

## FRANK MAY

Department of Marketing  
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### ACADEMIC EMPLOYMENT

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VIRGINIA TECH, Blacksburg, VA  
Pamplin College of Business

Assistant Professor of Marketing  
Associate Professor of Marketing

Mary F. McVay & Theodore R. Rosenberg Junior Faculty Fellow

August 2014-August 2019

August 2019-Present

April 2018-Present

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### EDUCATION

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UNIVERSITY OF SOUTH CAROLINA, Columbia, South Carolina  
Darla Moore School of Business

**PhD in Business Administration (Marketing)**

August 2014

UNIVERSITY OF MINNESOTA, Minneapolis, Minnesota  
Carlson School of Management

**Master of Business Administration (Marketing)**

Graduated as a "Carlson Scholar" (top 10% of the class)

May 2010

**Passed Chartered Financial Analyst Exam (Level 1)**

December 2007

NEW JERSEY CITY UNIVERSITY, Jersey City, New Jersey

**Bachelor of Science (Finance)**

Graduated Summa Cum Laude

January 2006

YANSHAN UNIVERSITY, Qinhuangdao, Hebei, China

**Summer Mandarin Language Program**

Summer 2005

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### HONORS & AWARDS

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- MSI Young Scholar (2019)
- Pamplin College of Business Annual Faculty Award for Excellence in Research (2017, 2018)
- Runner up for William O. Bearden Doctoral Student Research Award (2014)
- University of South Carolina Breakthrough Graduate Scholar (2014)
- Moore School of Business Promising Researcher Award (2013)
- AMA-Sheth Doctoral Consortium Fellow (2013)

- Moore School Research Grant recipient (2011, 2012, 2013)
- CIBER Grant recipient (2010)
- Moore School Fellowship (2010-2014)
- Graduate School Fellow at the University of South Carolina (2010)
- Recipient of SCORE scholarship for excellence in Finance at New Jersey City University (2005)

## **PUBLICATIONS**

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- May, Frank and Caglar Irmak (**equal authorship**) (2018), “The Effects of Rarity on Indulgent Consumption: Non-Impulsives Indulge When Low Frequency is Salient,” *Journal of Consumer Research*, 45 (2), 383-402.
- Monga, Ashwani, Frank May, and Rajesh Bagchi (**equal authorship**) (2017), “Eliciting Time versus Money: Time Scarcity Underlies Asymmetric Wage Rates,” *Journal of Consumer Research*, 44 (4), 833-52.
- May, Frank (2017), “The Effect of Event Markers on Intertemporal Choice is Moderated by the Reliance on Emotions Versus Reason to Make Decisions,” *Journal of Consumer Research*, 44 (2), 313-31.
- Siddiqui, Rafay, Frank May, and Ashwani Monga (**equal authorship**) (2017), “Time Window as a Self-Control Denominator: Shorter Windows Shift Preference Toward Virtues and Longer Windows Toward Vices,” *Journal of Consumer Research*, 43 (6), 932-49.
- May, Frank, Alokparna Basu Monga, and Kartik Kalaiganam (2015), “Consumer Responses to Brand Failures: The Neglected Role of Honor Values,” In Review of Marketing Research (Special Issue on Brand Meaning Management), Special Issue Editors: Deborah J. MacInnis and C. Whan Park. Publisher: Emerald.
- May, Frank and Caglar Irmak (2014), “Licensing Indulgence in the Present by Distorting Memories of Past Behavior,” *Journal of Consumer Research*, 41 (October), 624-41.
- May, Frank and Ashwani Monga (2014), “When Time Has a Will of Its Own, the Powerless Don’t Have the Will to Wait: Anthropomorphism of Time Can Decrease Patience,” *Journal of Consumer Research*, 40 (February), 924-42.
- Siddiqui, Rafay, Frank May, and Ashwani Monga (**equal authorship**) (2014), “Reversals of Task Duration Estimates: Thinking How rather than Why Shrinks Duration Estimates for Simple Tasks, but Elongates Estimates for Complex Tasks,” *Journal of Experimental Social Psychology*, 50 (January), 184-89.

## CONFERENCE PRESENTATIONS

(\* denotes presenter)

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- Mukherjee, Sudipta\* and Frank May (2018), “The “Upper Limit Framing” Effect: Upper Limit Framing of a Cost Estimate Influences Consumption Choices,” Presented at Association for Consumer Research (ACR).
- May, Frank, Rafay Siddiqui, and Jane Park\* (2018), "The Effects of Future Focus on Indulgent Consumption," Presented at Association for Consumer Research (ACR).
- May, Frank\* and Ashwani Monga (2016), “Framing Wait Time Changes Time Perception and Patience,” Presented at Association for Consumer Research (ACR).
- Siddiqui, Rafay A.\*, Frank May, and Ashwani Monga (2015), “Timely Vices and Virtues,” Presented at Association for Consumer Research (ACR).
- May, Frank\* and Priyali Rajagopal (2014), “The Effects of Construal Level Over Time,” Presented at the Association for Consumer Research (ACR) conference
- Siddiqui, Rafay\*, Frank May, and Ashwani Monga (2014), “Virtue vs. Vice: The Effect of Time Window on Preference,” Presented at the Southeast Marketing Symposium
- May, Frank\* and Caglar Irmak (2014), “The Effects of Impulsivity on Perceptions of Prior Consumption,” Presented at the winter Society for Consumer Psychology (SCP) conference
- May, Frank\* and Caglar Irmak (2013), “The Effects of Impulsivity on Perceptions of Prior Consumption,” Presented at the Association for Consumer Research (ACR) conference
- May, Frank\* and Ashwani Monga (2013), “Ingroup-Outgroup Asymmetry for Donations of Time versus Money,” Presented at the Association for Consumer Research (ACR) conference
- Siddiqui, Rafay\*, Frank May, and Ashwani Monga (2013), “When Abstract=Near and Concrete=Far: The Interactive Effects of Construal Level and Complexity on Temporal Perceptions,” Presented at the Association for Consumer Research (ACR) conference
- Siddiqui, Rafay\*, Frank May, and Ashwani Monga (2013), “When Abstract=Near and Concrete=Far: The Interactive Effects of Construal Level and Complexity on Temporal Perceptions,” Presented at the winter Society for Consumer Psychology (SCP) conference
- May, Frank\* (2012), “Should I Get Into Shape or Get Closer to “Mr. Health?” The Effects of Goal Anthropomorphization on Goal Pursuit,” Presented at the Association for Consumer Research (ACR) conference (served as session chair)
- May, Frank\*, Alokparna Monga, and Kartik Kalaiganam (2012), “How Honor Values Affect Responses to Brand Failures,” Presented in a special session at the Association for Consumer Research (ACR) conference

- May, Frank\* and Ashwani Monga (2012), “Power Over When: If Time is Human, Humans Act When They Want,” Presented at the Association for Consumer Research (ACR) conference
- May, Frank\*, Alokparna Monga, and Kartik Kalaignanam (2012), “How Honor Values Affect Responses to Brand Failures,” Presented at the winter Society for Consumer Psychology (SCP) conference
- May, Frank\*, Alokparna Monga, and Kartik Kalaignanam (2012), “The Effect of Honor Values on Consumer Responses to Brand Failures,” Presented at the Southeastern Marketing Symposium
- May, Frank\*, Carlos Torelli, and Andrew Kaikati (2010), “The Effect of Identification with a Social Group on Self-Accessibility,” Presented at the winter Society for Consumer Psychology (SCP) conference

## **TEACHING**

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- Consumer Behavior (undergraduate), University of South Carolina, Moore School of Business, Fall 2012. Overall rating: 4.4/5.0
- Consumer Behavior (undergraduate), Virginia Tech, Pamplin College of Business, multiple sections from Spring 2015 to the present. Overall rating: 5.0/6.0
- Seminar in Buyer Behavior Research (PhD seminar), Virginia Tech, Pamplin College of Business, Fall 2017. Overall rating: 5.45/6.0

## **SERVICE**

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- Ad-hoc Reviewer
  - Journal of Consumer Research
  - Journal of Consumer Psychology
  - Journal of Marketing Research
  - Journal of the Association of the Association for Consumer Research
  - Journal of Experimental Social Psychology
  - International Journal of Research in Marketing
  - Journal of Behavioral Decision Making
  - Journal of Systems and Software
  - Marketing Letters
  - International Journal of Psychology
- Reviewer for the SCP dissertation contest
- Reviewer for the MSI Alden G. Clayton competition
- SCP program committee
- Conference Reviewer
  - Summer AMA
  - ACR
  - Winter AMA
  - SCP

- LaLonde