Rifon, N., & Richards, J.I. (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, S.B., & McAlister, A.R. (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, S., McAlister, A.R., & Zedler, P. (2012, May). *Competitive success of ecolabels for healthy landscapes, healthy food, and healthy people*. Agricultural and Applied Economics Association Conference, Boston, MA.

- Cornwell, T.B., & McAlister, A.R. (2012, May). *Promoting healthful foods: Could water be the answer?* Agricultural and Applied Economics Association Conference, Boston, MA.
- Bargh, D., McAlister, A.R., & T.B. Cornwell (2012, March). *Paths to persuasion in advertising to young children.* American Academy of Advertising Conference, Myrtle Beach, SC.
- Cash, S.B., & McAlister, A.R. (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.B., McAlister, A.R., Lee, S.-P., Swift, C., Mellen, A., & Maurer, M. (2011, August). *Promoting healthful foods: Could water be the answer?* American Marketing Association Summer Marketing Educators' Conference, San Francisco, CA.
- Cash, S.B., & McAlister, A.R. (2011, July). *Do kids care about the price tag?* International Health Economics Association biannual meeting, Toronto, Ontario, Canada.
- Cash, S.B., McAlister, A.R., & Schmitt, J.M. (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, A.R., Kelly, S.J., Humphreys, M.S., & Cornwell, T.B. (2011, June). *Changing a sponsorship alliance: Communication implications of spontaneous recovery.* American Academy of Advertising Asia-Pacific Conference, Brisbane, Australia.
- McAlister, A.R., & Cornwell, T.B. (2011, May). *Preschool children's preference for energy-dense, branded foods: An unsustainable trajectory.* Advertising and Consumer Psychology Conference, Eugene, OR.
- Bargh, D., McAlister, A.R., & Cornwell T.B. (2011, February). *Information processing by preschool children: A test of the Elaboration Likelihood Model.* American Marketing Association Winter Marketing Educators' Conference, Austin, TX.
- McAlister, A.R., & Cornwell, T.B. (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, A.R., & Cornwell, T.B. (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, A.R., Cornwell, T.B., & Bermingham, J. (2010, February). *Good = fun, healthy = unappealing: Preschool children's concepts of healthy eating.* Australasian Society for Behavioural Health and Medicine 7th Annual Scientific Conference, Brisbane, Australia.
- Cornwell, T.B., Humphreys, M.S., Quinn, E.A., & McAlister, A.R. (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, A.R., Cornwell, T.B., Smith, C.L., & Polmear-Swendris, N. (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, A.R., Cornain, E.K., & Cornwell, T.B. (2009, August). *Collectible toys as marketing tools: Understanding preschool children's desire to collect*. American Marketing Association Summer Educator's Conference, Chicago, IL.
- McAlister, A.R., & Cornwell, T.B. (2009, March). *Preschool children's persuasion knowledge: The contribution of theory of mind and siblings*. American Academy of Advertising Conference, Cincinnati, OH.
- McAlister, A.R., & Cornwell, T.B. (2009, February). *Preschool children's knowledge of food brands impacts their development of a taste palate*. Australasian Society for Behavioural Health and Medicine 6th Annual Scientific Conference, Auckland, New Zealand.
- Cornwell, T.B., Humphreys, M., McAlister, A.R., Quinn, E., & Kahle, L.R. (2009, February). *Eagle—bird, Nokia—phone: Understanding brands as words*. American Marketing Association Winter Marketing Educators' Conference, Tampa, FL.
- McAlister, A.R., & Cornwell, T.B. (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, A.R., & Cornwell, T.B. (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, A.R., & Cornwell, T.B. (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, A.R., & Cornwell, T.B. (2008, February). *Preschool children's brand symbolism understanding: Links to social and cognitive development*. Society for Consumer Psychology Annual Conference, New Orleans, LA.
- McAlister, A.R., & Cornwell, T.B. (2007, August). *Understanding the vulnerability of child consumers: Links between theory of mind deficits and preschool children's misunderstanding of consumer processes*. 13th European Conference on Developmental Psychology, Jena, Germany.
- McAlister, A.R., & Cornwell, T.B. (2007, July). *Consumer psychology: A framework for investigating the effects of individual differences in theory of mind, executive functioning and cognition*. 15th Biennial Conference of the Australasian Human Development Association, Sydney, Australia.
- McAlister, A.R., & Cornwell, T.B. (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, A.R., & Peterson, C. (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, C., & McAlister, A.R. (2006, July). *Theory of mind and memory in deaf and hearing children*. The 4th International Conference on Memory, Sydney, Australia.
- McAlister, A.R. (2006, June 15). *Young children's consumer behaviour: The desire to collect*. Association for Consumer Research - Asia Pacific Doctoral Colloquium, Sydney, Australia.

McAlister, A.R., & Peterson, C. (2005, April). *Mental playmates: Siblings, executive functioning and theory of mind*. Biennial Meeting of the Society for Research in Child Development, Atlanta, GA.

McAlister, A.R., Pachana, N.A., & Jackson, C. (2003, November). "Oops, I did it again!": *Impulsiveness in infidelity*. Australian Conference for Personality and Individual Differences, Brisbane, Australia.

Conference Workshops:

McAlister, A.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, A.R. (2020, May). *Consumer behavior 101: A marketing / psychology perspective*. Sustainability and the Food Consumer (NUTC263), Tufts Friedman School of Nutrition Science and Policy, Boston, MA.

McAlister, A.R. (2020, May). *Consumer perceptions, learning, and decision making: Influence on food choices*. Sustainability and the Food Consumer (NUTC263), Tufts Friedman School of Nutrition Science and Policy, Boston, MA.

McAlister, A.R. (2020, May). *Empirical findings: Consumer behavior in the food retail environment*. Sustainability and the Food Consumer (NUTC263), Tufts Friedman School of Nutrition Science and Policy, Boston, MA.

McAlister, A.R. (2017, July 12). *How marketing influences children's food choices*. Behavioral Economics Course, Universität Bonn, Germany.

McAlister, A.R. (2012, September 7). *An overview of research on the topic of advertising to children*. Media and Information Theory Building Course (ADV900), Michigan State University, East Lansing, MI.

McAlister, A.R. (2008, September 2). *Psychology and marketing: Making transitions in cross-disciplinary research*. Consumer Theory and Research Course, Brisbane, Australia.

McAlister, A.R. (2008, June 6). *International marketing*. Extension Studies International Program, Brisbane, Australia.

McAlister, A.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, A.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, A.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, A.R. (2012, July 18). *Food marketing and young people*. Monash University, Department of Marketing.

McAlister, A.R. (2009, August). *Collectible toys as marketing tools: Understanding preschool children's desire to collect*. Michigan State University, Children's Central Research Group.

McAlister, A.R. (2006, December). *Marketing to children: Understanding children's cognitive capacity limitations*. University of Arkansas, Walton College of Business.

McAlister, A.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

- Committee member, Curriculum Committee at Endicott College, 2020 – 2021.
- Committee member, Sustainability Committee at Endicott College, 2020 – 2021.
- Communication Committee Chair, American Academy of Advertising, 2020 – 2021.
- Member, Strength of Story Theme Team at Endicott College, 2020 – 2021.
- Faculty Advisor, Charity Craft Club at Endicott College, 2016 – current.
- Faculty Advisor, Mortar Board, 2017 – current.
- Academic Contingency Planning Workgroup at Endicott College, 2020.
- Co-leader, Costa Rica Culture and Community Service Project, 2020.
- Communication Committee Member, American Academy of Advertising, 2019 – 2020.
- Committee member, Task Force to Approve Writing Designated Courses at Endicott College, 2019 – 2020.
- Co-chair, Professional Development Committee at Endicott College, 2018 – 2020.
- Volunteer fundraiser, PAWS (Protection of Animals in Wakefield Society), 2015 – 2020.
- Research Committee Member, American Academy of Advertising, 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.
- 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 11th 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

- Desire2Learn, Canvas, Blackboard (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, kayaking, cooking, animal rescue

REFERENCES

Aileen Torrance
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 Emeritus Professor, Department of Advertising + Public Relations, Michigan State University
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 Email: jason@msu.edu
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