STEPHEN J. HOCH

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Birth Date:	October 25, 1952	(215) 898-0233
Marital Status:	Married, 2 children	(215) 898-2534 (fax) e-mail: hochs@wharton.upenn.edu

EDUCATION:

Ph.D.	Northwestern University, 1983 Major Field: Marketing	Minor Field: Psychology
M.B.A.	University of California, Los Angeles, 1976 Major Field: Marketing	Minor Field: Finance
B.A.	Stanford University, 1974 Major Field: Human Biology	Minor Field: Economics

TEACHING INTERESTS:

Marketing Management, Pricing, Consumer Behavior, Retailing, Marketing-Operations Integration

RESEARCH INTERESTS:

1) Retail merchandising, pricing, and promotion strategy. 2) Decision support systems and the psychology of forecasting. 3) Private label products. 4) Consumer behavior and learning.

PROFESSIONAL EXPERIENCE:

2010-present John J. Pomerantz Professor of Marketing, The Wharton School, University of Pennsylvania.

2005-2010 Patty and Jay H Baker Professor of Marketing, The Wharton School, University of Pennsylvania.

2003-2010 Director Jay Baker Retailing Initiative. Wharton School.

2000-2006 Marketing Department Chairperson, Wharton School.

1995-2005 John J. Pomerantz Professor of Marketing, The Wharton School, University of Pennsylvania.

1989- 1995 Robert P. Gwinn Professor of Marketing and Behavioral Science, University of

Chicago, Graduate School of Business. Director of the Micro-Marketing Project and the American Greetings Research Council II.

1983-1989 Assistant and Associate Professor of Marketing and Behavioral Science, University of Chicago, Graduate School of Business.

1981-1983 Lecturer in Marketing, Graduate School of Management and Division of Continuing Education, Northwestern University.

1978-1979 National Sales/Marketing Manager, Walt Disney Music Co., Walt Disney Productions. Responsible for all marketing activities for Disneyland/Vista Records, including sales force management, promotion, and new products.

1976-1977 Marketing Assistant, Consumer Products Division, Walt Disney Productions.

1975-1976 Equity Research, Van Deventer & Hoch/Chemical Bank, NY.

PUBLICATIONS:

- With J.E. Redden (2009), The Presence of Variety Reduces Perceived Quantity, Journal of Consumer Research, 36 (3), 406-417.
- (2007), When There's No Salesperson: The Value of a Consumption Vocabulary, Design Management Review, 18 (2), 77-84.
- With E.J. Fox (2005), Cherry picking, Journal of Marketing, 69 (1), 46-62.
- With E. Okada (2004), Spending time versus spending money, Journal of Consumer Research, 31 (2), 313-323.
- With E.T. Bradlow and J. W. Hutchinson (2002), An assessment of basic computer proficiency among active internet users: Test construction, calibration, antecedents, and consequences, Journal of Educational and Behavioral Statistics, 27 (3), 237-254.
- With S. Sayman & J. Raju (2002), Positioning of store brands, Marketing Science, 21 (4), 378-397.
- (2002), Product experience is seductive, Journal of Consumer Research, 29 (3), 448-454.
- With E.T. Bradlow and B. Wansink (2002), Variety perceptions redux, Marketing Science, 21 (3), 342-346.
- With S.K. Dhar and N. Kumar (2001), Effective category management depends on the category, Journal of Retailing, 77, 165-184.

- Edited with H.C. Kunreuther and R.E. Gunther (2001), Wharton on Making Decisions, John Wiley & Sons, New York: NY.

- With S. Hawkins and J. Meyers-Levy (2001), Low involvement learning: Repetition and coherence in familiarity and belief, Journal of Consumer Psychology, 11 (1), 1-11.

- Edited with R.J. Meyer (2000), Advances in Consumer Research, Vol.XXVII, Provo, UT; Association for Consumer Research.

- With E.T. Bradlow and B. Wansink (1999), The variety of an assortment, Marketing Science, 18 (4), 527-546.

- With X. Drèze (1998), Exploiting the installed base using cross-merchandising and category destination programs, International Journal of Research in Marketing, 15, 459-471.

- With B. Wansink and R.J. Kent (1998), An anchoring and adjustment model of purchase quantity decisions, Journal of Marketing Research, 35 (1), 71-81.

- With S.K. Dhar (1997), Why store brand penetration varies by retailer, Marketing Science, 16 (3), 208-227.

- With P.M. West & C.L. Brown (1996), Consumption vocabulary and preference formation, Journal of Consumer Research, 23 (2), 120-135.

- With D.A. Schkade (1996), A psychological approach to decision support systems, Management Science, (January), 51-64.

- (1996), How should national brands think about private labels?, Sloan Management Review, 37 (Winter), 89-102.

- With S.K. Dhar (1996), Price discrimination using in-store merchandising, Journal of Marketing, 60 (January), 17-30.

- With B.D. Kim, A.L. Montgomery, & P.E. Rossi (1995), Determinants of store-level price elasticity, Journal of Marketing Research, 32 (February), 17-29.

- With S. Neslin et al. (1994), "A research agenda for making scanner data more useful to managers," Marketing Letters, 5 (4), 395-412.

- With X. Drèze & M.E. Purk (1994), Shelf management and space elasticity, Journal of Retailing, 70 (Winter), 301-326. [Voted the best paper in Journal of Retailing]

- With X. Drèze & M.E. Purk (1994), EDLP, Hi-Lo, and margin arithmetic, Journal of Marketing, 58 (October), 16-29. [Alpha Kappa Psi award winner]

- (1994), Experts and models in combination. In The marketing information revolution, R. Blattberg, R. Glazer, and J. Little (Eds.), Cambridge, MA: Harvard Business School Press.

- With S. Banerji (1993), When do private labels succeed?, Sloan Management Review, 34 (Summer), 57-68.

- With J. Deighton (1993), Teaching emotion with drama advertising. In Advertising exposure, memory, and choice, A. Mitchell (Ed.), Hillsdale, NJ: Erlbaum.

- With S.A. Hawkins (1992), Low involvement learning: Memory without evaluation. Journal of Consumer Research, 19, 212-225.

- With G.F. Loewenstein (1991), Time-inconsistent preferences and consumer self-control. Journal of Consumer Research, 17 , 492-507.

- With R.C. Blattberg (1990), Database models and managerial intuition: 50% model + 50% manager. Management Science, 36, 887-899.

- With Y.W. Ha (1989), Ambiguity, processing strategy, and advertising-evidence interactions. Journal of Consumer Research, 16, 354-360.

- With G.F. Loewenstein (1989), Outcome feedback: Hindsight and information. Journal of Experimental Psychology: Learning, Memory and Cognition, 15, 605-619.

- With J. Deighton (1989), Managing what consumers learn from experience. Journal of Marketing, 53, 1-20. [Alpha Kappa Psi award winner]

- (1988), Who do we know: Predicting the interests and opinions of the American consumer. Journal of Consumer Research, 15, 315-324.

- (1987), Perceived consensus and predictive accuracy: The pros and cons of projection. Journal of Personality and Social Psychology, 53, 221-234.

- With Y.W. Ha (1986), Consumer learning: Advertising and the ambiguity of product experience. Journal of Consumer Research, 13, 221-233.

- With H.L. Davis & E.K.E. Ragsdale (1986), An anchoring and adjustment model of spousal prediction. Journal of Consumer Research, 13, 25-37.

- (1985), Counterfactual reasoning and accuracy in predicting personal events. Journal of Experimental Psychology: Learning, Memory and Cognition, 11, 719-731.

- With J.E. Tschirgi (1985), Logical knowledge and cue redundancy in deductive reasoning. Memory & Cognition, 13, 453-462.

- With D.W. Rook (1985), Consuming impulses. In E.C. Hirschman & M.B. Holbrook (Eds.), Advances in Consumer Research, Vol. 12, Ann Arbor, MI: Association for Consumer Research.

- (1984), Availability and interference in predictive judgment. Journal of Experimental Psychology: Learning, Memory, and Cognition, 10, 649-662.

- (1984), Hypothesis testing and consumer behavior: If it works, don't mess with it. In T.C. Kinnear (Ed.), Advances in Consumer Research, Vol. 11, Ann Arbor, MI: Association for Consumer Research, (pp. 478-483).

- With J.E. Tschirgi (1983), Cue redundancy and extra logical inferences in a deductive reasoning task. Memory & Cognition, 11, 200-239.

WORKING PAPERS:

- With L.M. Lodish (1998), Store brands and category management.

- With A.L. Montgomery & Y-H Park (2003), Why the private label is one of the few brands to show consistent long-term growth in market share.

- With J.P. Redden (2007), The psychology of two-part tariffs.

- With S. Sayman (2007), Dynamic choice in frequency programs.

- E.M. Eisenstein (2006), Intuitive compounding: Framing, temporal perspective, and expertise.

RESEARCH IN PROGRESS:

- The retail customer experience: Value, accessibility, and discovery (W. Cody)

- Perception of inflation (E. Eisenstein)

ACADEMIC AWARDS:

- 1995 Alpha Kappa Psi award from the Journal of Marketing for the article making the most significant contribution to marketing practice.

- Best article in the Journal of Retailing, 1994 and 2002.

- 1989 Alpha Kappa Psi award from the Journal of Marketing for the article making the most significant contribution to marketing practice.

- National Science Foundation grant (DDMS division) 1989-1991.

- Faculty representative, AMA Doctoral Consortium (1984, 1985, 1990, 1991, 1992, 1995, 1996, 1997, 1999, 2000, 2001, 2003, 2004).

- First Place in the National Dissertation Competition of the American Marketing Association (1984).

- Second Place in the National Dissertation Competition of the American Psychological Association Division 23 (1984).

- PROFESSIONAL SERVICE:

- Reviewer for Journal of Experimental Psychology, Marketing Science, Psychological Bulletin, Memory & Cognition, Journal of Personality and Social Psychology, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, National Science Foundation, Hong Kong Research Grants Council.

- Editorial Board Journal of Consumer Psychology (1991 to 2005), Journal of Consumer Research (1987 to present), Journal of Interactive Marketing (1997-present), Journal of Retailing (1996 to present), Journal of Marketing (1996 to 2004), Journal of Marketing Research (2001-present).

- Associate Editor Management Science (1991 to present), Journal of Consumer Research (2005-present).

- Program committee, Association for Consumer Research, 1988, 1989, 1990, 1996, 1998 conferences. Program Chair 1999.

- President, Association for Consumer Research (2002-2003)

- Governing Board, WXPN, University of Pennsylvania (2002-present)

- PROFESSIONAL MEMBERSHIPS:

- American Marketing Association, American Psychological Association, American Psychological Society, Association for Consumer Research, Judgment and Decision Making Society, INFORMS, Society for Consumer Psychology

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Stephen J. Hoch is the John J Pomerantz Professor of Marketing and previously was chairperson of the Marketing Department and Director of the Jay Baker Retailing Initiative at the Wharton School, University of Pennsylvania. He taught at the University of Chicago where he spearheaded the Micro-Marketing Project, a joint research effort between a leading Chicago grocery chain and 20 packaged goods manufacturers. He received a B.A. in Human Biology from Stanford University, an M.B.A. from U.C.L.A., and a PhD from Northwestern University. Prior to his academic career, he worked at Walt Disney Productions in various marketing positions, including a stint running their recorded music division. Professor Hoch's research interests range from understanding retail strategy and consumer behavior to the psychology of forecasting. He has helped retailers utilize point-of-purchase scanner data to: (1) improve everyday and promotional pricing; (2) manage assortment; and (3) increase profitability through cross promotion and loyalty programs. He has a long-standing interest in store brands and in how to use visual design to solve marketing problems. Professor Hoch consults with a variety of market-oriented firms, is widely published in and on the editorial boards of numerous academic journals. His avocations include gardening and house construction, post-modern Hawaiian shirts, cooking, and his family.