



EAST TEXAS A&M

PSY 404: Industrial/ Organizational Psychology COURSE SYLLABUS: Fall 2025

Instructor: Sarah Dailey, M.S.

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Office Location: virtual

Office Hours: M, T, Th- 10:00 AM- 12:00 PM on Zoom, or by appointment

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Preferred Form of Communication: Email: Please put **PSY 404** in the subject line of ALL emails that are sent to me. Also, be sure to include your **first and last name** at the end of every email.

Communication Response Time: Within 24-48 hours M-F.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

All materials will be made available on the course website (D2L).

Course Description

In this course we will cover the fundamental theories and research conducted in industrial organizational (I/O) psychology. We will cover both classic and modern psychological research. There is no textbook for this class. Instead we will read journal articles and book chapters. I will have these available on myLeo Online. The purpose of the readings is to give you an understanding of (1) early I/O research, (2) modern I/O research, and (3) how I/O research is conducted. Due to the breadth of the research that has been conducted in I/O psychology it is impossible to cover every theoretical contribution. Therefore, I have selected what I believe to be key writings in the field.

Student Learning Outcomes

1. You will learn about the fundamental theories and research in I/O psychology.
2. You will think and write critically about the research in I/O psychology.

COURSE REQUIREMENTS

Research Participation

A goal of this class is to help you become familiar with psychological research. One way to obtain this goal is to have you participate in research studies. Participating in research studies contributes to students and faculty at East Texas A&M University, your understanding of how research is conducted, and human knowledge in general. All students in this class will be required to participate in the psychology department's participant pool or complete alternative assignments (see me for more information on alternative assignments).

Students must complete a total of 6 experiment credits. However, if you complete your first 4 experiment credits without any “no-shows” you will receive 2 free *punctual participant credits*. In other words, if you show up to your experiments on time you will only need to complete 4 experiment credits. When you first sign into the experiment management system (EMS) you will be asked to take a prescreen. The prescreen takes about 20 minutes to complete. If you complete the prescreen in the first two weeks of the semester you will receive ½ free experiment credit. This can be combined with later experiments that are worth ½ credit. If you fail to complete this portion of the class your grade will be lowered by one full grade. In effect, if you have an ‘A’ in the class but fail to complete your research participation (either through participating in research studies, alternative assignments, or a mixture of both) your final grade in the class will be a ‘B.’ More information about participating in research, such as how to log in to the EMS, is given at the end of this syllabus.

Minimal Technical Skills Needed

- Using the learning management system (D2L)
- Using Microsoft Word and PowerPoint
- Using general Internet search engines (i.e., Google.com, Yahoo.com) to locate research related to topics.
- Accessing and using the East Texas A&M University Library electronic databases

Instructional Methods

Your course is delivered to you fully online, using the LMS (MyLeoOnline/D2L/Brightspace) instructional system that is available to you through East Texas A&M University. There are no on-campus meetings for this class. “LMS” refers to learning management system, and the names “MyLeoOnline”, “D2L”, and “Brightspace” are all names that refer to the one online learning management system that East Texas A&M University is currently using for all web-based courses. In this syllabus, sometimes you will see the LMS referred to as MyLeoOnline, and sometimes it will be referred to as D2L or Brightspace or your LMS website.

Video and textual lecture summaries and other supplemental course materials will be posted in D2L. Students will use these materials with the assigned reading to prepare for course assessments. Assessments will include reaction papers, exams, and participation in online discussions. This online course contains the same content you’d expect in a traditional 15-week face-to face version. You should plan on spending approximately 6-10 hours per week reading, viewing course content, completing course assignments, and participating in discussions.

Student Responsibilities

All assignments and quizzes are to be completed according to the posted schedule. **You are required to complete all assignments, exams, and other course requirements. You may not skip any assignments. Assignments that are submitted past the deadline dates that are listed in the D2L topic assignment guidelines must still be submitted; however, they will be submitted for partial credit, or no credit if they are submitted very late.**

You will need to sign online daily to check your campus email.

A new topic opens weekly, and the schedule for the topics is on the last page of this syllabus. Posting topics may vary at the instructor's discretion. Print out this syllabus and keep track of the course schedule, so that you will know exactly what we are doing, and when we are doing it, throughout the semester. There is no reason to ever feel uninformed or 'lost' about your schedule of assignments and exams.

All class components are completed online on our course website, or via email with other students and the instructor. There are no face-to-face class sessions, nor are students required to go to one of our campuses. Students are required to have access to a computer with internet access and email, and are required to have in their possession at all times the course textbook (purchase or lease).

ATTENDANCE AND PARTICIPATION REQUIREMENTS

We cover a lot of information each week, therefore, participation at a high level is very critical to your performance in this course. ALL students are expected to be 100% active in participating throughout the course.

- Check the PSY 404 D2L website regularly.
- Interact with your classmates regularly.
- Get your assignments done early and on time.
- If you are "absent"/not participating for an excused reason (see student handbook or instructor for detailed explanation of excused absences), you will be able to make up your work (daily participation assignment, projects, or exams). **You will have to produce documentation for your excused absence**, and make arrangements immediately upon missing class. You will have a few days to make up any missed work if it's an excused absence and approved by the instructor. **Assignments, projects, or exams that are missed due to an unexcused absence may not be made up.**

It is each student's responsibility to communicate honestly and frequently with the instructor about any circumstances that prevent the student from participating, and result in a temporary period of inactivity. Do NOT simply stop participating or drop out of the course. If you are not actively involved, it needs to be for reasons that are serious and cannot be avoided, and when that occurs, communicate immediately with your instructor by email.

IMPORTANT NOTE: ALL STUDENTS MUST COMPLETE ALL ASSIGNMENTS, and ALL PARTS OF ALL ASSIGNMENTS, TO REMAIN ENROLLED IN PSY 404! If you turn in an assignment after the stated deadline for that assignment, you will be submitting it for partial credit only, but it must still be submitted. Partial credit is better than a grade of zero. There are no assignments that are "optional". The sooner you submit the assignment after the deadline, the fewer points deducted for late submission. It is very important to submit every assignment before the stated deadline. If you are submitting an assignment more than a week after the original due date, then the assignment might not be accepted for any credit, and you will be at risk of being dropped from PSY 404 for lack of participation. If you are submitting an assignment past the deadline, it is REALLY IMPORTANT to communicate with the instructor right away, at the point at which you realize that the assignment will be late, and then make arrangements for submitting it as soon as possible.

Excessive 'absences'/lack of participation can result in being dropped from the class, whether those absences or excused or unexcused.

TIPS FOR SUCCESS IN THIS COURSE

1. Be sure to always read all the emails that you receive from your instructor.
2. Keep a calendar in a location where you check it each day. On your calendar, write the course exam dates and other topic assignment deadlines as you learn them each week.
3. **Purchase a spiral notebook and keep it near your computer as you work.** Take notes as you read the online material. No one can reasonably expect to keep all of the information and names and content in the memory--that would be a very poor study habit, and will keep you from doing well. Instead, use that spiral notebook as a study tool for success. Make notes as often as possible. Then, before and after each online session (an online session refers to each time you sign online), review what you have written in the spiral notebook, reminding yourself of what you have covered, posts to which you wish to respond, information that you have found on various course-related websites, etc. Your spiral notebook will then become a valuable resource for down the line as well...long after you have completed the course. If you pursue a career in teaching, then the spiral notebook is something to which you may refer for years to come.

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Grade Weights

- **50%:** 14 reaction paper assignments/discussions
- **10%:** Research Participation- minimum of 4 credits with no no-shows or 6 total credits
- **20%:** Midterm Exam
- **20%:** Final Exam

Assessments

Exams

There will be two exams (online). Each exam will consist of 50 multiple choice questions, and are worth 50 points each. Exams will cover the readings.. **Each quiz is open for 24 hours on the day that they are due. The exams open at 12:00 am CT and are due at 11:59 pm CT on the due date (see topic schedule).**

Assignments

Reaction Papers: Students will complete 14 ¼-page (single space) reaction papers (one for each week's readings). The purpose of the reaction paper is to apply the concepts in a given article(s) to your own life (e.g., past experience, expectations, ideas of how the concepts can be applied in other areas of life, research ideas). There is no specific requirement for these papers except to show that you have thought about the concepts presented in the class readings. The reaction

paper can cover just one article or multiple articles. The reaction papers should be written in a word document (to catch spelling and grammar errors). The text should then be copied and pasted into the discussion section of myLeo Online (for that week). Please do not attach the paper in the discussion board, rather copy/paste the text into the discussion box. You can write more than a ¼ page, however you will be docked points if your reaction paper is less than ¼ page. The reaction papers are due by Sunday night at 11:59PM for that week. **Within each paper please write one multiple-choice question on that topic.** I highly recommend that you work ahead (e.g., post reactions a couple days (or weeks) in advance of when they are due) to avoid a last minute rush to post your reaction. Late reaction papers will be accepted, however points will be docked. **All reaction paper posts are due at 11:59 pm CT on the due date (see topic schedule).**

Research Participation

Students must complete a total of 6 experiment credits. However, if you complete your first 4 experiment credits without any “no-shows” you will receive 2 free punctual participant credits. In other words, if you show up to your experiments on time you will only need to complete 4 experiment credits. An alternative written assignment will be offered. **If you do not complete the full research participation requirement, your grade will be docked 1 full grade letter grade.**

Reaction papers will be generally graded using the following rubric:

8-10 = Excellent: well written with lots of good ideas that are all well-defended by references to the course content.

5-7 = Good/complete: essays with some good ideas and references to the course content. Note that this is a passing grade and not one you should be upset about. However, it means that I think you can take your essay to the “next level” if you add more content and dig deeper into your ideas. You will receive feedback on this and typically some examples or pointers to how you could accomplish this.

1-4 = Insufficient: essays with incorrect or insufficient information. Missing or minimal references to the course content. Note that this a failing grade and beneath the expectations of a undergraduate student. You will receive feedback on why your essay did not meet the course standards.

0 = Missing: you did not complete the assignment by the due date.

Grades in between these categories (e.g., 4.5) may also be used if warranted.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a East Texas A&M University campus open computer lab, etc.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor, sarah.dailey@etamu.edu.

Interaction with Instructor Statement

If you email the instructor and do not receive an email response within 48 hours, most likely, your email was not received. The instructor will respond to all emails within a reasonable period of time. Please do not re-send your email unless at least 48 hours have passed since your last email.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

No assignments, exams, or other work will be accepted after the deadline unless permission is provided in advance of the deadline by the instructor.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Attendance: The course attendance policy has been described in detail in this Syllabus.

Missing an exam: The exams must be taken on the dates on which they are scheduled. See the Course Syllabus timeline on the last page to note the exam dates. Make up exams will ONLY be administered to students who miss the quiz for a university-approved reason (i.e., extreme illness requiring a visit to the doctor or hospital, death in the family, court-mandated appointment). Official documentation (i.e., doctor's or hospital note, funeral notice or obituary, court document) must be submitted to instructor before a makeup exam will be administered. If you miss an exam, you are responsible for contacting the instructor on the day of or before the day of the exam. Not feeling well, having a child who is not feeling well (except for extreme illness requiring doctor's visit, of course), having to work, having other course work or other course exams, forgetting to take the exam, having technical or computer issues (always have a backup plan for computer and internet access), etc. are not university-approved reasons for missing an exam, and a makeup exam will not be administered for these reasons.

Extra credit: "Extra credit" is offered at the instructor's discretion. During the semester, every student may have the opportunity to receive "bonus (or "freebie") points" for various assignments. Sometimes there are requirements to be eligible to receive "freebie points". Always be sure to read each topic's Assignment Instructions very carefully. Please do not contact the instructor to request individual extra credit assignments or opportunities over and beyond those that are made available to all students during the semester.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the <https://www.tamuc.edu/student-code-of-conduct/>.

If you believe someone has engaged in behaviors that do not align with the Code of Student Conduct or you have other concerns, please visit the File a Report page at <https://www.tamuc.edu/office-of-student-rights-and-responsibilities/concerns-incident-reporting/>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate student academic dishonesty policy
[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

Undergraduate student academic dishonesty policy

[Undergraduate Student Academic Dishonesty Form](#)

Graduate student academic dishonesty policy:

<https://inside.tamuc.edu/aboutus/policiesproceduresstandardsstatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf>

Graduate student academic dishonesty form:

<https://inside.tamuc.edu/academics/graduateSchool/faculty/GraduateStudentAcademicDishonestyForm.pdf>

INSTRUCTOR'S STATEMENT RELATING TO ACADEMIC INTEGRITY & ARTIFICIAL INTELLIGENCE

Academic Honesty and Integrity: I cannot emphasize the following enough or too much. Far too many students are "finding out the hard way" that instructors and the university are extremely serious about our policies relating to academic integrity and honesty, and this is true in both web-based and face-to-face classes. Each environment has its own set of security needs, and these are addressed by instructors in various ways. In the simplest of terms, NEVER engage in any behavior or practice that is dishonest or misleading in any way. You must

ALWAYS do your work and only your own work. NEVER have another student do work for you and then present it as your own. NEVER agree to do another student's work, and NEVER do another student's work. NEVER copy information from an internet source or another source, online and otherwise, and present it as your own.

NEVER take an online quiz/exam with another student or individual present (in person or by phone, cell phone, online, or in any other way!). You must take your exams by yourself, alone. You are NEVER to be in communication with another person during the time when you take a test, by any means (in person, or by any other method). NEVER have another student take part or all of an online quiz for you. You must always do your own work, no exceptions.

NEVER have another student complete a part or all of an assignment for you. This is academic dishonesty, and you will not only be removed from this course, you will have additional consequences in terms of your enrollment, etc. What most students do not understand, but are beginning to understand, is that web-based instructional technology is advancing at a rapid rate, and the instructional software/delivery systems (such as MyLeoOnline/D2L, what you are using right now) are VERY sophisticated in terms of being able to monitor student involvement, practices, etc. There are many "check systems" that exist within this learning environment, and therefore, you will want to take seriously the guidelines relating to academic honesty. This course is built so that, if you take your commitment to the course seriously, and read and study the required material, as well as participate in the online discussions, you should do very well in acquiring the information that you need not only to do well in this course, but also to prepare you for a career in teaching or elsewhere.

Artificial Intelligence

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, Chatbots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. **Unless otherwise stated in the assignment instructions, the use of AI software/apps to generate discussion or assignment content will result in a grade of ZERO (0) and/or possible charges of academic misconduct.**

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

East Texas A&M University Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage.

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Services

Velma K. Waters Library- Room 162

Phone (903) 886-5930

Fax (903) 468-8148

Email: StudentDisabilityServices@tamuc.edu

Website: <http://inside.tamuc.edu/campuslife/campusServices/StudentDisabilityServices/default.aspx>

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



East Texas A&M University Supports Students' Mental Health

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M University Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE OUTLINE / CALENDAR

Week 1: 8/25 – 8/31

Research Methods

Paper 1: Schaffer, B. S., & Riordan, C. M. (2003). A review of cross-cultural methodologies for organizational research: A best-practices approach. *Organizational Research Methods, 6*, 169-215.

Week 2: 9/1 – 9/7

General I/O

Paper 2: Cascio, W. F., & Aguinis, H. (2008). Research in industrial and organizational psychology from 1963 to 2007: Changes, choices, and trends. *Journal of Applied Psychology, 93*, 1062-1081.

Paper 3: Tharenou, P., Saks, A. M., & Moore, C. (2007). A review and critique of research on training and organizational-level outcomes. *Human Resource Management Review, 17*, 251-273.

Week 3: 9/8 – 9/14

Specific I/O

Paper 4: Steel, P. (2007). The nature of procrastination: A meta-analytic and theoretical review of quintessential self-regulatory failure. *Psychological Bulletin, 133*, 65-94.

Paper 5: Colquitt, J. A., Conlon, D. E., Wesson, M. J., Porter, C. O. L. H., & Ng, K. Y. (2001). Justice at the millennium: A meta-analytic review of 25 years of organizational justice research. *Journal of Applied Psychology, 86*, 425-445.

Week 4: 9/15 – 9/21

Specific I/O

Paper 6: Paulus, P. B. (2007). Fostering creativity in groups and teams. In J. Zhou & C. E. Shalley (Eds.), *The handbook of organizational creativity* (pp. 159-182). Boca Raton, FL: Taylor & Francis Group.

Paper 7: Karau, S. J., & Williams, K. D. (1993). Social Loafing: A meta-analytic review and theoretical integration. *Journal of Personality and Social Psychology, 65*, 681-706.

Week 5: 9/22 – 9/28

Social Identity and Self-Categorization

Paper 8: Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup behaviour. In S. Worchel & W. G. Austin (Eds.), *The social psychology of intergroup relations* (pp. 33-47). Monterey, CA: Brooks-Cole.

Paper 9: Reicher, S. D., Haslam, S. A., Spears, R., & Reynolds, K. J. (2012). A social mind: The context of John Turner's work and its influence. *European Review of Social Psychology, 23*, 344-385.

Week 6: 9/29 – 10/5

SIT at Work I

Paper 10: Ashmore, R. D., Deaux, K., McLaughlin-Volpe, T. (2004). An organizing framework for collective identity: Articulation and significance of multidimensionality. *Psychological Bulletin, 130*, 80-114.

Paper 11: Hogg, M. A., & Terry, D. J. (2000). Social identity and self-categorization processes in organizational contexts. *Academy of Management Review, 25*, 121-140.

Week 7: 10/6 – 10/12

SIT at Work II

Paper 12: Crisp, R. J., Stone, C. H., & Hall, N. R. (2006). Recategorizing and subgroup identification: Predicting and preventing threats from common ingroups. *Personality and Social Psychology Bulletin*, 32, 230-243.

Paper 13: Gagné, M., & Deci, E. L. (2005). Self-determination theory and work motivation. *Journal of Organizational Behavior*, 26, 331-362.

Week 8: 10/13 – 10/19

SIT at Work III

EXAM 1 (Weeks 1 to 8): Exam 1 is due Sunday October 26 by 11:59PM

Paper 14: Hogg, M. A., & Reid, S. A. (2006). Social identity, self-categorization, and the communication of group norms. *Communication Theory*, 16, 7-30.

Week 9: 10/20 – 10/26

SIT and Prejudice

Paper 15: Adams, G., Biernat, M., Branscombe, N. R., Crandall, C. S., & Wrightsman, L. S. (2008). Beyond prejudice: Toward a sociocultural psychology of racism and oppression. In G. Adams, M. Biernat, N. R. Branscombe, C. S. Crandall, & L. S. Wrightsman (Eds.), *Commemorating Brown: The social psychology of racism and discrimination* (pp. 215-246). Washington, DC: APA Books.

Paper 16: Rosenthal, H. E. S., & Crisp, R. J. (2006). Reducing stereotype threat by blurring intergroup boundaries. *Personality and Social Psychology Bulletin*, 32, 501-511.

Week 10: 10/27 – 11/2

Responsibility

Paper 17: Dahlsrud, A. (2008). How corporate social responsibility is defined: An analysis of 37 definitions. *Corporate Social Responsibility and Environmental Management*, 15, 1-13.

Paper 18: Wood, D. J. (2010). Measuring corporate social performance: A review. *International Journal of Management Reviews*, 12, 50-84.

Week 11: 11/3 – 11/9

Corporate Social Responsibility

Paper 19: Sklair, L., & Miller, D. (2010). Capitalist globalization, corporate social responsibility and social policy. *Critical Social Policy*, 30, 472-495.

Paper 20: Eisingerich, A. B., Rubera, G., Seifert, M., & Bhardwaj, G. (2011). Doing good and doing better despite negative information?: The role of corporate social responsibility in consumer resistance to negative information. *Journal of Service Research*, 14, 60-75.

Week 12: 11/10 – 11/16

Brands

Paper 21: Lai, C.-S., Chiu, C.-J., Yang, C.-F., & Pai, D.-C. (2010). The effects of corporate social responsibility on brand performance: The mediating effect of industrial brand equity and corporate reputation. *Journal of Business Ethics, 95*, 457-469.

Paper 22: Aaker, J., Fournier, S., & Brasel, S. A. (2004). When good brands do bad. *Journal of Consumer Research, 31*, 1-16.

Week 13: 11/17 – 11/23

Persuasion

Paper 23: Petty, R. E., & Briñol, P. (2010). Attitude change. In R. F. Baumeister & E. J. Finkel (Eds.), *Advanced social psychology: The state of the science* (pp. 217-259). Oxford: Oxford University Press.

Paper 24: Cialdini, R. B. (2001). Harnessing the science of persuasion. *Harvard Business Review, 79*, 72-79.

Week 14: 11/24 – 11/30

BREAK: NO CLASS

Week 15: 12/1 – 12/7

Culture

EXAM 2 (Weeks 9 to 15): Test 2 is due Sunday December 10 by 11:59PM

Paper 25: Adams, G., & Markus, H. R. (2004). Toward a conception of culture suitable for a social psychology of culture. In M. Schaller & C. S. Crandall (Eds.), *The psychological foundations of culture* (pp. 335-360). Mahwah, NJ: Lawrence Erlbaum Associates.

Any research credits/alternative assignments (for the research requirement and/or extra credit) are due by Friday December 5 by 11:59PM.

Any late reaction papers are due by Sunday December 7 by 11:59PM (no work will be accepted after that time).