

**LISA E. BOLTON**

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 The Wharton School  
 University of Pennsylvania  
 Marketing Department  
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**EDUCATION**

University of Florida  
 Ph.D., Marketing, 2000

University of Toronto  
 M.H.Sc., Clinical Engineering, 1990

Royal Military College of Canada  
 B. Eng., Engineering Physics, 1987

**ACADEMIC  
POSITIONS**

Assistant Professor, Wharton School  
 University of Pennsylvania (2000–present)

**HONORS,  
AWARDS &  
GRANTS**

- 2008-2011 National Endowment for Financial Education Research Grant (with Paul N. Bloom, Duke University)
- 2007 AMA Sheth Foundation Doctoral Consortium Faculty
- 2005 Marketing Science Institute Young Scholar's Program
- 2004-2005 Journal of Consumer Research Outstanding Reviewer Award
- 1999-2000 John A. Howard AMA Doctoral Dissertation Award
- 1999 Procter & Gamble Marketing Innovation Research Award
- 1998 AMA Sheth Foundation Doctoral Consortium Fellow
- 1997 Doctoral Internationalization Consortium, UT Austin
- 1997 Dissertation Summer Scholar, Tilburg University, The Netherlands
- 1996-1998 Social Sciences & Humanities Research Council of Canada Doctoral Fellowship
- 1995-1997 Grinter Fellowship, University of Florida
- 1987-1990 Natural Sciences & Engineering Research Council of Canada Graduate Scholarship
- 1983-1987 Association of Professional Engineers of Ontario Undergraduate Scholarship
- 1983-1987 RMC Club of Canada Scholarship
- 1983-1987 T.R. Meighen Memorial Scholarship
- 1983-1986 Governor-General of Canada Medals for First-Place Standing at RMC
- 1983-1987 Military Leadership and Management Awards, RMC
- 1983-1985 Mathematics, Civil Engineering, Chemistry, Physics and English Awards, RMC
- 1983-1984 Canadian Federation of University Women's Award

**RESEARCH INTERESTS**

Judgment, prediction and decision-making by managers and consumers, with substantive interests in new products, pricing, consumer finances, health marketing, and marketing strategy.

**ARTICLES PUBLISHED IN REFEREED JOURNALS**

1. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2008), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?", *Journal of Consumer Research*, forthcoming.
2. Bolton, Lisa E., and Joseph W. Alba (2006), "Price Fairness: Good and Service Differences and the Role of Vendor Costs," *Journal of Consumer Research*, 33 (September), 258-265.
3. Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2006), "Does Marketing Products as Remedies Create "Get Out of Jail Free Cards"?", *Journal of Consumer Research*, 33 (June), 71-81.
4. Bolton, Lisa E., and Americus Reed II (2004), "Sticky Priors: The Perseverance of Identity Effects on Judgment," *Journal of Marketing Research*, 41 (November), 397-411.
5. Bolton, Lisa E. (2003), "Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting," *Journal of Marketing Research*, XL (February), 65-79.
6. Bolton, Lisa E., Luk Warlop, and Joseph W. Alba (2003), "Consumer Perceptions of Price (Un)Fairness," *Journal of Consumer Research*, 29 (March), 474-491.
7. Reed II, Americus, David B. Wooten & Lisa E. Bolton (2002), "The Temporary Construction of Consumer Attitudes," *Journal of Consumer Psychology*, 12 (4), 375-388.

**INVITED PAPERS**

8. Reed II, Americus, and Lisa E. Bolton (2005), "The Complexity of Identity," *Sloan Management Review*, 46 (3), 18-22.

**PAPERS SUBMITTED TO REFEREED JOURNALS**

9. Bolton, Lisa E. (2006), "Believing in First Mover Advantage." Under 1<sup>st</sup> round revision.
10. Bolton, Lisa E., and Joseph W. Alba (2007), "When Less is More: Consumer Aversion to Waste." Under 1<sup>st</sup> round revision.
11. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2007), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA." Funded by the Guanghua-Wharton Joint Research Initiative on Firms and Markets in China. Under 1<sup>st</sup> round revision.
12. Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2007), "Health Remedies: From Perceptions to Preference to a Healthy Lifestyle." Under 1<sup>st</sup> round revision.

## RESEARCH IN PROGRESS

1. “Self versus Object: Cognitive Bases for Attitudes” (with Americus Reed II and Joel B. Cohen), *Manuscript in preparation*
2. “Marketplace Metacognition in China,” (with Hean Tat Keh), funded by the Guanghua-Wharton Joint Research Initiative on Firms and Markets in China
3. “Sticky Priors: Affect versus Cognition in Judgment” (with Yuyu Zeng)
4. “Boomerang Effects on Risky Behavior: The Roles of Benefit Perceptions and Normative Beliefs” (with Lela Jacobsohn)
5. “Understanding and Mitigating the Remedy Boomerang: Debt Consolidation Loans and Low-Wealth Consumers” (with Paul N. Bloom and Joel B. Cohen), funded by the National Endowment for Financial Education
6. “Consumer Financial Decision Making under Goals and Plans: The Case of Extended Warranty Decisions” (with Len Lodish, Howard Kunreuther, and Sajeesh Ramachandran)
7. Bolton, Lisa E., “Consumer Budgeting: Goals and Plans”
8. “Selection and Rejection in Conjoint” (with Eric Bradlow and Jane Machin)
9. “The Effects of Creativity in Advertising on Persuasion” (with Jatin Atre)

## INVITED PRESENTATIONS

1. Bolton, Lisa E. (2007), “Culture and Marketplace Effects on Perceived Price Fairness: China and the USA,” University of Michigan (Oct); Duke University (Oct); Penn State (Feb 08).
2. Bolton, Lisa E. (2007), “Society and the Marketplace,” AMA Sheth Foundation Doctoral Consortium, Arizona State University.
3. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), “How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?”, Southern Ontario Behavioral Decision Research Conference, University of Western Ontario, Canada.
4. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), “How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?”, The Annenberg School for Communication, University of Pennsylvania (Feb); Temple University (April).
5. Bolton, Lisa E., Jane Machin, and Jessica Lilie (2005), “Consumer Research in a New Media World: Analyzing Bulletin Board Content,” Marketing Science Institute Fall Board of Trustees Meeting and Conference on Connecting with Customers in a Complex World, Chicago.
6. Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2005), “The Marketing of “Get Out of Jail Free Cards”: How Smoking Cessation Aids Encourage Smoking,” Transdisciplinary Tobacco Use Research Center, University of Pennsylvania.

7. Bolton, Lisa E., et al. (2005), "Does Marketing Products as Remedies Create "Get of Jail Free Cards"?" and "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", Virginia Tech University.
8. Bolton, Lisa E. and Joseph W. Alba (2005), "Consumer Response to Goods versus Services", University of South Carolina.
9. Bolton, Lisa E. and Jatin Atre (2005), "The Effects of Creativity in Advertising on Persuasion," MSI Young Scholar's Program, Park City, Utah.
10. Bolton, Lisa E., Luk M. Warlop and Joseph W. Alba (2003), "Explorations in Price (Un)Fairness." University of Virginia; University of Georgia.
11. Bolton, Lisa E. (2000), "Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting," presented at Procter & Gamble Corporation, Cincinnati, Ohio.

#### **CONFERENCE PRESENTATIONS**

1. Wang, Wenbo, Hean Tat Kehn, and Lisa E. Bolton (2007), "Consumer Perceptions and Preference for Traditional Chinese versus Western Medicine in China," in a special session titled "Health Marketing: Understanding Consumer Response to Risk and Remedy Marketing," Association for Consumer Research Conference, Memphis, Tennessee.
2. Bolton, Lisa E., and Joseph W. Alba (2007), "When Less is More: Consumer Aversion to Waste," in a special session titled "Consumption Over Time: Predictions of Future Use and Value," Association for Consumer Research Conference, Memphis, Tennessee.
3. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?", Transformative Consumer Research Conference, The Tuck School, Dartmouth College. Winner of a Conference Best Paper Award.
4. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2006), "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", in a special session titled "Health Marketing: How Consumers Cope", Association for Consumer Research Conference, Orlando, Florida.
5. Bloom, Paul N., and Lisa E. Bolton (2006), "Why Improved Nutritional Labels May not Help Combat Obesity," in a special session titled "Fighting Obesity in Away-from Home Consumption: Healthier Food, Better Nutritional Labels, or Menu Assortment?", Association for Consumer Research Conference, Orlando, Florida.
6. Bolton, Lisa E., et al. (2005), "Does Marketing Products as Remedies Create "Get of Jail Free Cards"?" and "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", Decision Processes Colloquium, University of Pennsylvania.
7. Bolton, Lisa E. and Joseph W. Alba (2005), "Consumer Response to Goods versus Services", Society for Consumer Psychology Conference, St. Petersburg, Florida.

8. Bolton, Lisa E. and Americus Reed II (2003), "Sticky Priors: Identity and Reasoning in Judgment," Association for Consumer Research Conference, Toronto, Canada.
9. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2003), "The Marketing of "Get of Jail Free Cards": How Remedies Encourage Risky Consumption Behavior," 4-Schools (NYU, Yale, Columbia, Wharton) Conference.
10. Bolton, Lisa E., Luk Warlop and Joseph W. Alba (2002), "Consumer Perceptions of Price (Un)Fairness," Association for Consumer Research, Atlanta, GA.
11. Bloom, Paul N., Lisa E. Bolton and Joel B. Cohen (2001), "Are there Unintended Consequences of Nicotine Replacement Messages?," Public Policy and Marketing Conference, Washington DC.
12. Bolton, Lisa E. (2000), "Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting," presented at Procter & Gamble Corporation, Cincinnati, Ohio.
13. Cohen, Joel B., and Lisa E. Bolton (1997), "The Direction of Post-Decision Thinking: Looking Forward Rather Than Looking Back," Society for Consumer Psychology, St. Petersburg, Florida (reproduced in *Winter Conference Proceedings*, Society for Consumer Psychology).
14. Smith, John M., Fred W. Unger, and Lisa E. Bolton (1995), "Electromagnetic Interference: Strategies for Management in the Clinical Environment," Electromagnetics, Health Care & Health Workshop, 17<sup>th</sup> Annual International Conference of the IEEE Engineering in Medicine and Biology Society, Montreal, Canada, Sep 19-20 (reproduced in *EMBC95 Conference Proceedings*, IEEE).
15. Segal, Bernard, John M. Smith & Lisa E. Bolton (1995), "Follow-up on Electromagnetic Interference (EMI): Other People's Solutions," presented in the Biomedical Engineering series of Telemedicine Canada, June 19.

## **TEACHING**

- Consumer Behavior, Ph.d. seminar, 2001-2003
- Advanced Topics in Consumer Behavior, Ph.d. seminar, 2004-2005
- Customer Behavior, MBA, 2003, 2007
- Customer Behavior, Undergraduate, 2001-present.
- International Marketing, Undergraduate, 1998 (University of Florida).
- Penn Preceptorials: "Marketing's Influence on Consumer Behavior" (2002); "Marketing and Warfare: Military Maneuvers in the Marketplace" (2004).
- Other seminars: CHORD seminar: "Self-Image as it Relates to Advertising and Medications" (2003); Wharton Club Leadership Seminar: "Building Brand Community: Wharton Clubs" (2006).
- Other experience: Game Administrator and Coach for BrandMAPS Marketing Strategy Game for executive seminars at Intel and Accenture (with Randy Chapman) and in executive MBA program at UFlorida (with Alan Sawyer).

## **SERVICE**

### Association Activities:

- American Marketing Association 2007 Track Co-Chair (with Kwaku Atuahene-Gima), “Creating Value Through Products and Services”
- Association of Consumer Research 2004 and 2008 Conferences, member of Program Committee

### Reviewing:

- Editorial Review Board, Journal of Consumer Research (2002-2005)
- Editorial Review Board, Journal of Public Policy & Marketing (2005-present)
- Editorial Review Board, Journal of Marketing (2005-present)
- Ad Hoc Reviewing: Journal of Marketing, Journal of Consumer Research, Journal of Public Policy & Marketing, Marketing Science, Journal of Marketing Research, MSI Alden G. Clayton Dissertation Proposal Competition, SCP Sheth Doctoral Dissertation Competition, SSHRC Canada and other grant competitions, various conferences.

### Research Advising:

- Doctoral Thesis Advisor: Jane Machin 2006
- Doctoral Thesis Committees: Ritesh Saini (ongoing), Jeff Larson (2006), Jerry Zhao (2005), Tony Cui (2005), Soonyeon Nikki Lee (NYU 2004)
- Master’s Research Advisor: Yuyu Zeng (2007), Robert Karch MD (Robert Wood Johnson Clinical Scholar; ongoing)
- MBA Research Advisor: Debby Bielak (2004)
- Undergraduate Research Advisor: Sari Eisendrath (2003), Boris Schochat (2004), Lauren Titus (2004)

### Other Wharton Activities:

- Marketing Doctoral Committee, 2003-present
- Marketing Undergraduate Curriculum Committee 2001-2004
- Wharton Undergraduate Curriculum Committee 2003-2004
- Consultant/advisor to Behavioral Research Lab and Wharton Advisory Panel of Executives (APEX).

## **AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
Institute for Operations Research and Management Science  
Society for Consumer Psychology

## **PROFESSIONAL BACKGROUND**

- 1989-1995 Clinical Engineer, Mount Sinai Hospital, Toronto Canada
- 1990-1995 Consulting at North York General Hospital and Women’s College Hospital, Toronto Canada
- 1983-1987 Officer, Canadian Forces

## **OTHER**

Country of Citizenship: Canada  
Permanent Resident of the United States of America