

KATHRYN (BRAUN) LATOUR

Professor, Medill School of Journalism, Media, Integrated Marketing Communications
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EDUCATION

B.S. Broadcast Production Management

The University of Colorado (Boulder), School of Journalism, 1989.

M.S. Broadcast Administration

Boston University, College of Communication, 1991.

Ph.D. Marketing

The University of Iowa, College of Business, 1997.

Dissertation: Braun, Kathryn Anne (1997), "Reconstructive Memory in Consumer Decision Making,"

UMI, Publication # AAT 9731768, ISBN: 978-0-591-41056-3

APPOINTMENTS

Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications
Professor, September 2023- present

Cornell University, School of Hotel Administration, SC Johnson College of Business

Banfi Vintners Professor of Wine Education and Management, 2016- 2023

Professor June 2023

Associate Professor of Services Marketing, July 2013-2023, tenured 2015

Visiting Professor Services Marketing, July 2012- June 2013

University of Nevada- Las Vegas, William F. Harrah College of Administration

Associate Professor of Hospitality Marketing, 2008- July 2011

Assistant Professor of Hospitality Marketing, UNLV, 2004-2008

Auburn University

Adjunct faculty 1999, 2001-2002, 2003-2004

Harvard Business School, Mind of the Market Lab

Visiting Scholar and Research Associate, 1997-2001

University of Iowa, Tippie College of Business

Visiting Assistant Professor, 1997-1998

HONORS and AWARDS

2021 Best article of the year appearing in *Journal of Marketing Education*

2017 Knowledge Matters faculty fellow, Provost Office of Faculty Development and Diversity, Cornell University

2014 Best article of year appearing in *Journal of Advertising*

2014 Best article of year appearing in *Cornell Hospitality Quarterly*

2013 Great Mind Award for best academic paper appearing in the *Journal of Advertising Research*

2010 Boyd Research Award in the William F. Harrah College of Hotel Administration

2006 Finalist for Best Article Award in the *Cornell Hotel and Restaurant Administration Quarterly*

2005 Finalist for Best Article Award in the *Journal of Advertising*

2003 selected as a Hearin Lecturer, School of Business Administration, University of Mississippi

2002 JCR Policy Board Award for the best article in *Journal of Consumer Research*

1999 Robert Ferber Award, *Journal of Consumer Research*, best article based on a dissertation.

1996 Candidate, Marketing Doctoral Consortium, American Marketing Association Meeting

1996 M. Bhanu Murthy Award for Excellence in Teaching

RESEARCH INTERESTS

Basic research area: Consumer learning of, and memory for, hedonic experiences

Industry contexts: Art museums, Advertising, Casinos, Food & Beverage, Hotels, Non-Profits, Resorts, Restaurants, Tourism, Wine

Applications: Experience design; Promotional message and media scheduling; False advertising/corrective advertising; Crisis management; Loyalty program design; Interaction of autobiographical memory and culture for understanding brand meaning; Consumer education/training in artisanal products; Gambling segmentation; Legitimization of gambling; Taste preference and segmentation; Gender differences in marketing; Childhood attachment to brands; Nostalgic advertising and measurement; Implicit measures in marketing; Cross modal effects on consumer experience; Marketing applications of neuroscience methods.

JOURNAL ARTICLES

Joy, Annamma, Jeff Jianfeng Wang, Davide C. Orazi, Seyee Yoon, Kathryn LaTour and Camilo Peña (2023), "Co-creating Affective Atmospheres in Retail Experience," *Journal of Retailing*, 99(2), 297-317. <https://doi.org/10.1016/j.jretai.2023.05.002>

Monnier, Arnaud, Sarah Lim, Kathryn LaTour and Stijn M.J. Van Osselaer (2022), "Baking Your Own Cookies: Does Food Self-Production Increase Consumption?" *Journal of the Association for Consumer Research*, Special Issue on Healthy Eating Interventions, <https://www.journals.uchicago.edu/doi/abs/10.1086/720447>

Hendler, Flavia, Kathryn A. LaTour and June Cotte (2022), "Temporal Orientation and Customer Loyalty Programs," *Cornell Hospitality Quarterly*, <https://doi.org/10.1177%2F19389655211008413>

LaTour, Kathryn A. and Ana Brant (2022), "Social Listening to Create Bespoke Customer Experiences: Best Practices for Hospitality Operators," *Cornell Hospitality Quarterly*, 63(3), 320-333, <https://doi.org/10.1177/1938965521993087>, And also CHR Research brief featured here: <https://ecommons.cornell.edu/handle/1813/110002>

Back Ki-Joon, Jung Kun Park, Kathy LaTour (2022), "Luxury Hospitality Services: Editorial Comment," *Cornell Hospitality Quarterly*, ;63(1):4-4, <https://doi.org/10.1177%2F19389655211062978>

Kleinhans, Jörn and Kathryn A. LaTour (2022), "Underpricing Luxury: When Lower Price Results in Higher Reputation," *Cornell Hospitality Quarterly*, 63(1):96-107 <https://doi.org/10.1177%2F19389655211042874>

Joy, Annamma., Seyee Yoon., Bianca Grohmann and Kathryn Latour, K. (2021), "How Winery Tourism Experience Builds Brand Image and Place Attachment," *Wine Business Journal*, <https://doi.org/10.26813/001c.30210>

LaTour, Kathryn A. and Hayden N. Noel (2021), "Self-directed Learning Online: An Opportunity to Binge" *Journal of Marketing Education*, 43(2), 174-188 <https://doi.org/10.1177/0273475320987295> best article of year.

Joy, Annamma, Kathryn A. LaTour, Steven Charters, Bianca Grohman and Camilo Peña (2021), "The Artification of Wine: Lessons from the Fine Wines of Bordeaux and Burgundy," *Arts Marketing: An International Journal*, 11(1), 24-39 invited article <https://doi.org/10.1108/AAM-11-2020-0048> .

LaTour, Kathryn A., Annamma Joy and Roger Noujeim (2021), "Developing Wine Appreciation for New Generations of Consumers," *Cornell Hospitality Quarterly* special issue on the Wine Business, 62(3) 337-345 <https://journals.sagepub.com/doi/10.1177/1938965520978382> .

Wang, Qian, Meaghan Frank, Ben Houge, Charles Spence and Kathryn A. LaTour (2019), "The Influence of Music on the Perception of Oaked wines – A tasting room case study," *Journal of Wine Research*, 30:4, 312-321, <https://doi.org/10.1080/09571264.2019.1684248>

- LaTour, Kathryn A. (2019), "Cultivating Appreciation for Hedonic Products," *Journal of Advertising Research*, September, 59 (3) 263-267 ,
<https://thearf.org/access-knowledge-2/publications/journal-of-advertising-research/jar-sept-2019-speakers-box-cultivating-appreciation-of-hedonic-products-a-synesthetic-approach-to-marketing/> .
- LaTour, Kathryn A. and John A. Deighton (2019), "Learning to Become a Taste Expert," *Journal of Consumer Research*, 46, (June), 1–19. lead article,
<https://academic.oup.com/jcr/advance-article/doi/10.1093/jcr/ucy054/5035291?guestAccessKey=1f816ced-48d6-4083-9fbc-eeec11756e4d>
- Merchant, Altaf C., Kathryn A. LaTour, John B. Ford and Michael S. LaTour (2017), "Should Cookie Monster Adopt a Healthy Lifestyle or Continue to Indulge? Insights into Brand Icons," *Psychology & Marketing*, 35(1), 64-78.
- LaTour, Kathryn A., Michael S. LaTour and Brian C. Wansink (2017), "The Impact of Supertasters on Taste Test and Marketing Outcomes: How an Innate Characteristic Shapes Taste, Preference, Experience, and Behavior," *Journal of Advertising Research*. 58(2), 1-15, lead article.
- Noel, Hayden and Kathryn LaTour (2017), "The Impact of Repetition and Spacing on Memory for Advertising," *Business Management and Review*, 2, 14.
- LaTour, Kathryn A., Michael S. LaTour, and Charles C. Brainerd (2014), "Fuzzy Trace Theory and "Smart" False Memories: Implications for Advertising," *Journal of Advertising*, 43(1), 3-17, lead article and winner of best article of the year.
- LaTour, Kathryn A. and Lewis P. Carbone (2014), "Sticktion: Assessing Memory for the Customer Experience," *Cornell Hospitality Quarterly*, 55(4), 342-353, featured article and winner of best article of the year.
- Humphreys, Ashlee and Kathryn A. LaTour (2013), "Framing the Game: Assessing the Impact of Cultural Representations on Consumer Perceptions of Legitimacy," *Journal of Consumer Research*, 40(December), 773-795.
- Merchant, Altaf, Kathryn A. LaTour, John B. Ford and Michael S. LaTour (2013), "Development and Validation of a Scale to Measure Personal Nostalgia Evoked by Advertisements," *Journal of Advertising Research*, 53(2), 150-165, winner of best academic article of the year.
- LaTour, Kathryn A., and Michael S. LaTour (2012), "Can Advertising Change Memory for Even a Really Discrepant Experience? Paradigm Issues in the Study of Post-experience Advertising," *Journal of Current Issues and Research in Advertising*, 33(2), 210-226.
- LaTour, Kathryn A., Michael S. LaTour and Andrew H. Feinstein (2011), "The Effects of Perceptual and Conceptual Training on Novice Wine Drinkers' Development," *Cornell Hospitality Quarterly*, 52(4), 445-457
- LaTour, Kathryn A., and Michael S. LaTour (2010), "Bridging Aficionados' Perceptual and Conceptual Knowledge to Enhance how they Learn from Experience," *Journal of Consumer Research*, 37 (4), 688-697.
- LaTour, Kathryn A., Michael S. LaTour and George M. Zinkhan (2010), "Coke is It: An Icon Illuminated through Childhood Memory Stories," *Journal of Business Research*, 63 (3), 328-336.
- LaTour, Kathryn A., Frank Sarrazit, Rom Hendler and Michael S. LaTour (2009), "Cracking the Cultural Code of Gambling," *Cornell Hospitality Quarterly*, 50 (4), 475-497.
- LaTour, Kathryn A., and Michael S. LaTour (2009), "Positive Mood and Susceptibility to False Advertising," *Journal of Advertising*, 38 (3), 127-142.

- Cotte, June and Kathryn A. LaTour (2008), "Blackjack in the Kitchen: Understanding Online Versus Casino Gambling," *Journal of Consumer Research*, 35 (5), 742-758.
- Hendler, Flavia and Kathryn A. LaTour (2008), "A Qualitative Analysis of Slot Clubs as Drivers of Casino Loyalty," *Cornell Hospitality Quarterly*, 49(2), 105-121.
- Braun-LaTour, Kathryn A., Nancy M. Puccinelli and Fred W. Mast (2007), "Mood, Information Congruency and Overload," *Journal of Business Research*, 60, 1109-1116.
- Braun-LaTour, Kathryn A., and Michael S. LaTour (2007), "Using Childhood Memory Elicitation to Gain Insights into a Brand at a Crossroads: The In-N-Out Burger Situation," *Cornell Hotel and Restaurant Administration Quarterly*, 48(3), 246-273.
- Braun-LaTour, Kathryn A., Michael S. LaTour, and George M. Zinkhan (2007), "Using Childhood Memories to Gain Insight into Brand Meaning," *Journal of Marketing*, 71 (April), 45-60.
- Braun-LaTour, Kathryn A. (2007), "Beyond Nostalgia: Using Childhood Memories as a Means to Emotionally Connect with Consumers," *International Journal of Advertising*, invited commentary, 26(3), 402-405.
- Potter, Robert F., Michael S. LaTour, Kathryn A. Braun-LaTour and Thomas Reichert (2006), "The Impact of Program Context on Motivational System Activation and Subsequent Effects on Processing a Fear Appeal," *Journal of Advertising*, 35(3), 69-82.
- Braun-LaTour, Kathryn A. and Gerald Zaltman (2006), "Memory Change: An Intimate Measure of Persuasion," *Journal of Advertising Research*, 46(1), 57-72.
- Braun-LaTour, Melissa Grinley and Elizabeth F. Loftus (2006), "Tourist Memory Distortion," *Journal of Travel Research*, 44(4), 360-367.
- Braun-LaTour, Kathryn A., Michael S. LaTour and Elizabeth F. Loftus (2006), "Is That a Finger in My Chili? Using Affective Advertising for Post-crisis Brand Repair," *Cornell Hotel and Restaurant Administration Quarterly*, 47(2), 106-120, featured lead article and selected as a finalist for best article of the year.
- Braun-LaTour, Kathryn A., Flavia Hendler and Rom Hendler (2006), "Digging Deeper: Art Museums in Las Vegas?" *Annals of Tourism Research*, 33(1), 265-268, research note.
- Braun-LaTour, Kathryn A. and Michael S. LaTour (2005), "Transforming Consumer Experience: When Timing Matters," *Journal of Advertising*, 34(3), 19-30, finalist for best article of the year.
- Braun-LaTour, Kathryn A., Michael S. LaTour, Jacqueline Pickrell and Elizabeth F. Loftus, (2004), "How (and When) Advertising Can Influence Memory for Consumer Experience," *Journal of Advertising*, 33(4), 7-26, lead article.
- Braun-LaTour, Kathryn A. and Michael S. LaTour (2004), "Assessing the Long-Term Impact of a Consistent Advertising Campaign on Consumer Memory," *Journal of Advertising*, 33(2), 49-61,
- LaTour, Michael S., Tony L. Henthorne and Kathryn A. Braun-LaTour (2003), "Is a Cigar Just a Cigar: A Glimpse of the New Age Cigar Consumer," *Academy of Marketing Science Review*
- Braun, Kathryn A., Rhiannon Ellis, and Elizabeth F. Loftus (2002), "Make My Memory: How Advertising can Change our Memories of the Past," *Psychology & Marketing*, 19(January), 1-23.
- Law, Sharmistha and Kathryn A. Braun (2000), "I'll Have What She's Having: Gauging the Effectiveness of Product Placements," *Psychology & Marketing*, 17(12), 1059-1075.

Braun, Kathryn A. (1999), "Post-Experience Advertising Effects on Consumer Memory," *Journal of Consumer Research*, 25(March), 319-334, winner of the Ferber Award and best article of the year.

Braun, Kathryn A. and Elizabeth F. Loftus(1998), "Advertising's Misinformation Effect," *Applied Cognitive Psychology*, 12(December), 569-591.

WORKING PAPERS and NON-REFEREED JOURNALS

LaTour, Kathryn A. (2017), "Mind of the Market Lab: Illuminating the Consumer Mind," Legends in Marketing" Gerald Zaltman, Jag Sheth (ed).

Braun-LaTour, Kathryn A. (2006), "Digging Deeper" which was published in 2006 in Nevada Hospitality Magazine, and also reprinted in their other publications.

Kosslyn, Stephen M., Gerald Zaltman, William Thompson, David Hurvitz, and Kathryn A. Braun (1999), "Reading the Mind of the Market," working paper, Harvard University.

Braun, Kathryn A. and Gerald Zaltman (1998), "Backward Framing: A Theory of Memory Reconstruction," MSI's Working Paper Series, # 98-109.

Schultz, Randall L. and Kathryn A. Braun (1997), "The Effect of Perception of Reality on Marketing Decision Making." University of Iowa working paper.

BOOK CHAPTERS

LaTour, Kathryn A. (2022), "Campari: A Brand Developed With and Through Art," Chapter 10, In *New Directions in Art, Fashion and Wine: Sustainability, Artification, and Digitalization*.

LaTour, Kathryn A. and Annamma Joy (2022), "The Artification of Hospitality: Elevating Service to Luxury Status," Chapter 14, In *The Future of Luxury Brands: Artification and Sustainability*.

Kachen, Axenya and Kathryn LaTour (2018), "Sex, Gender and Advertising" In *Marketing & Humanity: Discourses in the Real World*, Cambridge Scholars Publishing.

LaTour, Michael S. and Kathryn A. LaTour (2016), "Building an Integrated Marketing Communications Mindset For Hotel Managers," In *Handbook of Hotel Chain Management*, Vincent Magnini (ed), Routledge.

Cotte, June and Kathryn A. LaTour (2010), "Gambling Beliefs vs. Reality: Implications for Transformative Public Policy," in *Transformative Consumer Research for Personal and Collective Well-Being*, David Glen Mick, Simone Pettigrew, Cornelia Pechmann and Julie L. Ozanne (eds.).

LaTour, Kathryn A., Lewis P. Carbone and Suzie Goan (2009), "Managing Hospitality Experiences: Las Vegas Style," in *Memorable Customer Experiences: A Research Anthology*, Adam Lindgreen, Joëlle Vanhamme, Michael Beverland (eds), Gower Publishing.

LaTour, Kathryn A. (2008), "Advertising, Public Relations and Crisis Management," chapter 7, prepared for the *Handbook of Hospitality and Tourism*, Haemoon Oh, editor.

Law, Sharmsitha and Kathryn Braun (2003), "Gauging the Impact of Product Placements on Viewers: Practical and Theoretical Implications" L. J. Shrum (Ed), *Blurring the Lines: The Psychology of Entertainment Media*, Mahwah, NJ: Lawrence Erlbaum.

GOOGLE SCHOLAR

<https://scholar.google.com/citations?user=qDkpEL8AAAAJ&hl=en>

Citations: 4091

H Index: 27
 Hi Index= 38
 Accessed September 21, 2023

CASE STUDIES

In collaboration with Professor Gerald Zaltman I developed a series of neuroscience primers for distribution through the Harvard case system. We took an interdisciplinary approach to the mind/brain/behavior relationship. Our goal was to familiarize readers with the new imagery methods that allowing us "see" the brain think. Research in cognitive neuroscience had been developing as accelerated speed, overturning past philosophical myths and raising new issues. Some of the topics we discussed include: the neuroscience methods (e.g., PET, fMRI, ERP, MEG); consciousness; neural plasticity; artificial intelligence; memory; learning; emotion; language. The titles appear below:

“Introduction to Neuroscience”

“Anatomical View of the Human Brain”

“The Tools of Cognitive Neuroscience”

“The Objectivity of Experience”

“Genetics and Behavior”

“Top Down Cognitive Processes”

“Is the Human Brain a Computer?”

“The Emotional Brain”

“Constructive Memory Processes”

“Eliciting Hidden Knowledge”

Puccinelli, Nancy M., Kathryn A. Braun and Fred Mast (2002), “What We Know and Don’t Know about What Influences Behavior: An Examination of Implicit Predictors of Behavior,” Harvard Case Note.

There were several working papers also at the Mind of the Market Lab, one being “Having the Customers’ Best Interest at Heart.”

HOSPITALITY INDUSTRY RELEVANT CONSULTING PROJECTS

Coca-Cola Museum Atlanta Memory Design
 Hallmark Memory Project
 Las Vegas Sands/Macau Cross Cultural Insights for Design
 Disney Icon Project
 General Motors Experience Car Dealership Design
 Pizza Hut UK Experience ReDesign
 P&G Febreze launch
 Pinnacle Entertainment Casino Design
 Venetian Slot Club Loyalty Program Design
 Differentiating Venetian/ Palazzo Brand Experience
 LVCVA Branding Las Vegas

TEACHING INTERESTS

Experience Management; Consumer Behavior; Wine Marketing; Luxury Marketing; Theories of Memory and Learning; Marketing and Brand Strategy.

TEACHING EXPERIENCE

Introduction to Marketing, Research Assistant, Visiting Assistant Professor, University of Iowa, 1993-1998.

Introduction to Psychology, Auburn University, Adjunct Professor, 1999, 2001-2002.

Theories of Learning, Huntingdon College, Adjunct Professor, 2000.

Consumer Behavior, Auburn University, Adjunct Professor, 2001-2002; Visiting Assistant Professor 2003-2004.

Research Methods (M.S. and Ph.D), Psychology of Hospitality Marketing (M.S. and Ph.D.), and Marketing (undergraduates), UNLV Assistant Professor 2004-2007; Associate Professor 2008-2011.

Wine Marketing developed for undergraduates and graduate students, offered from 2014-2023, Luxury Marketing class offered 2019- 2023 for undergraduates and graduates, Services Marketing for undergraduates, core hotel and general business elective, 2012-2023, Cornell Hotel School.

Luxury Champagne Practicum, Trial run of elective for Wine and Luxury Marketing students, developed with Richy Petrina LVMH, Spring break 2017 in Reims (6 students attended),

Champagne Master class, from Wine Scholar Guild taught to students prior to Champagne trip, Spring 2017.

ENOCERT 202 Certification Course: Tasting Room Sales Strategies, one day seminar taught as part of Cornell's Viticulture and Enology Extension Program, August 2017, August 2018.

Luxury Marketing Executive class Summer 2021, Spring 2022.

Doctoral Seminar on Behavioral Decision Making: Learning and Memory (Offered for marketing PhD students), SC Johnson Cornell Business, Fall 2019; Fall 2021.

Independent and honor theses involvement with Cornell undergraduates, 2013- 2023.

Integrating Sustainability in Brand Management, IMC Pro Immersion Chile, co-taught with Vijay Viswanathan and Julie Kim, August 2023.

IMC Strategic Process, IMC Medill full-time Masters, Northwestern University, Winter 2024.

GRADUATE STUDENT INVOLVEMENT

Institution	Year	Student	Department/School	My role
Cornell University	2023	Michelle Wang (Ph.D)	Marketing	Co-Chair
Cornell University	2022	Sherry Cai (M.S)	Hotel	Committee member
Tsinghua University	2021	Xian Wang (Ph.D)	Marketing	Post-doc advisor
Pepperdine University	2021	Ana Brant (DBA)	Business	External member
Cornell University	2017	Jie Li (Ph.D)	Dyson	Committee member
Columbia University	2014	Barbie Jean Messa (Ph.D)	Psychology	Committee member
UNLV	2010	Jeremy Krause (Ph.D)	Psychology	Committee member
UNLV	2009	Michelle Millar (Ph.D)	Hotel	Committee member
UNLV	2008	Flavia Hendler (Ph.D)	Hotel	Chair
UNLV	2009	Gael Hancock (MS)	Hotel	Chair
UNLV	2006	Watcharobon Wiraboot (MS)	Hotel	Chair
UNLV	2006	Jangwon Cho (MS)	Hotel	Chair
UNLV	2006	J.J. Huang	Hotel	Chair
UNLV	2005/2008	Valentini Kalagyrou (MS and Ph.D)	Hotel	Committee member
UNLV	2006	Kelly Phelan (MS)	Hotel	Committee member
UNLV	2005	Sung Soo Kim (MS)	Hotel	Committee member
UNLV	2004	Dina Tanvuia (MS)	Hotel	Committee member

COLLEGIAL REVIEWING ACTIVITIES

Editorial Review Board member at the *Journal of Travel Research* (past), *Journal of Advertising Research* (current), *Journal of Advertising* (current), *Cornell Hospitality Quarterly* (current), also co-editor of special issue of Luxury Services in the *Cornell Hospitality Quarterly*, 2021-2022. Associate Editor at the *Journal of Advertising Research*, 2022-present.

I am asked to review across three main types of journals: Hospitality/wine, Marketing/Communication/ Business, and Psychology/memory, past review activity listed below:

Hospitality/Wine:

Cornell Hospitality Quarterly (current board member)
 International Journal of Wine Research
 International Journal of Wine Business Research
 International Journal of Hospitality Management
 Journal of Service Research
 Journal of Travel Research (past board member)
 Journal of Hospitality and Tourism Management

Marketing/Communication/Business:

California Management Review
 International Journal of Research in Marketing
 Journal of Advertising (board member)
 Journal of Advertising Research (board member)
 Journal of Business Research
 Journal of Consumer Behavior
 Journal of Consumer Research
 Journal of Marketing
 Journal of Marketing Research
 Journal of Product and Brand Management
 Journal of Public Policy in Marketing
 MIS Quarterly
 Qualitative Market Research

Psychology/Memory:

Applied Cognitive Psychology
 Journal of Applied Research in Memory and Cognition
 Memory
 Memory and Cognition
 Neuroscience

I also review for Association for Consumer Research, the American Marketing Association and Consumer Psychology conferences.

Other: Judge for the 1999 and 2000 Society for Consumer Psychology's best dissertation proposal. Harrah Hotel Grant Committee Judge (2010, 2008); Reviewer for Harrah Hospitality Summit (2010) and UNLV Graduate Summit (2008).

PROFESSIONAL ASSOCIATIONS

American Association of Wine Economics
 Association for Consumer Research
 Federation Internationale des Vins et Spiritueux (FIVS) Member
 Society of Wine Educators
 Wine Scholar Guild
 Guild of Master Sommeliers
 International Sommelier Guild
 Women of the Vine, Executive Board member
 Les Dames d'Escoffier, Chicago chapter member, Scholarship Director.

PROFESSIONAL CERTIFICATIONS

Certified Hospitality Educator, American Hotel and Lodging Educational Institute, 2004.
 Certified Sommelier, Court of Master Sommeliers, May 2011.
 Certified Wine Specialist, Society of Wine Educators, 2011.
 Sommelier Diploma and Certification, International Sommelier Guild, May 2011.
 Master Level Champagne (with honors), Wine Scholar Guild, 2017.
 Institute of Master of Wine, passed first year examination 2013, was a second year student preparing for the full exam 2013-2014, 2017-2018, took leave due to personal and professional responsibilities.
 TIPS certification for on-premise alcohol service New York State, 2017.
 WSET Level 3 Advanced Certificate in Wine, completed Spring 2021; WSET Diploma completed Spring 2023.

INVITED TALKS and CONFERENCE PRESENTATIONS

“Developing a Marketing Career in Hospitality,” invited guest speaker to Virginia Tech’s Department of Tourism and Hospitality graduate seminar, November 18, 2022.
 “Views of Wine Education,” guest of Steve Raye’s Italian Wine podcast, to be released in October 2022.
 “Building Up and Breaking Down Consumer Experience.” Invited speaker, BEDR, Cornell University, August 30, 2022.
 “I Want What You’re Having, But Don’t Look at Me: Direct Eye Contact Decreases Consumer’s Food Preferences,” Flashtalk for the Society of Consumer Psychology, March 2022 (with Michelle Wang and Suzanne Shu)
 “Wine Education for New Consumers” Restaurant Relevance podcast with Nathan Jarvis, March 2022.
 “I Want What You’re Having, but Don’t Look at Me: Human Presence in Food Images,” Poster presentation at the Association for Consumer Research conference, October 2021 online (with Michelle Wang and Suzanne Shu).
 “Social Listening” presentation to the Cornell Hospitality Research Board, November 15, 2021 (virtual).
 “Luxury Marketing” presentation to the board of directors, Tradition Golf Club, August 20, 2021, La Quinta, CA (virtual).

Panelist for FLX cursion conference on Riesling, Riesling: Food's Best Friend, July 17, 2021, Geneva, NY
<https://flxcursion.com/wp/schedule-2021/#public>

"Building Wine Appreciation for the New Generation Consumer," ASEV (American Society for Enology and Viticulture), conference June 21-24, 2021 online (with Roger Noujeim and Annamma Joy)

"Social Listening: An Essential Tool for Responsive, Customer-centric Service," CHR Keynote, June 2, 2021,
<https://ecornell.cornell.edu/keynotes/overview/K060221/>

Panelist discussing Customer Experience at the CHR Symposium "Harmonic Hospitality,"
<https://sha.cornell.edu/events/harmonic-hospitality-a-symposium-on-the-intersections-among-music-entrepreneurship-and-hospitality/> December 2020.

"Approaching Wine Appreciation Holistically" American Association of Wine Economics conference, Vienna, July 2019.

"Engaging New Generations of Consumers with Wine," (with Roger Noujeim), Cornell Wine and Hospitality Workshop, NYC, June 2019.

"Spaced versus Binge Learning: Applications for Online Learning Environments" (with Hayden Noel). for conference focused on a special issue of *Journal of Marketing Research* on Education and Marketing, Austin, TX February 2019

"Introducing a new tool for assessing consumer tasting: Elevating consumer engagement and facilitating market insights," with Roger Noujeim, CEO, QUINI, presented to the American Association of Wine Economists 12th Annual Conference, Ithaca, NY June 12, 2018.

"The influence of music on the perception of oaked wines – A tasting room case study in the Finger Lakes Region," with Qian Janice Wang, Charles Spence (Oxford U), Meaghan Frank (Dr. Konstantin Frank Wine), Ben Houge (Berklee School of Music), presented to the American Association of Wine Economists 12th Annual Conference, Ithaca, NY June 12, 2018.

"Does taste sensitivity matter in the wine industry? The influence of sensory tasting information and taste sensitivity on purchasing behaviors," with Jie Li, Miguel Gomez (Cornell University), presented to the American Association of Wine Economists 12th Annual Conference, Ithaca, NY June 12, 2018.

"Gender and Wine" invited lecture to Cornell Culture of Wine class, Spring 2018.

"Why do you like the wines you do?" SC Johnson staff enrichment series, January 26, 2018.

"Creating a Cross Modal Wine Experience," (with Meaghan Frank, Janice Wang and Ben Houge), CRAVE (Cornell Recent Advances in Viticulture and Enology) conference, November 14, 2017.

"How to Create Experiences that Truly Stick with Your Customers," Web conversation with eCornell,
<https://www.youtube.com/watch?v=cvog0qulWic> , Fall 2017.

"The New Tastemakers: How to use Sensory Perception to Increase Brand Enjoyment," webinar with Cynthia Sterling, offered through Women of the Vine, August 15, 2017.

"Are you a Supertaster? Wine tasting class," August 8, 2017, Cornell Club NYC.

Presenter for Johnson School Predictions Dinner on Supertaster research (with Miguel Gomez) to MBA alumni, February 8, 2017.

"The Impact of Repetition and Spacing on Memory for Advertising" (with Hayden Noel), 8th International Trade & Academic Research Conference (ITARC) 6-7th November, 2017 London, UK (best presentation award).

“How Co-production and Authenticity Affect the Future of Experience Design Roundtable” co-chair (with Lou Carbone), Cornell Hospitality Research Roundtable, Ithaca NY, October 23-24, 2016.

“What Really Drives Loyalty Now?” moderator for Cornell Hospitality Leadership Series with the Women in Senior Leadership, St. Regis Hotel, Washington DC, April 11, 2016.

Business of wine presentation to Cornell’s CUVEE group (CALs Viti/vini program), August 2016.

“Using Cross-sensory tools to Engage Wine Consumers,” Invited speaker/session leader, Women of the Vine Global Symposium, Napa 2015.

“Developing Consumer Knowledge About Wine: Insights about Expertise,” B.E.V. (Business, Enology, Viticulture) NY, CALS sponsored event, Waterloo, NY, February 27, 2014.

Speaker at the Boyce Thompson’s From Gene to Bean event, November 12, 2013.

SHA representative speaker at TCAM (Trustee-Council Annual Meeting) spoke about my research on wine and expertise, and arranged for a tasting with a wine donation from Kendall-Jackson, October 25, 2013.

Tasting room talk on consumer perception and marketing at Geneva Station with Cornell Extension, May 14, 2013.

Tasting room talk on consumer perception and marketing at Martha Clara in North Fork, LI, with Cornell Extension, March 12, 2013.

“Experience Management 2.0” with Lou Carbone, Jon Carbone, Michael LaTour. Cornell Hospitality and Research Summit, Ithaca, NY October 9, 2012.

Special session organizer “The Paradox of Memory,” and co-author “Nostalgic Charity Appeals: Moderating Effects of Mood, Beneficiary and Childhood Icons” (with Altaf Merchant, John Ford and Michael LaTour), North American Association for Consumer Research conference, Vancouver, BC, October 4-7, 2012, in NA - *Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, 32-36.

Humphreys, Ashlee and Kathryn A. LaTour, “Together We Stand, Divided We Fall: Categorization and the Process of Legitimation,” as part of a Special Session *Consumer Gambling: Building Disciplinary Connections for Better Understanding*, Association for Consumer Research, St. Louis, MO., October 2011, . in NA - *Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, 175-176.

LaTour, Kathryn A. and Michael S. LaTour, “Managing Customer Experiences From Sensory Exposure to Recollection,” Cornell Hospitality Research Summit, October 2010.

LaTour, Kathryn A. “The Framing of Customer Experience,” UNLV Harrah Hospitality Summit, June 2009.

Merchant, Altaf, John B. Ford, Kathryn A, LaTour, Michael S. LaTour, "Developing an Advertising Personal Nostalgia Intensity Scale," Academy of Marketing Science Annual Conference, Portland, June 2010.

Noel, Hayden and Kathryn A. LaTour, “Reconstruction Theory: Towards an Understanding of How Media Scheduling Influences Memory for Advertising,” European Association for Consumer Research Conference, June 2010, London, in *European Advances in Consumer Research* Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN : Association for Consumer Research, 541.

LaTour, Kathryn A., “From Sensory to Consumer Perceptions: The Framing of Customer Experience,” SCENTWorld, keynote address, Las Vegas, November 2009.

LaTour, Kathryn A. and June Cotte, "Digging Deeper into Gamblers' Psyche: An Application of the Zaltman Metaphor Elicitation Technique," 14th International Conference on Gambling & Risk Taking, Lake Tahoe Nevada May 25-29, 2009

Poster presentation: Hendler, Flavia and Kathryn LaTour, "Consumer Empowerment and Casino Loyalty Programs: An Examination of Temporal Orientation and Consumer Choice," Latin America Association for Consumer Research, 2008, Sao Paulo, Brazil, . in *LA - Latin American Advances in Consumer Research* Volume 2, eds. Claudia R. Acevedo, Jose Mauro C. Hernandez, and Tina M. Lowrey, Duluth, MN : Association for Consumer Research, 183.

"Residual Goodwill—Consumer Memory Perspective," for a panel discussion on Residual Goodwill, at the Intellectual Property Owner's Association Meeting, San Diego, September 2008

Poster presentation: Noel, Hayden and Kathryn Braun-LaTour, "Reconstruction Theory: Towards an Understanding of How Media Scheduling Influences Memory for Advertising," Society for Consumer Psychology Conference, New Orleans, 2008.

Cotte, June and Kathryn A. Braun-Latour, "The Warrior, The Escape Artist, And The Hidden Addict: Gambling And The Movement Of Consumption Into The Private Sphere," 2007 Consumer Culture Theory Conference.

Two papers presented as part of a special session "Casino Gambling: Meanings, Motives and Marketers" at the Association for Consumer Research conference in Orlando, FL 2006, "An Assessment of the Value of Slot Clubs as Drivers of Casino Loyalty" (with Flavia Hendler) and "Not Leaving Las Vegas: Identity Projects of Local Vegas Gamblers" (with June Cotte). in *NA - Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, 690-692.

Paper presentation: "A Cross Cultural Analysis of Tipping Behavior: An Application of Zaltman Metaphor Elicitation Technique" with Alexandrina Tanvuia and Billy Bai and Seymus Baloglu, 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA January 2006. The following was accepted as a poster at that conference: "Comparative Study Of Personality Traits Of Gamblers Who Play Video Poker And Traditional Pull/Push Machines Through Cattell's 16 Personality Factors" with J.J. Huang.

"Using Three-Dimensional Photo Elicitation for Post-Experience Conference Assessment," with Michael S. LaTour and Tony Henthorne, UNLV Summit 2005.

Poster presentation, "Predicting Ad Response Over Time:A Comparison of Arousal and Ad-Liking to Outcomes of Explicit Memory," (co-authored with Michael S. LaTour), Association for Consumer Research Conference, Portland, OR, October 7-11, 2004.

Co-chair of Roundtable entitled "Theories on How Spacing Of Stimuli Affect Memory," with Sara L. Appleton-Knapp, San Diego State University; and Hayden Noel, Baruch College, Association for Consumer Research Conference, Toronto, ON, October 9-12, 2003 . in *NA - Advances in Consumer Research* Volume 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA : Association for Consumer Research, 94

Invited Speaker to the Sandage Symposium at the University of Illinois, October 3-5, 2003. Symposium is focused on cutting-edge advertising research from academia and practice.

Selected as a Hearin Invited Lecturer, School of Business Administration, University of Mississippi, January 2003.

"Implicit Memory: Insight into the Consumers' Unconscious" as part of the Advertising Research Foundation's Week of Workshops, Qualitative Research session, October 7, 2002, New York City.
(<http://www.thearf.org/wow2002/wow2002.html>)

“Product Placements: Practical and Theoretical Implications” (with Sharmistha Law and Darlene Walsh), 21st Annual Advertising and Consumer Psychology Conference, Blurring the Lines: The Psychology of Entertainment Media, May 16-18, 2002, New York City, (<http://fisher.osu.edu/marketing/scp/>)

“When What Consumers Say Isn’t What They Do: The Case of Ethnocentrism,” (with Gerald Zaltman, Harvard Business School) Association for Consumer Research Conference, Austin, Texas, October 2001. (<http://www.acrweb.org/acr2001/sundayS10.html>) in NA - Advances in Consumer Research Volume 29, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA : Association for Consumer Research, 498-500.

“Early and Other Special Autobiographical Memories on Consumers Attitudes and Preference,” presenter at the Mind of the Market Lab, Harvard Business School, October 2000.

"I'll Have what She's Having: Impact of Product Placement in TV Programs on Choice and Memory," (with Sharmistha Law, University of Toronto) at the American Psychological Society meeting in the Society for Applied Research in Memory and Cognition track (SARMAC), <http://www.atkinson.yorku.ca/~sarmac/index.htm>, Miami, FL, June 2000.

“Altering Consumer Memories,” invited speaker for the Marketing Department seminar series, Duke University, May 2000.

“Manipulating Memory,” Guest lecturer at the Harvard Business School, February 2000.

"I'll Have what She's Having: Impact of Product Placement in TV Programs on Choice and Memory," (with Sharmistha Law, University of Toronto) accepted for the Association for Consumer Research conference, <http://acrweb.org/acr99/>, Columbus, OH, October 1999.

"Altering Consumer Autobiographies," (with Rhiannon Ellis and Elizabeth F. Loftus, both at the University of Washington) at the Society for Applied Research in Memory and Cognition (SARMAC), Boulder CO, July 1999.

“Manipulating Memory,” Guest lecturer at the University of Alabama, March 1999.

“Reconstructive Memory,” Guest lecturer at the Harvard Business School, February 1999.

” The Deleterious Act of Recollection," Session organizer and presenter at the Association for Consumer Research conference, Montreal, QC October 1-4, 1998. Participants included: Gerald Zaltman, Harvard University; Sharmistha Law, University of Toronto; and Laura Melnyk, McGill University, . NA - Advances in Consumer Research Volume 26, eds. Eric J. Arnould and Linda M. Scott, Provo, UT : Association for Consumer Research, 90-93.

"Applications of Cognitive Neuroscience in Consumer Behavior," (co-authored with Stephen Kosslyn and Gerald Zaltman, Harvard University) as part of a special session proposal on novel research methods, organized by Cristel Russell, University of Arizona for the Association for Consumer Research conference.

“Manipulating Memory,” Guest lecturer at the Harvard Business School, March 1998.

“Framing Effects: A Cognitive Neuroscience Perspective,” Presenter at the Haring conference, Indiana University, April 1997.

“Advertising’s Misinformation Effect,” Guest lecturer at the Harvard Business School, March 1997.

“Attribute Framing,” Poster presentation at the Society for Judgment and Decision Making conference, November 1996. (co-authored with Gary Gaeth)

“Framing Effects with Differential Impact: The Role of Attribute Saliency,” Presenter at the Association for Consumer Research conference, October 1996. (co-authored with Gary Gaeth and Irwin Levin)

“Nutritional Labeling: A Discussion,” Discussant at Nebraska Marketing Doctoral Symposium, February 1996.

SELECTED MEDIA COVERAGE

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“How it’s made: New York Riesling Wine and Its Ukrainian Roots, Spectrum News,
<https://spectrumlocalnews.com/nys/central-ny/news/2022/09/15/how-it-s-made--new-york-s-riesling-wine-and-its-ukrainian-roots>

“How drawing pictures can help us understand wine,” JCR blog,
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<http://news.cornell.edu/stories/2018/08/enocert-program-spurs-winery-operation-expertise>

“How to Think like a Gourmet,” *Harvard Gazette*,
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“A holistic path to a finer palate,” Cornell Chronicle, July 18, 2018,
<http://news.cornell.edu/stories/2018/07/holistic-path-finer-palate>

*“Drawing Upon the Senses Leads to Good Wine Memories,” *Cornell Chronicle*, April 8, 2015

*“Now on Hotel Lists: Private Label Wine,” *New York Times*, May 15, 2014,
<https://intransit.blogs.nytimes.com/2014/05/15/now-on-hotel-lists-private-label-wines/>

*“Workshops Spread the Science of Selling Wine,” *Cornell Chronicle*, May 30, 2013

*“What we really taste when we drink wine,” *New Yorker*, July 11, 2014
<https://www.newyorker.com/science/maria-konnikova/what-we-really-taste-when-we-drink-wine>

*How Contexts Influence Our Experience of Wine, and Schools Manderson, July 14, 2014
<https://schoolecosystem.org/2014/07/14/wine-and-schools/>

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Supertasters

*Supertasters a super opportunity for advertisers, Patrick Bohn, December 19, 2016, IC News,
<https://www.ithaca.edu/ic-news/releases/supertasters-a-super-opportunity-for-advertisers-42878/>

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*Truth or Consequences; The Memory Doctor, *Slate*, May 27, 2010

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*Can a Dead Brand Live Again? *New York Times Magazine*, May 18, 2008

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*UNLV Research Points the Finger at What Kept Customers Away From Wendy's After Infamous 'Finger in Chili' Incident; UNLV Research Shows Connecting Emotionally to Consumers May Have Helped Repair Damage Brought on by Finger in Chili Scheme, PR News wire US, May 1, 2006

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<https://www.covers.com/editorial/Article/b3d8a81b-b51e-e711-80cb-44a8423171c1> 2013

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