

ERICA MINA OKADA

Shidler College Distinguished Associate Professor
Shidler College of Business
University of Hawaii

December 2008

EDUCATION

The Wharton School, University of Pennsylvania
Ph.D., Managerial Science and Applied Economics, concentration in Marketing, August 1999

The Amos Tuck School of Business Administration, Dartmouth College
M.B.A., June 1992

Princeton University
A.B. *cum laude* Economics, June 1987

ACADEMIC APPOINTMENT

In current position since 2007

University of Washington Business School, 1999 to 2007

PUBLISHED RESEARCH

Okada, Erica Mina, "Uncertainty, Risk Aversion and WTA versus WTP" forthcoming in
Marketing Science.

Okada, Erica Mina (2006) "Upgrades and New Purchases," *Journal of Marketing*, v.40 n.7.

Okada, Erica Mina (2005) "Justification Effects on Consumer Choice of Hedonic and Utilitarian Goods," *Journal of Marketing Research* v.42 n.1.

Okada, Erica Mina and Stephen Hoch (2004) "Spending Time Versus Spending Money," *Journal of Consumer Research* v.31 n.2.

Okada, Erica Mina (2001) "Trade-ins, Mental Accounting, and Product Replacement Decisions," *Journal of Consumer Research*. v.27 n.4.

MANUSCRIPTS UNDER REVIEW

“Affect and Decisions: A Theory of the Impact of Mood and Emotion on Risk Preference” with Richard Chan and Terry Mitchell under review at *Academy of Management Review*.

OTHER CURRENT RESEARCH

“Framing the Green Alternative for the Environmental Conscious Consumer” with Eric Mais

“Prospective Reflection and Memory of Time Expenditures.”

“Green Ventures: Balancing Economics with Ecology” with Eric Mais.

“Product Feature Enhancements and Brand Choice: The Effects of Diminishing Sensitivity and Consumer Reference” with Edwin Love.

HONORS, AWARDS AND GRANTS

Appointed Shidler College Distinguished Associate Professor of Marketing at the Shidler College of Business, University of Hawaii at Manoa, 2007.

Awarded Best Student Paper at the Academy of Management for a paper with a doctoral student as first author, 2007.

Nominated Professor of the Quarter at the University of Washington Business School, 2007.

Co-investigator and Site Principal Investigator for grant awarded by the National Institute of Mental Health for “Patient-Centered Interventions for Mood Disorders,” 2005- 2007.

Recipient of University of Washington Business School Faculty Development Grant, 2002-2006.

Recipient of Global Business Center Summer Research Grant, 2003-2004.

Awarded Herbert B. Jones Foundation Faculty Development Grant, 2001-2002.

Awarded General Electric Foundation Fellowship, 1995-1999.

Winner of Marketing Science Institute Alden G. Clayton Doctoral Dissertation Award, 1998.

INVITED PRESENTATIONS

Harvard Business School, Harvard University, 2007.
Graduate School of Business Administration, Kobe University, 2006.
Shidler College of Business, University of Hawaii at Manoa, 2006.
Lerner College of Business and Economics, University of Delaware, 2005.
INSEAD, 2005.
Smeal College of Business, Pennsylvania State University, 2003.

TEACHING EXPERIENCE

Marketing Management, 2008. Developed course material for Executive MBA students.
Marketing for New Ventures, 2007. Developed course material for undergraduate students.
Decision Models, University of Washington Business School, 2006. Developed course material for a new doctoral seminar.
Marketing Fundamentals, University of Washington Business School, 2004-2007. Developed course material for the undergraduate core course in marketing. Nominated Professor of the Quarter in 2007.
Entrepreneurial Marketing, University of Washington Business School, 2001-2004. Developed course material for a new course for M.B.A. and undergraduate students.
Executive Teaching, University of Washington Business School, 2000-2005. Taught classes on marketing principles, entrepreneurial marketing, and international marketing.
International Marketing, University of Washington Business School, 1999-2004. Developed course material for a new course for M.B.A., evening M.B.A., and undergraduate students.

DOCTORAL DISSERTATIONS

Richard Chan, Management Department, University of Washington Business School.
Yi He, Marketing Department, Shidler College of Business, University of Hawaii, currently Assistant Professor at California State University at East Bay.
Edwin Love, Marketing Department, University of Washington Business School, currently Assistant Professor at Western Washington University.
Christian Henn, Economics Department, University of Washington, currently at International Monetary Fund.
Stuart Read, Marketing, University of Washington Business School, currently Assistant Professor at IMD.

OTHER PROFESSIONAL EXPERIENCE

General Electric Capital Corporation, Senior Associate in Project Finance, 1992-1995.

Long-Term Credit Bank of Japan, Associate in Investment Management, 1989-1990.

Merrill Lynch, Financial Analyst in Investment Banking, 1987-1989.

PROFESSIONAL CERTIFICATION

Chartered Financial Analyst awarded by AIMR in 1995, now CFA Institute

CONSULTING EXPERIENCE

Marketing Results Group International, ATT Wireless, J. Walter Thompson, Pennsylvania Chamber of Commerce.

AFFILIATIONS

CFA Society of Seattle, Seattle Gymnastics Academy, Princeton Alumni Club of Hawaii