

REBECCA W. HAMILTON

Michael G. and Robin Psaros Chair in Business Administration
McDonough School of Business
537 Rafik Hariri Building
Georgetown University
Washington, DC 20007

I. Education

Ph.D., Massachusetts Institute of Technology June 2000
Dissertation: *The Means to an End: Effects of Process on Group Choice and Problem Solving*
Committee: Drazen Prelec, Nader T. Tavassoli, John S. Carroll

B.S. in Policy Analysis, Cornell University May 1991
Valedictorian, College of Human Ecology

II. Positions Held

McDonough School of Business, Georgetown University
Michael G. and Robin Psaros Chair in Business Administration 2015 – present
Area Coordinator, Marketing 2015 – present
Professor of Marketing 2014 – present

Robert H. Smith School of Business, University of Maryland
Professor of Marketing 2014
Associate Professor of Marketing 2007 – 2014
Assistant Professor of Marketing 2000 – 2007

Price Waterhouse, LLP
Principal Consultant 1995 – 1996
Senior Consultant 1993 – 1995
Staff Consultant 1991 – 1993

III. Publications and Research

A. Peer-Reviewed Journal Articles

Hamilton, Rebecca W. (2003). Why Do People Suggest What They Do Not Want? Using Context Effects to Influence Others' Choices, *Journal of Consumer Research*, 29 (March), 492-506.
Received Robert Ferber Award Honorable Mention, 2003.

Hamilton, Rebecca W. and Gabriel J. Biehal (2005). Achieving Your Goals or Protecting Their Future? The Effects of Self-View on Goals and Choices, *Journal of Consumer Research*, 32 (September), 277-283.
Featured in *Research@Smith*, Winter 2006 and *Smith Business*, Spring 2006.

Thompson, Debora V., Rebecca W. Hamilton and Roland T. Rust (2005). Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, *Journal of Marketing Research*, 42 (November), 431-442.

Featured in *The New Yorker* article "Feature Presentation," May 2007, *Insights from MSI*, Fall 2005 and *Smith Business*, Spring 2005.

Received 2007 Lehmann Best Paper Award, AMA Marketing Research SIG.

Finalist for the 2010 O'Dell Award, American Marketing Association.

Rust, Roland T., Debora V. Thompson and Rebecca W. Hamilton (2006). Defeating Feature Fatigue, *Harvard Business Review*, 84 (February), 98-107.

Featured on NPR's *Weekend Edition*, WBUR's *Here and Now*, the *Jim Lehrer News Hour*, and PBS's *Nightly Business Report*.

Thompson, Debora V. and Rebecca W. Hamilton (2006). The Role of Information Processing Mode in Consumers' Responses to Comparative Advertising, *Journal of Consumer Research*, 32 (March), 530-540.

Hamilton, Rebecca W. (2006). When the Means Justify the Ends: Effects of Observability on the Procedural Fairness and Distributive Fairness of Resource Allocations, *Journal of Behavioral Decision Making*, 19 (October), 303-320.

Hamilton, Rebecca W. and Debora V. Thompson (2007). Is There a Substitute for Direct Experience? Comparing Consumers' Preferences After Direct and Indirect Product Experiences, *Journal of Consumer Research*, 34 (December), 546-555.

Featured in *Research@Smith*, Sept. 2007, *PhysOrg* and *EurekAlert!* Dec. 2007.

Hamilton, Rebecca W. and Nevena Koukova (2008). Choosing Options for Products: The Effects of Mixed Bundling on Consumers' Inferences and Choices, *Journal of the Academy of Marketing Science*, 36 (September), 423-433.

Hamilton, Rebecca W. and Joydeep Srivastava (2008). When 2+2 Is Not the Same As 1+3: Variations in Price Sensitivity Across Components of Partitioned Prices, *Journal of Marketing Research*, 45 (November), 450-461.

Thompson, Debora V., Rebecca W. Hamilton and Petia Petrova (2009). When Mental Simulation Hinders Behavior: The Effects of Process-Oriented Thinking on Decision Difficulty and Performance, *Journal of Consumer Research*, 36 (December), 562-574.

Featured in *ScienceDaily* and *Innovations Report*, May 2009.

Hamilton, Rebecca W., Stefano Puntoni and Nader T. Tavassoli (2010). Categorization by Groups and Individuals, *Organizational Behavior and Human Decision Processes*, 112 (May), 70-81.

Hamilton, Rebecca W., Joydeep Srivastava and Ajay T. Abraham (2010). When Should You Nickel and Dime Your Customers? A Manager's Guide to Benefits-Based Partitioned Pricing, *MIT Sloan Management Review*, 52 (Fall), 59-67.

- Hamilton, Rebecca W., Rebecca K. Ratner and Debora V. Thompson (2011). Outpacing Others: When Consumers Value Products Based on Relative Usage Frequency, *Journal of Consumer Research*, 37 (April), 1079-1094.
Featured in *EurekAlert!*, *ScienceBlog*, *PhysOrg*, *e!Science News* and *Innovations Report*, September 2010 and *Research@Smith*, Spring 2011.
- Petersen, Francine E. and Rebecca W. Hamilton (2014). Confidence via Correction: The Effect of Judgment Correction on Consumer Confidence, *Journal of Consumer Psychology*, 24 (1), 34-48.
- Hamilton, Rebecca W., Debora V. Thompson, Zachary G. Arens, Simon J. Blanchard, Gerald Haubl, P.K. Kannan, Uzma Khan, Donald R. Lehmann, Margaret Meloy, Neal J. Roesch and Manoj Thomas (2014). Consumer Substitution Decisions: An Integrative Framework. *Marketing Letters*, 25 (3), 305-317.
- Hamilton, Rebecca W. (2015). Bridging Psychological Distance, *Harvard Business Review*, 93 (March), 116-119.
- Ratner, Rebecca K. and Rebecca W. Hamilton (2015). Inhibited From Bowling Alone. *Journal of Consumer Research*, 42 (August), 266-283.
Featured by *CBS News: This Morning* with Charlie Rose and Gayle King, *China.com*, *New York Magazine*, *The Atlantic*, *The Guardian*, *Washington Post*, *The Huffington Post*, *Slate.com*, and *NPR's Wait, Wait, Don't Tell Me*.
- Arens, Zachary G. and Rebecca W. Hamilton (2016). Why Focusing on the Similarity of Substitutes Leaves a Lot to Be Desired. *Journal of Consumer Research*, 43 (October), 448-459.
- Kirmani, Amna, Rebecca W. Hamilton and Debora V. Thompson (2017). Doing Well vs. Doing Good: The Differential Effect of Underdog Positioning on Moral and Competent Service Providers. *Journal of Marketing*, 81 (1), 103-117.
Featured in *Psychology Today* (<https://www.psychologytoday.com/blog/the-initiative/201701/doing-well-vs-doing-good>), *Forbes.com*, *Bulldog Reporter*.
- Hamilton, Rebecca W., Roland T. Rust and Chekitan S. Dev (2017). Which Features Retain Customers? *MIT Sloan Management Review*, 58 (Winter), 79-84.
- Hamilton, Rebecca W., Roland T. Rust, Michel Wedel and Chekitan Dev (2017). Return on Service Amenities. *Journal of Marketing Research*, 54 (February), 96-110.
- Arens, Zachary G. and Rebecca W. Hamilton (2017). The Rebound of the Forgone Alternative. *Journal of Consumer Psychology*, forthcoming in July.
- Hamilton, Rebecca W., Ann Schlosser and Yu-Jen Chen (forthcoming). Who's Driving This Conversation? Systematic Biases in the Content of Online Consumer Discussions. *Journal of Marketing Research*.

B. Other Publications

- Thompson, Debora V., Rebecca W. Hamilton and Roland T. Rust (2005). "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," MSI Working Paper 05-101.

- Hamilton, Rebecca W. and Joydeep Srivastava (2009), “When 2+2 is Not the Same as 1+3: Understanding Customer Reactions to Partitioned Prices,” *Marketing Intelligence Review*, November, 24-31.
- Hamilton, Rebecca W. and Joydeep Srivastava (2010), “Slicing and Dicing Your Pricing,” *Harvard Business Review*, January/February, 26.
- Hamilton, Rebecca W. (2014), “Decisions at a Distance: Effects of Psychological Distance on Consumer Decision Making,” Research Curation, *Journal of Consumer Research*, 41 (August), iii-iv.
- Hamilton, Rebecca W. (2014), “Research Shows Costs Behind Free Shipping,” *The Hoya*, Nov. 21 (<http://www.thehoya.com/research-shows-costs-behind-free-shipping/>).
- Ratner, Rebecca K. and Rebecca W. Hamilton (2015), “Why You’re Better Off Going Alone Than Not At All,” *Los Angeles Times*, May 31, 2015.
<http://www.latimes.com/opinion/op-ed/la-oe-ratnerhamilton-going-out-alone-20150531-story.html>
- Hamilton, Rebecca W. (2016), “Consumer-Based Strategy: Using Multiple Methods to Generate Consumer Insights that Inform Strategy,” *Journal of the Academy of Marketing Science*, 44 (3), 281-285.
- Bagchi, Rajesh, Lauren Block, Rebecca W. Hamilton and Julie Ozanne (2017), “A Field Guide for the Review Process: Writing and Responding to Peer Reviews,” *Journal of Consumer Research*, forthcoming.
- Dev, Chekitan S., Rebecca W. Hamilton and Roland T. Rust (2017), “Hotel Brand Standards: How to Pick the Right Amenities for Your Property,” *Cornell Hospitality Research Brief*, 17 (3).

C. Working Papers

- Abraham, Ajay T. and Rebecca W. Hamilton (2017). When and Why Do Partitioned Prices Influence Consumer Preferences?
- Chun, SoYeon and Rebecca W. Hamilton (2017), “Spending or Stockpiling: Consumers’ Decisions to Redeem Loyalty Program Points”
- Devlin, Anna G., Wedad Elmaghraby and Rebecca W. Hamilton (2017). Why Do Suppliers Choose Wholesale Price Contracts?
- Devlin, Anna G., Wedad Elmaghraby and Rebecca W. Hamilton (2016). The Effect of Contract Type on Retailers’ Willingness to Accept Product Risk.

D. Work in Progress

- Online Reviews of Credence Services: An Analysis of Their Content, Structure and Perceived Credibility (with Shannon Lantz and Katherine Stewart).

Learning that You Can't Always Get What You Want: The Effect of Childhood Socioeconomic Status on Decision Making Resilience (with Debora Thompson and Ishani Banerji).

E. Peer-Reviewed Conference Presentations

Spending or Stockpiling: Consumers' Decisions to Redeem Loyalty Program Points, Association for Consumer Research Conference, Berlin, Germany, October 2016.

Learning That You Can't Always Get What You Want: The Effect of Childhood Socioeconomic Status on Decision Making Resilience, Triennial Choice Symposium, Banff, Alberta, May 2016.

Understanding the Appeal of Suboptimal Contracts, Theory + Practice in Marketing Conference, Georgia State University, June 2015.

Learning That You Can't Always Get What You Want: The Effect of Childhood Socioeconomic Status on Substitution Decisions, Association for Consumer Research Conference, Baltimore, MD, October 2014.

Who's Driving This Conversation? Systematic Biases in the Content of Online Consumer Discussions, Yale Center for Customer Insights Conference, Yale University, May 2014.

I Still Haven't Found What I'm Looking For: (Mis)Matching Pre- and Post-Consumption Preferences. Society for Consumer Psychology Conference, Miami, FL, March 2014.

Let's Talk About It: Factors Influencing Word-of-Mouth Content. Association for Consumer Research Conference, Chicago, IL, October 2013.

Effective Substitution: The Drawback of High Similarity. Association for Consumer Research Conference, Vancouver, BC, October 2012.

The Rebound of the Forgone Alternative. Association for Consumer Research Conference, St. Louis, MO, October 2011.

The Price is Right? Effects of Internal and External Reference Prices on Consumer Judgments. Association for Consumer Research Conference, St. Louis, MO, October 2011.

Consequences of Construal Mindsets: Goals, Regret and Fluency. Society for Consumer Psychology Conference, Atlanta, GA, February 2011.

On The Psychology of Construal Mindsets: Determinants and Consequences of Concrete Thinking. Association for Consumer Research Conference, Jacksonville, FL, October 2010.

It's All Relative: How Frames of Reference Influence Consumer Budgeting and Willingness to Pay. Society for Consumer Psychology Conference, St. Petersburg, FL, February 2010.

Setting the Stage: How Frames of Reference May Be Influencing Our Behavior. Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

Morality, Suspicion and Modification: New Directions after 15 Years' Persuasion Knowledge Research. Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

The Illusion of Avoiding Bias: How Correcting for Perceived Bias Can Make a Recommendation More Effective. Association for Consumer Research Conference, San Francisco, CA, October 2008.

Categories in Context. Association for Consumer Research Conference, Memphis, TN, October 2007.

The Effects of Outcome Versus Process-Oriented Thinking on Decision Difficulty. Association for Consumer Research Conference, Memphis, TN, October 2007.

Consumer Response to Price Presentation Formats: Implications for Partitioned Pricing and Transaction Bundling. Association for Consumer Research Conference, San Antonio, TX, October 2005.

The Effects of Mixed Bundling on Consumers' Inferences and Choices. Association for Consumer Research Conference, San Antonio, TX, October 2005.

Current Research on the Role of Inferred Motives in Consumer Reactions to Influence Agents. Association for Consumer Research Conference, Portland, OR, Oct. 2004.

Motivational Influences of Social Context on Consumer Behavior. Association for Consumer Research Conference, Portland, OR, October 2004.

The Effects of Information Processing Modes on Consumers' Reactions to Comparative Advertising. Association for Consumer Research Conference, Portland, OR, October 2004.

Effects of Advertising on Consumers' Choices Among Risky Alternatives. Marketing Science Conference, College Park, MD, June 2003.

Putting Context Effects in Context: The Role of Information About the Choice Environment. Association for Consumer Research Conference, Atlanta, GA, October 2002.

When the Means Justify the Ends: Tradeoffs Between Distributive and Procedural Fairness. Judgment and Decision Making Conference, Society for Judgment and Decision Making, Orlando, FL, November 2001.

Personalization and Customization: Implications for Consumer Decision Making and Behavior. Association for Consumer Research Conference, Austin, TX, Oct. 2001.

Why Do People Suggest What They Don't Want? Using Menus to Strategically Influence Others' Choices. Judgment and Decision Making Conference, Society for Judgment and Decision Making, New Orleans, LA, November 2000.

Strategic Framing: The Art and Science of Influencing Others. Association for Consumer Research Conference, Salt Lake City, UT, October 2000.

F. Invited Research Presentations

Learning That You Can't Always Get What You Want: The Effect of Childhood Socioeconomic Status on Decision Making Resilience
Yale School of Management, Yale University, March 2017
University of Miami, School of Business Administration, December 2016
Florida State University, Wachovia Distinguished Scholar Series, Nov 2016
McCombs School of Business, University of Texas at Austin, October 2016
Zicklin School of Business, Baruch College, September 2016

Spending or Stockpiling: Consumers' Decisions to Redeem Loyalty Program Points
Kogod School of Business, American University, November 2016
Carey School of Business, Johns Hopkins University, October 2016

Online Reviews of Credence Services: An Analysis of Their Content, Structure and Perceived Credibility
Carlson School of Management, University of Minnesota, April 2016
Villanova University, March 2016
Ray Keyes Distinguished Scholar Series, Boston College, March 2016
Harvard Business School, March 2016
Koc University, November 2015

Who's Driving This Conversation? Systematic Biases in the Content of Online Consumer Discussions,
Kellogg School of Management, Northwestern University, April 2015
Freeman School of Business, Tulane University, April 2015
Hong Kong University of Science and Technology, March 2014
Smeal College of Business, Penn State University, May 2013
Tippie School of Business, University of Iowa, May 2013
Cardiff Business School, Cardiff University, Wales, UK, April 2013

Effective Substitution: Why Highly Similar Replacements Leave a Lot to Be Desired
Olin Business School, Washington University at St. Louis, April 2013
McDonough School of Business, Georgetown University, March 2013
London Business School, London, UK, February 2013
University of Alberta, Edmonton, Alberta, February 2013
Columbia Business School, May 2012

Panelist, Public Policy/Disclosure Roundtable on DRIP Pricing, Federal Trade Commission, Washington, DC, May 2012.

When Dividing Prices Multiplies Customer Expectations, Mays School of Business Marketing Camp, Texas A&M University, College Station, TX, April 2012.

Haring Symposium Distinguished Scholar Presentation: Trends and Countertrends in Consumer Research, Kelley School of Business, Indiana University, Bloomington, IN, April 2012.

When Does Anticipating Regret Decrease Experienced Regret?
Foster School of Business, University of Washington, February 2012
Pamplin College of Business, Virginia Tech, September 2011
Moore School of Business, University of South Carolina, April 2011

The Ultimate Deception: Shrinking Food Packages, To Life: Tools for Better Living.
Expo sponsored by Coming of Age in Maryland, Silver Spring, MD, May 2011.

Branding by Amenity: Calculating the Return on Hotel Amenities. Cornell Hospitality
Brand Management Roundtable, Cornell University, Ithaca, NY, May 2011.

Keynote Address: When Should You Nickel and Dime Your Customers? George
Mason School of Business Marketing Camp, George Mason University, Fairfax,
VA, April 2011.

Higher Food Prices and Shrinking Food Packages. The Diane Rehm Show, National
Public Radio, Washington, DC, March 2011.

When and Why Should You Use a 2x2x2?! Challenging and Defending Complexity in
Consumer Research. Society for Consumer Psychology Doctoral Consortium,
Atlanta, GA, February 2011.

How Do Consumers Respond to Free? Annual Meeting of the Association of American
University Presses, Salt Lake City, UT, June 2010.

Perception and Persuasion in the Age of Information. Clarice Smith Performing Arts
Center, University of Maryland, College Park, MD, April 2010.

Is This Product for Me? Judging Product Value Based on Predicted Use Relative to
Others. Yale School of Management, New Haven, CT, March 2010.

Creating Thailand's Brand Identity for the 21st Century. Thai American Business
Program Conference, Robert H. Smith School of Business, University of Maryland,
College Park, MD, March 2009.

The Effects of Process and Outcome Mental Simulation on Decision Difficulty and
Satisfaction. University of Florida Marketing Camp, Gainesville, FL, March 2008.

Categorization by Groups. McDonough School of Business Marketing Camp,
Georgetown University, Washington, DC, April 2007.

Affect, Goals and Motivation. Association for Consumer Research Doctoral
Symposium, Orlando, FL, September 2006.

Smith Leadership Series: Defeating Feature Fatigue. Robert H. Smith School of
Business, University of Maryland, College Park, MD, April 2006.

Shifting Mental Construal by Engaging in a Direct Product Experience
W.P. Carey School of Business, Arizona State University, April 2006
Olin School of Business, Washington University in St. Louis, April 2006

Consumer Reactions to Partitioned Prices: Marketplace Norms, Perceived Fairness and
Price Sensitivity. Rutgers University, Camden, NJ, November 2004.

Why Do People Suggest What They Don't Want? Using Context Effects to Strategically
Influence Others' Choices
Robert Ferber Award Presentation, ACR Conference, October 2003
Department of Psychology, University of Maryland, November 2000

Structuring Problems: Enduring Effects of Social Context. Effective Enterprise Learning Workshop, MIT Center for Innovation in Product Development, Palo Alto, CA, March 2000.

Job Market Paper: Why Do People Suggest What They Don't Want? Using Menus to Strategically Influence Others' Choices, Fall 1999

Boston University School of Management, Boston University
Columbia Business School, Columbia University
Goizueta School of Business, Emory University
Booth School of Business, University of Chicago
Robert H. Smith School of Business, University of Maryland
McCombs School of Business, University of Texas at Austin
Wisconsin School of Business, University of Wisconsin
Wharton School of Business, University of Pennsylvania

The Group: Does It Have a Mind of Its Own? Brain and Cognitive Sciences Seminar, Massachusetts Institute of Technology, Cambridge, MA, January 1999.

IV. Research Funding

National Science Foundation ADVANCE Grant, Naive or Savvy: How Credible Are Online Reviews for Credence Services? with co-investigator Katherine Stewart, 2014.

Robert H. Smith School of Business Summer Research Award, Naive or Savvy: How Credible Are Online Reviews for Credence Services? 2013.

Robert H. Smith School of Business Summer Research Award, Understanding the Appeal of Suboptimal Contracts, 2012. *Winner of Olian Prize for Best Summer Research Proposal.*

National Science Foundation ADVANCE Grant, Understanding the Appeal of Suboptimal Contracts, with co-investigator Wedad Elmaghraby, 2011.

Center for Excellence in Service Summer Research Award, Return on Amenities: Calculating Return on Investment in Services Provided to Customers, 2011.

Robert H. Smith School of Business Summer Research Award, Will I Get My Money's Worth? Inferring Product Value Based on Predictions About Relative Use, 2009.

Robert H. Smith School of Business Summer Research Award, Increasing Customer Satisfaction by Matching Anticipated Regret with Experienced Regret, 2008.

Robert H. Smith School of Business Summer Research Award, The Effects of Activating Independent and Interdependent Self-Views on Consumers' Choices Among Risky Alternatives, 2004.

MSI Research Grant, Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, 2003.

Robert H. Smith School of Business Summer Research Award, Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, 2003.

University of Maryland GRB Summer Research Award, Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, 2003.

University of Maryland GRB Summer Research Award, Why Do People Suggest What They Don't Want? Using Menus to Strategically Influence Others' Choices, 2001.

MIT Center for Innovation in Product Development Research Grants, 1997-2000.

V. Teaching and Mentoring

A. Courses Taught

McDonough School of Business Full-time, Evening and Executive MBA Programs
Consumer Behavior 2015 - present

McDonough School of Business Undergraduate Program
Consumer Behavior 2015 - present

Smith School Full-time MBA, Evening MBA, Weekend MBA Programs
Brand Management 2007 - 2013
Buyer Behavior Analysis 2002 - 2006

Smith Experience: Social Venture Consulting Practicum 2012
Smithsonian Award, 2013

Smith School Undergraduate Program
Consumer Analysis 2000 - 2012
Top 15% Teaching Awards, 2003, 2005, 2006 and 2007

Smith School Master's in Marketing Analytics Program
Customer Analysis 2013

Smith School PhD Program
Consumer Behavior Seminar 2001
Research Methods Seminar 2005 - 2013
Legg Mason Teaching Innovation Award, 2005

Smith School Executive Education Program
Black & Decker Financial Development Program: Feature Fatigue 2006
Home Depot: User Experience and User Expectations 2005

B. Doctoral Student Mentoring

Dissertation Committee Co-Chair/Chair:

Debora V. Thompson, Department of Marketing, Robert H. Smith School of Business,
University of Maryland, PhD May 2006, Assistant Professor at Georgetown University.
Winner of MSI's Alden Clayton Doctoral Dissertation Award
Winner of AMA's John Howard Dissertation Award

Francine Espinoza, Department of Marketing, Robert H. Smith School of Business,
University of Maryland, PhD May 2009, Assistant Professor at European School of
Management and Technology (ESMT).

Zachary Arens, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2012, Assistant Professor at Oklahoma State University.

Ajay Abraham, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2015, Assistant Professor at Seattle University.

Dissertation Committee Member:

Nevena Koukova, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2005, Assistant Professor at Lehigh University.

Heather Adams, Department of Decision & Information Technologies, Robert H. Smith School of Business, University of Maryland, PhD December 2006, Instructor at University of Colorado, Boulder.

Shweta Oza, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2007, Assistant Professor at University of Miami.

Brian G. Smith, Department of Communication, University of Maryland, PhD December 2009, Assistant Professor at University of Houston.

Yaron Schlomi, Department of Psychology, University of Maryland, PhD December 2009, Post-doctoral Researcher at University of Maryland.

Yu-Jen Chen, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2013, Assistant Professor at Lingnan University.

Heather Johnson, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2014, Assistant Professor at North Carolina State University.

Anna Devlin, Department of Decision, Operations and Information Technology, Robert H. Smith School of Business, University of Maryland, PhD May 2014, Assistant Professor at University of Alabama.

Shannon Lantzy, Department of Decision, Operations and Information Technology, Robert H. Smith School of Business, University of Maryland, PhD May 2016.

Tom Kim, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD August 2016.

Supervision of Second Year Papers:

Debora V. Thompson, Department of Marketing, Robert H. Smith School of Business, University of Maryland, Spring 2003.

Francine Espinoza, Department of Marketing, Robert H. Smith School of Business, University of Maryland, Spring 2006.

Zachary Arens, Department of Marketing, Robert H. Smith School of Business, University of Maryland, Spring 2009.

Tom Kim, Department of Marketing, Robert H. Smith School of Business, University of Maryland, Spring 2012.

C. Career Management and Mentoring Workshops

Building and Networking Your Personal Brand, Advancing Your Career: Perspectives on Women's Leadership Event for prospective MBA students, co-hosted by Carnegie Mellon, Emory, Georgetown, MIT and Vanderbilt Universities, November 2016.

Building Your Research Community, Georgetown MSB Junior Faculty Encounters, November 2016.

ACR Mid-Career Mentorship Workshop Keynote Panelist, Association for Consumer Research Conference, Berlin, Germany, October 2016.

ACR Mid-Career Mentorship Workshop, Association for Consumer Research Conference, New Orleans, LA, October 2015.

Building and Networking Your Personal Brand, Georgetown MBA Career Center, Washington, DC, September 2015.

Managing Your Career: Maximizing Returns on Teaching and Service, AMA Sheth Doctoral Consortium, London, July 2015.

ACR Mid-Career Mentorship Workshop, Association for Consumer Research Conference, Baltimore, MD, October 2014.

Panel Discussion: Teaching Effectively, AMA Sheth Doctoral Consortium, Kellogg School of Management, Northwestern University, June 2014.

Panel Discussion: Managing Your Doctoral Years: From Conferences to the Job Market, ACR Doctoral Symposium, Chicago, IL, October 2013.

Personal Branding and Networking Workshop, University of Maryland ADVANCE Workshop, College Park, MD, January 2013 (with Kathryn Bartol).

Panel Discussion: Managing Your Career, ACR Doctoral Symposium, Vancouver, BC, October 2012.

Personal Branding and Networking, Keeping Our Faculties Workshops, College Park, MD, April 2012, November 2012 and November 2013 (with Kathryn Bartol).

Personal Branding and Networking Workshop, University of Maryland ADVANCE Workshop, College Park, MD, January 2012 (with Kathryn Bartol).

The Honeymoon is Over: Managing Advisor/Advisee Relationships During the First Two Years of the PhD Program. Association for Consumer Research Doctoral Consortium, Jacksonville, FL, October 2010.

Holistic Career Management Faculty Panel, American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, Tempe, AZ, May 2007.

Managing Your Career Life Cycle: Getting Going, Keeping Going. Plenary Session at the American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, College Park, MD, July 2006.

VI. University and Departmental Service

Marketing Area Coordinator, McDonough School of Business, Georgetown University, 2015 – present

PhD Committee, McDonough School of Business, Georgetown University, 2014 – present

Faculty Director of the Smith Behavioral Lab and Chair of the Smith Behavioral Lab Committee, Robert H. Smith School of Business, University of Maryland, 2002 – 2014

University Senate, University of Maryland, 2012 - 2014

Field Committee on Decision Science, University of Maryland, 2012 - 2014

MS in Marketing Analytics Advisory Committee, Smith School of Business, University of Maryland, 2010 – 2014

Organizing Committee, Smith-BSOS Symposium on “Addressing Social, Business and Economic Issues via Research in Judgment and Decision Making,” University of Maryland, 2011 - 12.

Chair, Recruiting Committee, Marketing Department, Smith School of Business, University of Maryland, 2010

Faculty Recruiting Committees, Marketing Department, Smith School of Business, University of Maryland, 2002, 2004, 2006, 2013

Subject Pool Committee, Marketing Department, Smith School of Business, University of Maryland, 2004 – 2014

PhD Student Selection Committees, Marketing Department, Smith School of Business, University of Maryland, 2001 – 2006, 2009, 2013

Marketing and Communications Planning and Policy Council, University of Maryland, 2008 – 2010

Marketing Task Force, University of Maryland, 2008 – 2010

Undergraduate Program Review Committee, Robert H. Smith School of Business, University of Maryland, Fall 2008

Brand Assessment Task Force, Robert H. Smith School of Business, University of Maryland, Fall 2007

Teaching Professor Hiring Committees, Marketing Department, Smith School of Business, University of Maryland, 2001, 2002 – 2003

Coordinator of Marketing Department Seminar Series, Marketing Department, Smith School of Business, University of Maryland, 2000 – 2002

VII. Professional Service

Co-Editor	<i>Journal of Marketing Research</i> , July 2016 – present
Associate Editor	<i>Journal of Consumer Research</i> , 2011 – 2016 <i>Journal of the Academy of Marketing Science</i> , 2015 – present
Editorial Review Boards	<i>International Journal of Research in Marketing</i> , 2012 – present <i>Journal of Consumer Psychology</i> , 2015 – 2016 <i>Journal of Consumer Research</i> , 2005 – 2011 <i>Journal of Interactive Marketing</i> , 2008 – present <i>Journal of Marketing</i> , 2011 – present <i>Journal of Marketing Research</i> , 2011 – 2016
Board of Directors	American Marketing Association, Academic Council, 2015 - present Association for Consumer Research, Treasurer, 2012 - 2015
Conferences	Forum Co-Chair, Association for Consumer Research Conference 2015 Co-Chair, AMA Summer Marketing Educators' Conference, 2014 Track Chair for Consumer Behavior & Psychology: AMA Summer Marketing Educators' Conference, 2013
Program Committees	Association for Consumer Research Conference, 2009, 2011, 2012, 2015, 2016, 2017 Society for Consumer Psychology Conference, 2013, 2014, 2016
Award Committees	Best Paper Award – Service Science, INFORMS, 2014 C.W. Park Award for Outstanding Contribution to <i>JCP</i> , 2013 Early Career Award, Association for Consumer Research, 2013

VIII. Honors and Awards

Outstanding Area Editor Award, *Journal of the Academy of Marketing Science*, 2016

Faculty Fellow, Center for Excellence in Service, Robert H. Smith School of Business, University of Maryland, 2016

AMA-Sheth Doctoral Consortium Faculty Fellow, 2006, 2007, 2014 and 2015

Smithsational Award for Excellence in Teaching in the Smith Experience Program, *Robert H. Smith School of Business*, 2013

ACR Doctoral Consortium Faculty Fellow, 2006, 2007, 2010, 2012 and 2013

Outstanding Reviewer Award, *Journal of Marketing*, 2012

Olian Prize for Best Summer Research Proposal, “Understanding the Appeal of Suboptimal Contracts,” *Robert H. Smith School of Business*, 2012

Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor, *American Marketing Association*, 2011

Finalist for the William F. O'Dell Award, "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," *American Marketing Association*, 2010

Best Reviewer Award, *Journal of Interactive Marketing*, 2009

Outstanding Reviewer Award, *Journal of Consumer Research*, 2008

Lehmann Best Paper Award, "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," *American Marketing Association Marketing Research SIG*, 2007

Marketing Science Institute (MSI) Young Scholar, 2007

Top 15% Teaching Award, *Robert H. Smith School of Business*, 2003, 2005, 2006 and 2007

Legg Mason Teaching Innovation Award, *Robert H. Smith School of Business*, 2005

Robert Ferber Award for Best Dissertation-Based Paper Published in the *Journal of Consumer Research*, Honorable Mention, "Why Do People Suggest What They Do Not Want? Using Context Effects to Influence Others' Choices," *Association for Consumer Research*, 2003

AMA-Sheth Doctoral Consortium Fellow, *University of Southern California*, 1999

Degree Marshall (Valedictorian), College of Human Ecology, *Cornell University*, 1991

Merrill Presidential Scholar, *Cornell University*, 1991