

Samuel Su

Marketing Department
Kellogg School of Management
Northwestern University
2211 Campus Drive, Evanston, IL 60208
Email: samuel.su@kellogg.northwestern.edu; Phone: (949) 501-3785

EDUCATION

Northwestern University, IL
Ph.D. in Marketing (degree expected June 2027)

Northwestern University, IL
M.S. in Marketing, 2024

Ohio State University, OH
B.A. in Psychology, *summa cum laude*, 2022

University of Pennsylvania, PA
Exchange Student (2016)

Chinese University of Hong Kong, Hong Kong
B.S. in Economics (2018)

RESEARCH INTERESTS

Time Perception and Well Being, Human-AI Collaboration, Visual Marketing, Trust

Methods: Lab and Field Experiments, Machine Learning, Text Analysis/NLP

PUBLICATIONS

Peer-Reviewed Articles

Zhigang Shou, Qinying Xia, **Samuel Su**, and Hongxin Teng (**Equal Authorship**) (2026), “Rewarding Money or Time? The Sunk Cost Effects of Customized Rewards in Loyalty Programs,” *Journal of Marketing Research*, 63 (2), pp. 278-297.

Wenting Zhu, **Samuel Su**, and Zhigang Shou (2017), “Social Ties and Firm Performance: The Mediating Effects of Adaptive Capability and Supplier Opportunism,” *Journal of Business Research*, 78 (September), pp. 226-232 (Google Scholar Citations: 106).

Articles Under Review

Samuel Su and Rima Touré-Tillery, “Time for Something New: The Effects of Time Perception on Novelty-Seeking Behavior” (Under first round review at *Journal of Consumer Research*).

Working Papers

Samuel Su and Rima Touré-Tillery, “Time Flies When You’re Bad: The Fast-Forward Effect” (Four experiments completed; targeting *Journal of Consumer Research*).

Sarena J. Su, **Samuel Su**, and Xinyue Zhou, “The First Draft Premium: How Consumers Use Creation Sequence to Evaluate Human-AI Collaborations” (Five experiments completed; targeting *Journal of Consumer Research*).

Zhigang Shou, **Samuel Su**, Sarena J. Su, and Chuluo Sun, “Up in the Air: How Perceived Lightness Cues Sustainability Judgments (Experiments in progress; targeting *Journal of Marketing Research*).

Samuel Su and Sarena J. Su, “Time Neglect: When We Can Always Borrow It from Tomorrow,” (Experiments in progress; targeting at *Psychological Science*).

Sarena J. Su and Samuel Su, “Feel More or Less Time? When Awe Constructs or Destructs You,” (Experiments in progress; targeting at *Psychological Science*).

CONFERENCE PRESENTATIONS

Doctoral Student Representative Discussant for Kellogg Northwestern, *Haring Symposium* (University of Indiana, Kelley School of Business, 2026)

“Time For Something New: The Effects of Time Perception on Novelty-Seeking Behavior,” *Society for Consumer Psychology Annual Conference* (San Diego, 2026)

“Time In Consumption: Exploring the Impact of Duration, Scarcity, and Value,” Special Session Chair and Presenter, *ACR Annual Conference* (Washington, D.C. 2025)

“Am I Trustworthy If I am Trusted? Examining the Behavioral Control Through a Role Perception Perspective,” a short-listed paper presented to *Journal of the Academy of Marketing Science Special Issue Conference* (Beijing, China, 2017)

TEACHING EXPERIENCE

“Marketing Management” (EMBA)
Teaching assistant for Aparna A. Labroo, Northwestern University, Kellogg School of Management, Miami Campus, Winter 2026

“Marketing Management” (EMBA)
Teaching assistant for Aparna A. Labroo, Northwestern University, Kellogg School of Management, Miami Campus, Winter 2025

“Marketing Management” (MBA)
Teaching assistant for Aparna A. Labroo, Northwestern University, Kellogg School of Management, Evanston Campus Winter 2025

“Marketing Management” (MBA)
Teaching assistant for Aparna A. Labroo, Northwestern University,
Kellogg School of Management, Evanston Campus Winter 2024

HONORS/AWARDS/GRANTS

Selected discussant at *Haring Symposium*, Indiana University, 2026

Conference Travel Grant, Northwestern University, 2025, 2026

Dean’s List, Ohio State University, 2020-2021

Yasumoto International Exchange Scholarship Award, Chinese University of Hong Kong, 2016

Entrance Scholarship for Outstanding Students, Chinese University of Hong Kong, 2013

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research

Society for Consumer Psychology

DOCTORAL COURSEWORK

Courses

Theory Building in Consumer Behavior I
Theory Building in Consumer Behavior II
The Individual & Organization
Linear Models
Methods Data in Consumer Behavior I
Methods Data in Consumer Behavior II
Developing Impactful Consumer Research
Social Psychology
Independent Study
Special Topics in Consumer Behavior Research I
Special Topics in Consumer Behavior Research II
Psychology of Attitudes
History of Media Technologies
Perception
Topics in Social Psychology: The Self
Special Topics in Psychology: Looking Inside Leaders
Topics in HDSP: Research Methods in Social Psychology
Developing Impactful Consumer Behavior Research

Instructors

Alexander Chernev
Derek D. Rucker and Aparna A. Labroo
Eli Finkel
Michael Bailey
Ulf Böckenholt
Ulf Böckenholt
Derek D. Rucker and Aparna A. Labroo
Daniel Molden
Rima Touré-Tillery
Angela Y. Lee and Rima Touré-Tillery
Angela Y. Lee
Galen Bodenhausen
James Hodge
Satoru Suzuki
Wendi Gardner
Jennifer Tackett
Mesmin Destin
Kent Grayson

REFERENCES

Rima Touré-Tillery
Professor of Marketing
Kellogg School of Management, Northwestern University
2211 Campus Drive
Evanston, IL 60208
m-touretillery@kellogg.northwestern.edu

Kent Grayson
Professor of Marketing
Kellogg School of Management, Northwestern University
2211 Campus Drive
Evanston, IL 60208
k-grayson@kellogg.northwestern.edu

Neal Roese
Professor of Marketing
Kellogg School of Management, Northwestern University
2211 Campus Drive
Evanston, IL 60208
n-roese@kellogg.northwestern.edu

SELECTED RESEARCH ABSTRACTS

“Time For Something New: The Effects of Time Perception on Novelty-Seeking Behavior” with Rima Touré-Tillery; Job market paper

This research explores the effect of “time velocity” perceptions (i.e., how fast time seems to be passing) on novelty seeking. Across six studies, we find that when participants experience time moving slowly (vs. fast) they tend to seek novelty (Study 1) due to an increased sense of boredom, which increases preference uncertainty (serial mediation; Studies 2 and 3). The effect of time velocity on novelty seeking attenuates (a) when participants perceive their time spent as meaningful (which increases their engagement with a task; Study 4), and (b) when the novel option is paired with a limited-time offer (which increases urgency and hence the fear of missing out; Study 5). Finally, we distinguish between two dimensions of time perception: time velocity and time quantity; we show that only time velocity predicts novelty seeking (Study 6). These results contribute to a deeper understanding of how time perception shapes behavior, with implications for consumer research and marketing practice.

“Rewarding Money or Time? The Sunk Cost Effects of Customized Rewards in Loyalty Programs” with Zhigang Shou, Qinying Xia, and Hongxin Teng

This research investigates an overlooked aspect of firm loyalty programs: rewards for consumer temporal efforts (RTEs), which pertain to consumer time spent on firm activities, as opposed to rewards for consumer monetary efforts (RMEs), which pertain to consumer money spent on firm products. Across six main studies, the authors find robust evidence that consumers devalue time compared with money: they underestimate the sunk costs of time and consider RTE easily earned. Therefore, when select consumers receive customized RTE (vs. RME) without prior notice, they will perceive lower effort-related costs associated with the reward, making them less likely to redeem it. If they choose to redeem it, they tend to purchase more novelty products because they will categorize RTE under the mental account of windfall

gains. They are also more inclined to repurchase after redemption due to an elevated sense of gratitude. However, when consumers are reminded of the opportunity costs of their prior temporal efforts, they become just as likely to redeem the reward as those rewarded with RME, owing to the heightened sunk time effect. These findings present a novel customer-engaging strategy for firm loyalty programs, namely rewarding consumer time (RTE) in an unconventional manner.

“Time Flies When You’re Bad: The Fast-Forward Effect” with Rima Touré-Tillery

This paper uncovers a novel psychological consequence of unethical behavior: how transgressions alter one’s perception of time. While prior research suggests positive emotions accelerate and negative emotions decelerate the passage of time, we propose a motivation-driven framework. When people suppress guilt to move on from a transgression, time feels as though it passes faster. Across four studies, we find consistent evidence for this motivated “time escape.” In one study, participants who lied to qualify for a bonus survey felt time passed faster and the transgression seemed more distant. In another study, participants who disparaged (vs. complimented) another person perceived time as moving faster since the action. Subsequent studies replicate this pattern: people experience time accelerating after wrongdoing and feelings of guilt mediate this effect.

“The First Draft Fallacy: How Initial Input Dictates Perceived Authorship in Human-AI Co-Creation” with Sarena J. Su, and Xinyue Zhou

Consumers increasingly encounter products created through human–AI collaboration, yet little is known about how the *process* of such collaboration shapes consumer evaluation. Across five experiments, we document a systematic first draft bias: consumers evaluate human–AI collaborations more favorably when the human (versus AI) creates the first draft. This effect is driven by perceived creative ownership, consumers infer that beginnings are usually the hardest part of a creative project, and as such they credit the first-draft creator with greater authorship of the final product and evaluate the collaboration accordingly. The bias attenuates under two conditions: when consumers hold a strong machine heuristic (the belief that AI surpasses human creative competence) and when the lay belief that “beginnings are the hardest” is experimentally weakened. The effect replicates across different domains (opinion pieces, advertising campaigns, web shows, games), persists when consumers are unaware of the research context, and extends to consequential behavioral intentions. It is not explained by mere primacy effects or inferences of idea origin. These findings reveal that consumers use creation sequence as a diagnostic cue for creative attribution, and offer important implications for AI disclosure strategy, collaborative production design, and platform policy.