

# CURRICULUM VITAE

## ANDREW D. GERSHOFF

### PERSONAL INFORMATION

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Position:

Marketing Department Chair  
Professor of Marketing  
Foley's Professorship in Retailing  
The University of Texas at Austin

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Marketing Department  
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### PROFESSIONAL APPOINTMENTS

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2018-present:	Marketing Department Chair, McCombs School of Business, University of Texas
2017-present:	Foley's Professorship in Retailing, University of Texas at Austin
2015-present:	Full Professor, University of Texas at Austin
2009 – 2015:	Associate Professor (with Tenure), University of Texas at Austin
2004 – 2009:	Associate Professor (without Tenure), University of Michigan
2002 – 2004:	Associate Professor (without Tenure), Columbia University
1999 – 2002:	Assistant Professor, Columbia University

### EDUCATION

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PhD	1999 - Marketing, University of Texas, Austin, TX
MBA	1995 - University of Texas, Austin, TX
BA	1989 - Sociology, University of Massachusetts, Amherst, MA
AA	1988 – Business Administration, Berkshire Community College, Pittsfield, MA

### HONORS AND AWARDS

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- McCombs School of Business Amplify Teaching Award for MS Marketing 2020
- McCombs School of Business Jim Nolen Award for Excellence in Graduate Teaching 2020
- Association for Consumer Research Conference Chair (with Tiffany White and Rob Kozinets) 2018
- At-Large Director - Association for Consumer Research Governing Board 2018-2020
- McCombs School of Business Joe Beasley Award for Outstanding MBA Teaching 2017
- McCombs School of Business WP MBA Teaching Award 2015, 2016, 2017, 2018, 2019
- Association for Consumer Research Conference Working Paper Chair (with Maura Scott) 2017
- Journal of Retailing Outstanding Reviewer Award 2016
- International Affiliated Faculty, Audencia School of Management, 2013-2016
- Nominated for Joe Beasley Award for Outstanding MBA Teaching, 2014, 2015, 2016, 2017
- Academy of Marketing Science - Ph.D. Consortium Faculty Participant, 2015
- Association for Consumer Research - Ph.D. Consortium Faculty Participant, 2013, 2015

- Co-chair (with Katherine Burson): Society for Consumer Psychology Track at the American Psychological Association Annual Convention, Washington D.C., 2014
- Invited Participant, Marketing in Israel Conference, 2013
- McCombs School of Business, Outstanding MBA Core Faculty Teaching Award, 2013
- McCombs School of Business, Faculty Honor Roll Undergraduate Teaching Award, 2010
- Steven M. Ross School of Business, Ph.D. Teaching Excellence Award, 2009
- Steven M. Ross School of Business, Global MBA Teaching Excellence Award, 2008
- Sheth Doctoral Consortium , American Marketing Association, Faculty Participant, 2007
- Haring Symposium Faculty Participant, 2007
- Marketing Science Institute Young Scholar Award, 2005
- University of Texas Outstanding Doctoral Dissertation Award Nominee, 1999
- American Marketing Association - Sheth Doctoral Consortium Fellow, 1998
- William S. Livingston Graduate Fellowship, 1998-1999
- Haring Symposium Fellow, 1996
- Southern Marketing Association Doctoral Consortium Fellow, 1995
- University of Texas Graduate School of Business Sord Scholar Award 1995

## RESEARCH INTERESTS

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Interpersonal Estimation  
 Preference Prediction  
 Word-of-Mouth  
 Fairness, Trust, and Betrayal  
 Mental Accounting

## REFEREED PUBLICATIONS

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- 1) Han, Eunjoo and Andrew D. Gershoff, (2019) "Lots to Do or Lots of Ways to Do It? The Role of Mood and Mindset on Goal Motivation" *Journal of Consumer Psychology*, 29, no. 2: 187-206.
- 2) Han, Jerry and Andrew D. Gershoff (2018), "The Role of Perceived Control in Estimates of Temporal and Physical Distance." *Journal of Consumer Psychology*, 25, no. 4: 629-643.
- 3) Packard, Grant, Andrew D. Gershoff, and David B. Wooten (2016), "When Boastful Word of Mouth Helps Versus Hurts Social Perceptions and Persuasion," *Journal of Consumer Research*, 43 (1): 26-43.
- 4) Burson, Katherine A., and Andrew D. Gershoff (2015), "Marketing Actions That Influence Estimates of Others Also Shape Identity," *Journal of Consumer Psychology*, 25, no. 3: 495-503.
- 5) Gershoff, Andrew D. and Judy K. Frels (2015), "Just What Makes It Green? The Role of Centrality of Green Product Attributes in Evaluations of Greenness," *Journal of Marketing*, 79, no. 1: 97-110.
- 6) Soster, Robin L., Andrew D. Gershoff , William O. Beardon (2014), "The Bottom Dollar Effect: The Influence of Spending to Zero on Pain of Payment and Satisfaction," *Journal of Consumer Research*. 41, no. 3: 656-677.
- 7) Gershoff, Andrew D., Ran Kivetz, and Anat Keinan (2012) "Consumer Response to Versioning: How Brands' Production Methods Affect Perceptions of Unfairness." *Journal of Consumer Research*. 39, no. 2: 382-398.
- 8) Gershoff, Andrew D. and Katherine A. Burson (2011) "Knowing Where They Stand: The Role of Inferred Distributions in Misestimates of Relative Standing." *Journal of Consumer Research* - **Lead**

- Article.** 38, no. 3: 407-419.
- 9) Gershoff, Andrew D. and Jonathan J. Koehler (2011) "Safety First? The Role of Emotion in Betrayal Aversion." *Journal of Consumer Research*. 38, no. 1: 140-150.
  - 10) Gershoff, Andrew D., Ashesh Mukherjee and Anirban Mukhopadhyay, (2008) "What's Not to Like? Preference Asymmetry in the False Consensus Effect." *Journal of Consumer Research*. 35, no. 1: 119-125.
  - 11) Gershoff, Andrew D., Ashesh Mukherjee and Anirban Mukhopadhyay (2007) "How Do We Love It? Let Me Count the Ways: Attribute Ambiguity, and the Positivity Effect in Agent Evaluation," *Journal of Consumer Research*. 33, no. 4: 494-505.
  - 12) Gershoff, Andrew D., Ashesh Mukherjee and Anirban Mukhopadhyay (2006) "'I Love it' or 'I Hate it?' The Positivity Effect of Stated Preferences for Agent Evaluation," *Marketing Letters*. 17: 103-117.
  - 13) Gershoff, Andrew D. and Gita V. Johar, (2006) "How Well Do You Know Me? Consumer Calibration of Others' Knowledge," *Journal of Consumer Research*. 32, no. 4: 496-503.
  - 14) Koehler, Jonathan J. and Andrew D. Gershoff (2005) "Betrayal Aversion is Reasonable," *Behavioral and Brain Sciences*. 28, no. 4: 556-557.
  - 15) Broniarczyk, Susan M. and Andrew D. Gershoff (2003) "The Reciprocal Effects of Brand Equity and Trivial Attributes," *Journal of Marketing Research*. 40, no. 2: 161-175.
  - 16) Gershoff, Andrew D., Ashesh Mukherjee and Anirban Mukhopadhyay (2003), "Consumer Acceptance of On-line Agent Advice: Extremity and Positivity Effects," *Journal of Consumer Psychology*. 13, no. 1-2: 161-170.
  - 17) Koehler, Jonathan J. and Andrew D. Gershoff (2003), "Betrayal Aversion: When Agents of Protection Become Agents of Harm," *Organizational Behavior and Human Decision Processes*. 90 no. 2: 244-261.
  - 18) Gershoff, Andrew D., Susan M. Broniarczyk, and Patricia M. West (2001), "Recommendation or Evaluation? Task Sensitivity in Information Source Selection," *Journal of Consumer Research*. 28, no. 3: 413-438.
  - 19) Gershoff, Andrew D. and Patricia M. West (1998), "Using a Community of Knowledge to Build Intelligent Agents," *Marketing Letters*. 9, no 1: 79-91.
  - 20) Broniarczyk, Susan M. and Andrew D. Gershoff (1997), "Meaningless Differentiation Revisited," in *Advances in Consumer Research*, ed. Merrie Brucks and Debbie MacInnis, Vol. XXIV, Provo, UT: Association for Consumer Research, 223-228.

## **BOOK CHAPTERS AND OTHER PUBLICATIONS**

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- 1) Kozinets, Robert V., Andrew D. Gershoff, and Tiffany Barnett White (2020), "Introduction to Special Issue: Trust in Doubt – Consuming in a Post Trust World," *Journal of the Association for Consumer Research*. 5, 2, 130-136.

- 2) Gershoff, Andrew D. and Ashesh Mukherjee (2015), "Online Social Interaction," in *Cambridge Handbook of Consumer Psychology*, Michael Norton, Derek Rucker, and Cait Lamberton, Ed. pg. 476-503.
- 3) Gershoff, Andrew D. and Julie I. Irwin (2011), "Why Not Choose Green? Consumer Decision Making for Environmentally Friendly Products," in *The Oxford Handbook of Business and the Natural Environment*, Pratima Bansal and Andrew J. Hoffman, Ed. pg. 366-383.
- 4) Gershoff, Andrew D. (2011), "Consumer Perceptions of Advisors," in *Consumer Insights: Findings from Behavioral Research*, Joe Alba, Ed.
- 5) Gershoff, Andrew and Eric Johnson (August 2003), "Avoid the Trap of Thinking Everyone is Just Like You," in *Financial Times*, Friday, August 29, pg. 7.

## **WORKING PAPERS**

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- 1) Doering, Tim, Andrew D. Gershoff, and Katherine Burson, "Mere Packaging and Consumer Choice: How Unnecessary Packaging Can Increase Product Value."
- 2) Mukherjee, Ashesh, Seung Yun Lee, and Andrew D. Gershoff, "When Do Limited Time Offers Increase Versus Decrease Purchase Intent? A Reactance Perspective – in preparation for *Journal of Consumer Psychology*."
- 3) Namkoong, Jae-Eun, Jerry Han, and Andrew D. Gershoff, "When Bad Things Happen to Bad Firms. The Role of Karmic Thinking on Consumer Evaluations." – Under Review *Journal of Public Policy and Marketing*.
- 4) Namkoong, Jae-Eun and Andrew D. Gershoff "The Effect of Closure on Cognitive Representation and Subjective Knowledge after Consumer Learning" – Under Review *Journal of Consumer Behaviour*.
- 5) Namkoong, Jae Eun, and Andrew D. Gershoff, "Now That It's Over, It's Not So Bad: The Role of Closure on in Evaluations of Product Failure," –in preparation for *Journal of Consumer Psychology*.
- 6) Lee, Hyunjung and Andrew D. Gershoff, "Consumer Decisions to Ask for Help" – In preparation for *Journal of Marketing*.
- 7) Lee, Hyunjung and Andrew D. Gershoff, "Thanks for What I've Got and Thanks for What I've Not: What We Are Grateful For Motivates Distinct Pro-social Consumption Behaviors"

## **OTHER PROJECTS IN PROGRESS**

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- 1) Andrew D. Gershoff and Judy K. Frels, "The Role of Construal Level and Centrality in Evaluations of Environmentally Friendly Products"
- 2) Han, Jerry and Andrew D. Gershoff, "The Role of Perceived Control in Estimates of the Value of Money and Time"
- 3) Namkoong, Jae-Eun and Andrew D. Gershoff, "Let Me Finish It: How Desire for Closure Influences Goals and Satiation"

- 4) Lee, Jiyoung and Andrew D. Gershoff, "The Effect of Privacy Concerns on Commitment Avoidance"

## REFEREED CONFERENCE PRESENTATIONS

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- 1) "Mere Packaging and Consumer Choice: How Unnecessary Packaging Can Increase Product Value" (with Tim Doering and Katherine Burson) Association for Consumer Research Annual Conference, Paris (Virtual) 2020.
- 2) "Preserving Essence: The Mere Packaging Effect," (with Tim Doering and Katherine Burson), Association for Consumer Research Annual Conference, Atlanta 2019.
- 3) "A Discussion of Trust and Distrust in Word of Mouth," Panel discussion at Association for Consumer Research Annual Conference, Dallas 2018.
- 4) "Mere Packaging and Consumer Choice," (with Tim Doering and Katherine Burson), Association for Consumer Research Annual Conference, Dallas 2018.
- 5) "I Can Do More with My Time, but Less with My Money: The Role of Control on Resource Instrumentality Perceptions," (with Jerry Han and Adriana Samper), Society for Consumer Psychology Conference, Dallas 2018.
- 6) "Sharing Personal Information for Connection: The Effect of Social Exclusion on Consumer Self-Disclosure to Brands," (with Jiyoung Lee), Society for Consumer Psychology Conference, Dallas 2018.
- 7) "When Do Limited Time Offers Work? A Reactance Perspective," (with Ashesh Mukherjee and Seung Lee), Association for Consumer Research Conference, San Diego, October 2017.
- 8) "I Want to Share My Information!: The Effects of Social Exclusion on Consumers' Information Disclosure Intentions," (with Jiyoung Lee), Association for Consumer Research Conference, San Diego, October 2017.
- 9) "I Can Do More with My Time, but Less with My Money: The Role of Control on Resource Efficacy Perceptions," (with Jerry Han and Adriana Samper), Association for Consumer Research Conference, San Diego, October 2017.
- 10) "Divine Intervention: How Illusory Causal Perception Reduces Consumer Punishment After Bad Things Happen to Bad Firms," (with Jae-Eun Namkoong, and Jerry Jisang Han), Association for Consumer Research Conference, New Orleans, October 2015.
- 11) "Trust Me, I Know! The Impact of Source Self-Enhancement on Persuasion in Word-of-Mouth," (with Grant Packard and David Wooten), Association for Consumer Research Conference, New Orleans, October 2015.
- 12) "Too Concerned to Commit: The Effect of Privacy Concerns on Consumers' Preference For Flexibility" (with Jiyoung Lee), Association for Consumer Research Conference, New Orleans, October 2015.
- 13) "Lots to Do or Lots of Ways to Do It? The Role of Mood and Mindset on Goal Motivation," (with Eunjoon Han), Association for Consumer Research Conference, New Orleans, October 2015.
- 14) "The Effect of Privacy Concerns on Consumers' Preference for Flexibility," (with Jiyoung Lee), Society for Consumer Psychology Conference, Phoenix, February 2015.
- 15) "Thanks for What I've Got and Thanks for What I've Not: The Effects of Two Types of Gratitude on Prosocial Spending for Close and Distant Others," (with Hyunjung Lee), Association for Consumer Research Conference, Baltimore, October 2014.
- 16) "Pushing and Pulling the Future as I Want: The Moderating Effect of Feelings of Control on Consumer Temporal Distance Perception," (with Jerry Han) American Psychological Association Convention, Washington, D.C., August 2014.
- 17) "No Idle Boast: Consumer Responses to Self-Enhancing Sources of Product Information," (with Grant Packard and David B. Wooten) Society for Consumer Psychology Conference, Miami, March 2014.
- 18) "Pushing and Pulling the Future as I Want: The Moderating Effect of Feelings of Control on Consumer Temporal Distance Perception," (with Jerry Han) Society for Consumer Psychology Conference, Miami, March 2014.
- 19) "The Bottom Dollar Effect: How Resource Scarcity Influences Perceived Value and Satisfaction," (with Robin L. Soster and William O. Bearden) Association for Consumer Research Conference, Chicago, IL, October 2013.

- 20) "The Role of Centrality of Green Product Attributes in Evaluations of Greenness," (with Judy K. Frels) American Psychological Association Conference, Honolulu, HI, July 2013
- 21) "The Role of Centrality of Green Product Attributes in Evaluations of Greenness," (with Judy K. Frels) Marketing and Public Policy Conference, Washington D.C. June 2013
- 22) "Thanks for What I've Got and Thanks for What I've Not: The Effects of Being Grateful, and What We Are Grateful For, on Evaluations of Products," (with Hyunjung Lee) Society for Consumer Psychology Conference, San Antonio, February 2013
- 23) "Moving on and away: Psychological closure increases temporal and probabilistic psychological distance," (with Jae-Eun Namkoong)
- 24) "'Tis Better to Give Than to Receive: Preference Estimates Conditioned on Own and Other's Preferences" (with Susan Broniarczyk) Association for Consumer Research Conference, Vancouver, BC, October 2012.
- 25) "Moving On and Away: Closure Increases Psychological Distance through Emotion" (with Jae Eun Namkoong) Association for Consumer Research Conference, Vancouver, BC, October 2012.
- 26) "Psychological Closure, Abstraction, and Subjective Knowledge" (with Jae Eun Namkoong) Society for Consumer Psychology Conference, Las Vegas, Nevada, February 2012.
- 27) "It's Just Me: The Role of Inferred Distributions in Estimates of Relative Standing" (with Katherine Burson) Association for Consumer Research Conference, Pittsburgh, PA, October 2009.
- 28) "A Brand in Hand: Symbolic Props in Self-Presentation" (with Grant Packard) Association for Consumer Research Conference, Pittsburgh, PA, October 2009.
- 29) "When Avoidable Losses Are Perceived as Gains: Repair Costs and Their Effects in New Product Purchases" (with Beatriz Pereira) Association for Consumer Research Conference, Pittsburgh, PA, October 2009.
- 30) "Consumer Knowledge as a Moderator for Specificity-Based Product Selection" (with Jason Stornelli) Association for Consumer Research Conference, Pittsburgh, PA, October 2009.
- 31) "The Role of Inferred Distributions in Estimates of Relative Standing" (with Katherine Burson) Society for Consumer Psychology Conference, San Diego, CA, February 2009.
- 32) "What's Not to Like? Preference Asymmetry in the False Consensus Effect" (with Ashesh Mukherjee and Anirban Mukhopadhyay), Society for Consumer Psychology Conference, Las Vegas, NV, February 2007.
- 33) "Few Ways to Love, Many Ways to Hate: Attribute Ambiguity and Positivity Effects in Agent Evaluation," (with Ashesh Mukherjee and Anirban Mukhopadhyay) Asian Association for Consumer Research Conference, Sydney Australia, June 2006.
- 34) "Few Ways to Love, Many Ways to Hate: Attribute Ambiguity and Positivity Effects in Agent Evaluation," (with Ashesh Mukherjee and Anirban Mukhopadhyay) Society for Consumer Psychology Conference, Miami, FL, February 2006.
- 35) "The Psychology of Versioning: Marginal Costs and Counterfactual Thinking as Determinants of Fairness Perceptions and Choice," (with Anat Keinan and Ran Kivetz) Society for Consumer Psychology Conference, Miami, FL, February 2006.
- 36) "How Well Do You Know Me? Consumer Calibration of Others' Knowledge" (with Gita Johar), Association for Consumer Research Conference, Portland, OR, October 2004.
- 37) "Tis Better to Give Than to Receive: Preference Estimates Conditioned on Own and Others' Preferences," (with Susan Broniarczyk) Society for Consumer Psychology Conference, San Francisco, CA, February 2004.
- 38) "Moderators of Betrayal Aversion" (with Jonathan Koehler), presented as part of special session at Association for Consumer Research Conference in Toronto, Canada, October 2003.
- 39) "Loves, Hates and In-Betweens: The Role of Preference Structures in Agent Choice," (with Ashesh Mukherjee and Anirban Mukhopadhyay) presented as part of special session at Association for Consumer Research Conference in Toronto, Canada, October 2003.
- 40) "The Psychology of Versioning: Marginal Costs and Counterfactual Thinking as Determinants of Fairness Perceptions and Choice," (with Ran Kivetz) presented as part of special session at Association for Consumer Research Conference in Toronto, Canada, October 2003.

- 41) "How Well Do You Know Me? Consumer Calibration of Others' Knowledge" (with Gita Johar) European Association for Consumer Research, Dublin Ireland, June 2003.
- 42) "Love, Hate and In-Between: Extremity and Positivity Effects in Informativeness of Consumer Preference," (with Ashesh Mukherjee and Anirban Mukhopadhyay) Society for Consumer Psychology Conference, New Orleans, LA, February 2003.
- 43) "The Impact of Other's Opinions on Decision Making: Role of Extreme Prediction Rate," (with Ashesh Mukherjee) Association for Consumer Research Conference, Salt Lake City, UT, October 2000.
- 44) "Consumer Agent Selection: Recommendations Versus Evaluations," (with Susan M. Broniarczyk and Patricia M. West) presented as part of special session at Association for Consumer Research Conference in Montreal, Canada, October 1998.
- 45) "Meaningless Differentiation Revisited," (with Susan M. Broniarczyk) Association for Consumer Research Conference in Tucson, Arizona, October 1996.
- 46) "The Role of Brand Equity in Product Differentiation," (with Susan M. Broniarczyk) presented as part of special session at Association for Consumer Research Conference in Tucson, Arizona, October 1996.

### INVITED PRESENTATIONS

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- 1) "The Effect of Closure on Cognitive Representation and Subjective Knowledge after Consumer Learning." (with Jae-Eun Namkoong), McGill University, May 2019.
- 2) "The Role of Perceived Control in Estimates of Temporal and Physical Distance." (with Jerry Han), University of Maryland, February 2018.
- 3) "No Idle Boast: Consumer Responses to Self-Enhancing Sources of Product Information," (with Grant Packard and David B. Wooten) Audencia Nantes School of Management, Nantes, France, April 2014.
- 4) "The Bottom Dollar Effect: How Resource Scarcity Influences Perceived Value and Satisfaction," (with Robin L. Soster and William O. Bearden) Audencia Nantes School of Management, Nantes, France, January 2014.
- 5) "The Role of Centrality of Green Product Attributes in Evaluations of Greenness," (with Judy K. Frels) Marketing In Israel Conference, Jerusalem, December 31, 2013.
- 6) "Talking Green, But Buying Brown," University of Texas Undergraduate Business Council, October 2013.
- 7) "The Role of Centrality of Green Product Attributes in Evaluations of Greenness," (with Judy K. Frels) Booth School of Business, University of Chicago, May 2013.
- 8) "Demanding Green, But Buying Brown: Consumer Psychology of Green Decision Making," University of Texas, NOVA program, April 2013.
- 9) "Psychological Closure, Abstraction, and Subjective Knowledge" (with Jae Eun Namkoong) University of Houston, March 2013.
- 10) "Demanding Green, But Buying Brown: Consumer Psychology of Green Decision Making," University of Texas QUEST program, March 2013.
- 11) "Psychological Closure, Abstraction, and Subjective Knowledge" (with Jae Eun Namkoong) , Audencia Nantes School of Management, January 2013.
- 12) "Psychological Closure, Abstraction, and Subjective Knowledge" (with Jae Eun Namkoong) , University of Arkansas, Fayetteville, March 2012.
- 13) "Psychological Closure, Abstraction, and Subjective Knowledge" (with Jae Eun Namkoong) University of Massachusetts, Amherst, April 2012.
- 14) "Demanding Green, But Buying Brown: Consumer Psychology of Green Decision Making," University of Texas LAMP program, February 2012.
- 15) "The Psychology of Versioning" (with Ran Kivetz and Anat Keinan) , University of Texas at San Antonio, April 2010.
- 16) "Knowing Where They Stand: The Role of Inferred Distributions in Misestimates of Relative Standing" (with Katherine Burson), Hebrew University, Jerusalem, May 2010.
- 17) "Knowing Where They Stand: The Role of Inferred Distributions in Misestimates of Relative Standing" (with Katherine Burson), Indian Institute of Management, Calcutta, December 2009.

- 18) "Knowing Where They Stand: The Role of Inferred Distributions in Misestimates of Relative Standing" (with Katherine Burson), University of Texas, San Antonio, Texas Regional Marketing Conference, 2009.
- 19) "The Psychology of Versioning" (with Ran Kivetz and Anat Keinan) University of Texas, February 2008.
- 20) "The Psychology of Versioning" (with Ran Kivetz and Anat Keinan) University of South Carolina, March 2008.
- 21) "The Psychology of Versioning" (with Ran Kivetz and Anat Keinan) University of Arizona, September 2006.
- 22) "How Well Do You Know Me? Consumer Calibration of Others' Knowledge" (with Gita Johar), University of Murcia, Spain May 2006.
- 23) "How Well Do You Know Me? Consumer Calibration of Others' Knowledge" (with Gita Johar), Arizona State University, February 2006.
- 24) "The Psychology of Manufacturing Process: Marginal Costs and Counterfactual Thinking as Determinants of Fairness Perceptions and Choice," (with Ran Kivetz), Ross School of Business Hosmer Lunch, October 2005.
- 25) "Avoiding Betrayal Over Choosing Safety? Moderators of Betrayal Aversion" (with Jonathan Koehler), Decision Science Conference, University of Michigan, May 2005.
- 26) "Who Do You Know? Consumer Calibration of Others' Knowledge" (with Gita Johar), Ross School of Business Hosmer Lunch, March 2005.
- 27) "How Well Do You Know Me? Consumer Calibration of Others' Knowledge" (with Gita Johar), Marketing Science Institute Young Scholars Conference, Park City Utah, January 2005.
- 28) "Moderators of Betrayal Aversion" (with Jonathan Koehler), Rutgers University, November 2003.
- 29) "Moderators of Betrayal Aversion" (with Jonathan Koehler), University of Michigan, October 2003.
- 30) "Loves, Hates and In-Betweens: Informativeness of Revealed Preferences in Agent Evaluation." (with Ashesh Mukherjee and Anirban Mukhopadhyay), Wharton School of Business, University of Pennsylvania, April 2003.
- 31) "Consumer Agent Evaluation," University of Texas, October 2001.
- 32) "Betrayal Aversion," Columbia University Marketing Camp, May 2000.
- 33) "Betrayal Aversion," Columbia University Social Psychology Network, June 2000.
- 34) "Consumer Agent Selection: Sensitivity to Task Dependence," Ohio State University Department of Marketing, January 1999.
- 35) "Using Others' Opinions to Predict Individual Preference for Aesthetic Products," (with Patricia M. West) Haring Symposium, University of Indiana, March 1995.

## TEACHING

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### MBA Courses

#### Marketing Management (Core Course)

University of Texas McCombs School of Business Working Professional MBA Program

Spring 2020 (2 sections HMBA) - Students' Evaluation – 4.4 and 4.4  
 Spring 2019 (2 sections HMBA) – Students' Evaluation – 4.8 and 4.8<sup>1</sup>  
 Spring 2018 (2 sections HMBA) – Students' Evaluation – 4.6 and 4.6<sup>1</sup>  
 Spring 2017 (2 sections HMBA) – Students' Evaluation – 4.8 and 4.6<sup>1</sup>  
 Spring 2016 (2 sections HMBA) – Students' Evaluation – 4.8 and 4.5<sup>1</sup>  
 Spring 2015 (2 sections HMBA) – Students' Evaluation – 4.8 and 4.8<sup>1</sup>

<sup>1</sup>**Faculty Honor Roll - Working Professional MBA Teaching Award**

#### Marketing Management (Core Course)

University of Texas McCombs School of Business Full Time MBA Program

Fall 2018 (2 sections) – Students' Evaluation – 4.4 and 4.0  
 Fall 2016 (2 sections) – Students' Evaluation – 4.7 and 4.6<sup>1</sup>  
 Fall 2015 (2 sections) – Students' Evaluation – 4.7 and 4.6<sup>2</sup>  
 Fall 2014 (2 sections) – Students' Evaluation – 4.4 and 4.4<sup>2</sup>



Fall 2013 (2 sections) – Students' Evaluation – 4.5 and 4.0<sup>2</sup>  
Fall 2012 (2 sections) – Students' Evaluation – 4.7 and 4.5<sup>3</sup>  
Fall 2011 (2 sections) – Students' Evaluation – 4.2 and 4.1  
Fall 2010 (2 sections) – Students' Evaluation – 3.5 and 4.0

<sup>1</sup>**Received Joe Beasley Award for Outstanding MBA Teaching**

<sup>2</sup>**Nominated for Joe Beasley Award for Outstanding MBA Teaching**

<sup>3</sup>**Outstanding MBA Core Teaching Award**

Marketing Management (Core Course)

University of Texas McCombs School of Business MS Marketing Program

Summer 2020 (MS Marketing) – Students' Evaluation – 4.9  
Summer 2019 (MS Marketing) – Students' Evaluation – 4.5<sup>1</sup>  
Summer 2018 (MS Marketing) – Students' Evaluation – 4.8  
Summer 2017 (MS Marketing) – Students' Evaluation – 4.9  
Summer 2016 (MS Marketing) – Students' Evaluation – 5.0

<sup>1</sup>**Received Amplify Award for Inclusive Teaching**

Marketing Management (Core Course)

University of Michigan, Ross School of Business Full Time MBA Program

Summer 2009 (1 section) – Students' Evaluation – 4.3  
Spring 2009 (1 section) – Students' Evaluation – 4.6  
Summer 2008 (1 section) – Students' Evaluation – 4.3  
Fall 2007 (3 sections) – Students' Evaluation – 4.4  
Summer 2007 (1 section) – Students' Evaluation – 4.8<sup>1</sup>  
Fall 2006 (3 sections) – Students' Evaluation – 4.4  
Fall 2005 (3 sections) – Students' Evaluation – 4.5  
Fall 2004 (2 sections) – Students' Evaluation – 4.8

<sup>1</sup>**MBA Teaching Excellence Award**

Marketing Management (Core Course)

Columbia University Full Time MBA Program

Spring 2003 (4 sections) – Students' Evaluation – 4.6  
Spring 2002 (4 sections) – Students' Evaluation – 5.8 (of 7)  
Spring 2001 (4 sections) – Students' Evaluation – 6.3 (of 7)

Consumer Behavior – University of Texas, McCombs School of Business MBA

Fall 2012 – Students' Evaluation – 4.3  
Spring 2010 – Students' Evaluation – 4.6  
Fall 2009 – Students' Evaluation – 4.3

Multidisciplinary Action Project (8 teams) – University of Michigan, Ross School of Business MBA

Spring 2009 – Students' Evaluation – 4.3

Marketing Research – Columbia University MBA

Fall 2002 – Students' Evaluation – 4.9  
Fall 2001 – Students' Evaluation – 6.7 (of 7)  
Spring 2000 – Students' Evaluation – 6.7 (of 7)  
Fall 1999 – Students' Evaluation – 6.4 (of 7)

Marketing of Services – Columbia University MBA

Spring 2000 – Students' Evaluation – 6.3 (of 7)

### **Ph.D. Courses**

#### Buyer Behavior

University of Texas, McCombs School of Business

Fall 2013

– Students' Evaluation – 5.0

### **Undergraduate Courses**

Marketing Research – University of Texas, McCombs School of Business

Spring 2010

– Students' Evaluation – 4.9<sup>6</sup>

<sup>6</sup>*Faculty Honor Roll - Undergraduate Teaching Award*

## **EXECUTIVE PROGRAMS AND OTHER OFF-LOAD TEACHING**

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Columbia Business School – Global MBA Marketing Core (Hong Kong) (2017)  
Columbia Business School - MBA Marketing Core (New York) (2012, 2014)  
Ross School of Business – Marketing Management (Hong Kong) (2008)  
William Davidson Institute – Marketing Management (Kazakhstan) (2008)  
William Davidson Institute – Marketing Management (Croatia) (2008)  
William Davidson Institute – Marketing Management (Turkey)(2007)  
Ross School of Business – Spectrum Health Custom Program (2006)  
USAID - Egyptian Entrepreneurial Training Development Program (2006, 2007)  
ENEA Business School, Murcia, Spain – Marketing Research (2005, 2006, 2007)  
ENEA Business School, Murcia, Spain – Consumer Behavior (2005, 2006, 2007)  
Columbia Business School - Marketing Management in the New Economy (2003)  
Columbia Business School - Bristol-Myers-Squibb Custom Program (2003)  
Columbia Business School - Marketing Management (2003)  
Columbia Business School - E-commerce: Creating Strategic Advantage (2002)  
Pfizer – Marketing Analytics Training Program (2000, 2001)

## **STUDENT ADVISING**

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### Dissertation Chair

Jiyoung Lee – Ph.D. University of Texas, Marketing (2019)  
Jerry Han – Ph.D. University of Texas, Marketing (2018)  
Hyunjung (Crystal) Lee – Ph.D. University of Texas, Marketing (2017)  
Eunjoo Han – Ph.D. University of Texas, Marketing (2016)  
Jae Eun Namkoong – Ph. D. University of Texas, Marketing (2014)

### Dissertation Committees

Gunes Biliciler – Ph.D. University of Texas, Marketing (Expected Graduation: Spring 2021)  
Frank Zhang – Ph.D. University of Texas, Marketing (2020)  
Jose Maillat – Ph.D. Audencia School of Management (2019)  
Grant Packard—Ph.D. University of Michigan, Marketing (2012)  
Jamil Palacios Bhanji —Ph.D. University of Texas, Psychology (2011)  
Anirban Mukhopadhyay —Ph.D. Columbia University, Marketing (2004)  
Anne Rogeveen —Ph.D. Columbia University, Marketing (2001)

## **REVIEWER SERVICE**

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Journal of the Association for Consumer Research (Co-Editor Volume 5, Issue 2 2020)  
Journal of Consumer Psychology (Editorial Review Board 2015-present)  
Journal of Consumer Research (Editorial Review Board 2011-present)  
Journal of Retailing (Editorial Review Board 2015-present)  
International Journal of Marketing Research (Editorial Review Board 2017 – present)

Journal of Behavioral Decision Making  
Journal of Economic Psychology  
Journal of Marketing  
Journal of Marketing Research  
Marketing Science  
Organizational Behavior and Human Decision Processes  
Psychological Reports

## **ADMINISTRATIVE SERVICE**

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### Professional Association Activities

Conference Co-Chair – Association for Consumer Research, Dallas 2018  
At-Large Director – Association for Consumer Research 2018-2020  
Working Papers Track Chair – Association for Consumer Research, San Diego 2017  
Society for Consumer Psychology Track Chair – American Psychological Association  
Conference in Washington D.C. (2014)  
Conference Program Committee - Association for Consumer Research (2008- 2016)

### Outside Reviewer for Promotions

University of Kentucky 2020  
University of Tel Aviv 2019  
University of South Carolina 2018  
University of Connecticut 2018  
University of Ohio 2018  
University of Colorado 2018  
University of Ohio 2017  
University of Ohio 2016  
University of Arkansas 2012

### University Committees

UT Graduate Continuing Fellowship Award Selection Committee (2015 -2018)  
University of Texas Library Committee (2012-2014)

### College Committees

McCombs School Associate Dean of MS Programs Search Committee – 2019-2020  
McCombs Committee to Review Teaching Evaluation Procedure – 2020.  
McCombs Committee to Review MS Program Office – 2020.  
McCombs School of Business Chief Operating Officer Search Committee – 2019-2020  
MS Assistant Dean Search Committee - 2018  
Rowling Hall Building Design - Faculty Representative Committee (2012-2016)  
MBA Program Committee – Working Professional Curriculum (2012-2013, 2016-2017)  
Faculty Research Award Committee (2011, 2012, 2013)  
Undergraduate Program Committee - Full Curriculum Review (2011-2012)

### Departmental Committees

Graduate Studies Committee Chair/ Ph.D. Program Graduate Advisor (2014-2018)  
Executive Committee (2010-2014 and 2015-2018)  
Doctoral Advisory Committee (2011- 2012)  
MBA Core Coordinator (2011-present)  
Chair, Recruiting Committee (2014)  
Recruiting Committee (2017)  
Master of Science in Marketing Admissions Committee (2016, 2017)  
Sheth Consortium at UT in 2022 Committee (2017-Present)