

## **ROBERT J. MEYER**

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Wharton School of Business  
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### **I. ACADEMIC EXPERIENCE**

#### **A. Primary academic appointments**

Gayfryd Steinberg Professor of Marketing, The Wharton School, University of PA,  
1997-present

Co-director, Center for Risk Management and Decision Processes, The Wharton  
School,  
2005-present

Professor, the Wharton School, 1992 – 1997

Associate Professor, The Wharton School, University of Pennsylvania, 1990 - 1992

Associate Professor, John E. Anderson Graduate School of Management, University  
of California, Los Angeles, 1985 - 1990

Assistant Professor, John E. Anderson Graduate School of Management, University  
of California, Los Angeles, 1982 - 1985

Assistant Professor, Graduate School of Industrial Administration, Carnegie-Mellon  
University, Pittsburgh, 1980 - 1982

#### **B. Secondary and visiting appointments**

Adjunct Professor of Marine and Atmospheric Sciences, University of Miami, 2011-  
present

Distinguished Visiting Scholar, University of Technology, Sydney, 2011

Visiting Professor of Marketing, School of Business Administration, University of  
Miami,  
2008-2010

Faculty Associate, Abess Center for Ecosystem Science and Policy, University of  
Miami, 2008-10.

Visiting Scholar, Faculty of Economics, University of Sydney, 1996.

Hakuhodu Visiting Scholar, Faculty of Economics, University of Tokyo, 1993.

Adjunct Professor, Graduate Group in Regional Science, University of Pennsylvania,  
1992 - 2000

Visiting Associate Professor, The Wharton School, University of Pennsylvania, 1988  
- 1989

Visiting Assistant Professor, College of Business Administration, The University of  
Iowa, 1979 – 1980

Lecturer, Department of Geography, The University of Iowa, 1977

### **C. Administrative positions**

Chair, Wharton Marketing Department, 2006-2008

Vice Dean and Director, Wharton Doctoral Programs, 1999-2005

Chair, Wharton Marketing Doctoral Program, 1994-1996.

UCLA Marketing Area Doctoral Program Coordinator, 1989-1990

Chair, UCLA Marketing Academic Unit, 1987-1988

## **II. EDUCATIONAL BACKGROUND**

### **A. Degrees**

Ph. D., The University of Iowa, 1979, in Geography

M.S., Florida State University, 1975, in Geography

B.S., Florida State University, 1974, in Geography/Meteorology

### **B. Dissertation**

Ph.D. Thesis: "A Behavioral Model of Choice Set Formation in Destination Choice."

Chair: Jordan J. Louviere

MS Thesis: "A Human Information Processing Model of Urban Shopping Behavior."

### **C. Courses Taught**

#### **1. Undergraduate Courses**

Consumer Behavior (Carnegie-Mellon and University of Iowa)

Introduction to Statistics (Carnegie-Mellon and University of Iowa)

New Product Management (Wharton)

Senior Conference (Wharton)

#### **2. Graduate Courses**

Applied Multivariate Statistics (MBA/Ph.D.: Carnegie-Mellon)

Consumer Behavior (Carnegie-Mellon and University of Iowa)

Marketing Management (UCLA and Wharton)  
Marketing Models (UCLA and Wharton)  
Marketing Research (UCLA and Wharton)  
Marketing Strategy (Wharton)  
New Product Design and Forecasting (Carnegie-Mellon and UCLA)  
Product Management (UCLA)  
Quantitative Methods in Marketing (Ph.D.; UCLA; Wharton)  
Special Topics in Marketing (Ph.D.; UCLA, Wharton)  
Research Methods (Ph.D.; Wharton)  
Advanced Study Projects (MBA; Wharton)

3. Executive MBA Courses

Marketing Management (UCLA)  
Marketing Strategy (Wharton)

4. Executive Seminars

*UCLA Executive Programs (1984-91)*  
Small Business Administration Program  
Taiwanese Program  
Medical Marketing Program  
UCLA/MIT Venture Forum

*Aresti Executive Education Programs, The Wharton School(1991-present)*

Transforming Scanner Data Into Marketing Advantage  
New Products Marketing  
Building and Leveraging Brand Equity  
Competitive Strategy  
AIMSE Management Program  
Marketing in a Newly-Deregulated Environment  
Lucent Technologies  
SII  
Centecor Pharmaceuticals  
Wyeth Pharmaceuticals  
Cemex  
Interbrew  
Phillip Morris  
Pfizer

*Companies, TradeAssociations*

Martin Aviation, Inc.,  
Sanwa Bank, California,  
Surise Medical Corp.,

Telenor N.V.  
Royal Caribbean International  
Covidien, Inc.

*International Seminars*  
IBMEC, Brazil  
UNSW Center for Retailing, Australia  
Siam Cement, Thailand  
Fujitsu, Japan  
Deutsche Post, Germany

5. Teaching Awards

Wharton Graduate Association Core Teaching Award, 1996

### III. PUBLICATIONS AND RESEARCH

#### A. Publications

##### 1. Articles Published in Refereed Journals

Louviere, J. and R. Meyer, "A Model for Residential Impression Formation,"  
*Geographical Analysis*, 8 (4), 1976, 479-486.

Koutsopoulos, K., R. Meyer, and D. Henley, "Psychometric Modeling of  
Consumer Decisions in Primary Health Care," *Health Services Research*, 21,  
1979, 427-447.

Meyer, R., I. Levin, and J. Louviere, and "Functional Analysis of Mode Choice,"  
*Transportation Research Record*, 673, 1979, 1-7.

Meyer, R., "A Descriptive Model of Constrained Residential Search,"  
*Geographical Analysis*, 12 (1), 1980, 21-32.

Meyer, R., "A Behavioral Theory of Choice Set Formation Under Informational  
Constraint," *Transportation Research Record*, 750, 1980, 6-12.

Henley, D., I. Levin, J. Louviere, and R. Meyer, "Changes in Perceived Travel  
Cost and Time for the Work Trip During a Period of Increasing Gasoline  
Costs," *Transportation*, 10, 1981, 33-34.

Louviere, J. and R. Meyer, "A Composite Attitude-Behavior Model of Travel  
Decision-Making," *Transportation Research*, 14, 1981, 411-420.

- Louviere, J., D. Henley, G. Woodworth, R. Meyer, I. Levin, J. Stoner, D. Curry, and D. Anderson, "Laboratory Simulation vs. Revealed Preference Methods for Estimating Travel Demand Model: An Empirical Comparison," *Transportation Research Record*, 794, 1981, 42-51.
- Meyer, R., "A Model of Multiattribute Judgments Under Attribute Uncertainty and Information Constraint," *Journal of Marketing Research*, 19, 1982, 62-71.
- Meyer, R. and T. Eagle, "Context-Induced Parameter Instability in a Disaggregate-Stochastic Model of Store Choice," *Journal of Marketing Research*, 19, 1982, 62-71.
- Meyer, R., "A Descriptive Model of Consumer Information on Search Behavior," *Marketing Science*, 1 (1), 1982, 93-121.
- Johnson, E. and R. Meyer, "Compensatory Models of Non-Compensatory Choice Processes: The Effect of Varying Context," *Journal of Consumer Research*, 11 (1), 1984, 528-541.
- Pampel, F., I. Levin, J. Louviere, R. Meyer, and G. Rushton, "The Integration of Geographic, Social, and Economic Preferences in Retirement Decision Making," *Research on Aging*, (6) 2, 1984, 139-162.
- Meyer, R. and A. Sathi, "A Multiattribute Model of Consumer Choice During Product Learning," *Marketing Science*, 4 (6), 1985, 41-61.
- Phipps, A. and R. Meyer, "Normative versus Heuristic Models of Residential Choice Behavior," *Environment and Planning*, 17, 1985, 761-776.
- Meyer, R., "The Learning of Multiattribute Judgment Policies," *Journal of Consumer Research*, 14 (September), 1987, 155-173.
- Currin, I., R. Meyer, and N. Le, "Disaggregate Tree-Structured Modeling of Consumer Choice Data," *Journal of Marketing Research*, 25 (3), 1988, 253-265
- (Reprinted in W. Henry, M. Menasco, and C. Takada (eds.), *New Product Development and Testing*, Lexington Books, MA, 1989, 263-286.)
- Meyer R. and E. Johnson, "Information Overload and the Nonrobustness of Linear Models: A Comment on Keller and Staelin," *Journal of Consumer Research*, 15 (4), 1989, 498-503.

- Johnson, E., R. Meyer, and S. Goshe, "When Choice Models Fail: Compensatory Models in Negatively-Correlated Environments," *Journal of Marketing Research*, 26 (3), 1989, 255-270 (Finalist, 1994 O'Dell Award for best article in *Journal of Marketing Research*, judged after five years).
- Meyer, R. and J. Assuncao, "The Optimality of Consumer Stockpiling Decisions," *Marketing Science*, 9 (1), 1990.
- Kahn, B. and R. Meyer, "Consumer Multiattribute Judgments under Attribute Weight Uncertainty," *Journal of Consumer Research*, 17 (March), 1991, 508-522.
- Assuncao, J., and Meyer, R., "The Rational Effect of Price Promotions on Sales and Consumption," *Management Science*, 5 (May), 1993, 517-535  
*(Winner, 1994 Frank Bass Award for best article based on a doctoral dissertation).*
- Kalwani, M., Meyer, R. J., and Morrison, D., "The Dirichlet-Multinomial as a Benchmark Chance Criterion for Some Discrete Choice Models," *Journal of Marketing Research*, 31 (February), 1994, 65-75.
- Cripps, J. D., and Meyer, R. J., "Heuristics and Biases in Timing the Replacement of Durable Products," *Journal of Consumer Research*, 21 (2), 1994, 304-318.
- Meyer, R. J., and Yong Shi, "Learning to Choose Among Inherently Risky Alternatives: Intuitive Solutions to the Armed-Bandit Problem," *Management Science*, 41 (5), 1995, 817-834.
- Hutchinson, W. and R. Meyer, "Dynamic Decision Making: Optimal Policies and Actual Behavior in Sequential Choice Problems," *Marketing Letters*, 5 (4), 1994, 369-382.
- Meyer, R. J., and Johnson, E. J., "Empirical Generalizations in the Modeling of Consumer Choice," *Marketing Science*, 14 (3), 1995, 180-189.
- Meyer, R.J., "The Effect of Set Composition on Stopping Behavior in a Finite Search Among Assortments", *Marketing Letters Special Issue on the Time Course of Preferences*, 8 (1) 1997
- Meyer, R.J., and others, "Dynamic Influences on Individual Choice Behavior", *Marketing Letters*, 8(3), 1997, 349-360.

- Miyuri, Shirai, and R.J. Meyer, "Learning and the Cognitive Algebra of Price Expectations", *Journal of Consumer Psychology*, 6(4), 1997, 365-388, .
- Johnson, E. J. , R. J. Meyer, and B. Hardie., Watching Consumers Decide: Process measures add insight to choice modeling" *Marketing Research*, 9 (Winter) 1997, 32-37.
- Louviere, J.J., ,Meyer, R.J., et. al., Combining Sources of Preference Data for Modeling Complex Decision Processes Combining Data, *Marketing Letters* Special Issue on Choice Theory, Vol. 10, No.3 (August) 1999, 205-217.
- Amaldoss, W., Meyer, R., Raju, J., and Rappaport, A., "Collaborating to Compete: A Game-Theoretical Model and Empirical Investigation of the Effect of Profit-Sharing Arrangement and Type of Alliance", *Marketing Science*, Vol. 19, No. 2 (Spring) 2000, 105-126
- (Winner, 2001 John Little Award for best 2000 Article in a Marketing *INFORMS* Journal, and Frank Bass Award for best article based on a doctoral dissertation.
- Banks, D., Meyer, R., and Hutchinson, J.W. "Reputation in Marketing Channels: Repeated-Transaction Bargaining with Two-Sided Uncertainty", *Marketing Science*, 21, No. 3 (Summer) 2002, 251-272.
- Kunreuther, H., Meyer, R., Zeckhauser, R., et. al, "High-Stakes Decision Making Normative, Descriptive and Prescriptive Considerations", *Marketing Letters*, Vo. 13, No. 3 (August) 2002, 259-268.
- Tülin Erdem, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Hai Che, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Robert Meyer, and Peter Reiss, "Theory-Driven Choice Models", *Marketing Letters* , 16, 2005, 225-237.
- Janakiraman, N., Meyer, R. and A. Morales "The Spillover of Surprise: the Effect of Positive and Negative Price Shocks on Cross-Category Purchasing Patterns", with, *Journal of Consumer Research*, 33, 2006, 361-369.
- Louviere, Jordan J., and Robert J. Meyer, "Formal Choice Models of Informal Choices: What Choice Modeling Research Can (and Can't) learn from Behavioral Theory", *Review of Marketing Research*, Volume 4, 2007 (in press).
- Zhao, Shengui, and Meyer, Robert , "Biases in Predicting Preference for the Whole Visual Patterns from Product Fragments", *Journal of Consumer Psychology*, 17 (4), 2007, 292-304.

- Meyer, Robert J., Zhao, Shenghui, Meyer, Robert J., and Han, Jin., “Biases in Prior Valuations and Subsequent Utilization of Novel Product Attributes”, *Marketing Science*, 27(6), 2008, 1083-1096.
- Adamowicz, W., Bunch, D., Cameron, R., Dellaert, B., Hanneman, M., Keane, M., Louviere, J., Meyer, R., Steenburg, T., and J. Swait (2008), “Behavioral Frontiers in Choice Modeling”, *Marketing Letters*. 19, 215-228.
- Le, K. L., Meyer, R., and E. Bradlow, “Inferring the Dynamics of Hazard Response from Internet Usage Data: the Case of Hurricane Katrina”, *Risk Analysis*, 29(12), 2009, 1645 - 1808
- Meyer, R., Joachim V, et. al, “Behavioral Research and Empirical Modeling of Marketing Channels: Implications for both Fields and a Call for Future Research”, *Marketing Letters*, 21(3), 2010, 301-316
- Hutchinson, J.W., Zauberman, G., and R. Meyer, “On the Interpretation of Temporal Inflation Parameters in Stochastic Models of Judgment and Choice”, *Marketing Science*, 29, 2010, 23-31.
- Janakiraman, N., Meyer, R., and S. Hoch, “The Psychology of Decisions to Abandon Waits for Service”, *Journal of Marketing Research*, 48 (6), 970-984. December 2011.
- Meyer, Robert J., “Failing to Learn from Experience about Catastrophes: The Case of Hurricane Preparedness”, *Journal of Risk and Uncertainty*, 45(1):25-50, September, 2012.
- Meyer, Robert J., Kenneth Broad, Ben Orlove, and Nada Petrovic, “Dynamic Lab Simulation as an Approach to Understanding Hurricane Risk Response: Insights from the Stormview Lab”, *Risk Analysis*, 33(8): 1532-1552, August 2013.
- Meyer, Robert J., Daniel Wilks, Michael Horowitz, and Kenneth Horowitz, “A Mutualized Risk Market with Endogenous Prices, with Application to U.S. Landfalling Hurricanes”, *Weather, Climate, and Society*, in press.
- Meyer, Robert J., Earl J. Baker, Kenneth Broad, Ben Orlove, and Jeff Czykowski, “The Dynamics of Hurricane Risk Perception: Real-Time Evidence from the 2012 Atlantic Hurricane Season”, *Bulletin of the American Meteorological Association*, in press.



## 2. Articles Under Revision/Editorial Review

Gopalakrishnan, Arun, Raghu Iyengar, and Robert Meyer, "Consumer Dynamic Usage Allocation and Learning under Multi-part Tariffs: Theory and Empirical Evidence", under third review, *Marketing Science*

Kahn, Barbara, Alex Chernev), Ulf Böckenholt , Kate Bundorf , Michaela Draganska , Ryan Hamilton , Robert Meyer, and Klaus Wertebroch, "How Consumer Goals and Managerial/Policy Objectives Affect Assortment Variety Design", under second review, *Marketing Letters*

Johnson, Eric J., Hardie, Bruce, Meyer, Robert J., and Walsh, John, "Using Process Data to Model Unobserved Heterogeneity in Consumer Choice Data", under revision, *Journal of Experimental Psychology, General*

Johnson, Eric J., Hardie, Bruce, Meyer, Robert J., and Walsh, John, "Using Process Data to Model Unobserved Heterogeneity in Consumer Choice Data", under revision, *Journal of Consumer Research*

Zhao, Sheghui, Julio Sevilla, and Robert Meyer, "Leaving Something for the Imagination: the Effect of Visual Concealment on Preferences", under revision, *Journal of Consumer Psychology*

## 3. Articles Published in Books and Proceedings

Louviere, J., D. Henley, R, Meyer, and L. Ostresh, "Travel Demand Segmentation: Some Theoretical Considerations Related to Behavioral Modeling," in P. R. Stopher and A. Meyburg (eds.), *Behavioral Travel Demand Models*. Lexington: D. C. Heath and Co., 1976, 256-270.

Meyer, R., "Modeling the Dynamics of Urban and Rural Migration: An Application to the Alabama Black Belt," *Proceedings of the Association of American Geographers*, 8, 1976, 47-49.

Meyer, R., "An Experimental Analysis of Student Apartment Selection Decisions Under Uncertainty," *Great Plains-Rocky Mountain Geographic Journal: Special Issue on Human Judgment and Spatial Behavior*, 6 (1), 1977, 30-38.

Meyer, R., "Consumer Information Search and Choice Behavior: Two Models and an Initial Empirical Test," in L. McAlister (ed.), *Research in Marketing*, 1982, 259-279.

Rushton, G., I. Levin, J. Louviere, F. Pampel, and R. Meyer, "Forecasting

Migration Patterns of the Elderly From Experimentally-Derived Decision Functions," *Proceedings of the American Statistical Association*, 1980.

Meyer, R., "Multiattribute Parameter Shifting: An Approach to Modeling Context and Dominance Effects in Individual Choice Behavior," in J. Huber, ed., *The Effect of Item Similarity on Choice Probabilities*, Fuqua School of Business, Duke University, 1981, 62-104.

Meyer, R., "A Dynamic Multiattribute Model of Consumer Repeated Choice Behavior," in R. K. Srivastava and A. D. Shocker, eds., *Analytic Approaches to Product and Market Planning: The Second Conference*, Marketing Science Institute, 1981, 199-227.

Smith, T., A. Mitchell, and R. Meyer, "A Computational Process Model of Evaluation Based on the Cognitive Structuring of Episodic Knowledge," in A. Mitchell (ed.) *Advances in Consumer Research*, 9, 1982, 136-143.

Meyer, R., "On the Representation and Measurement of Consumer Choice Under Limited Information," in M. J. Houston and R. J. Lutz, eds., *1985 AMA Winter Educators' Conference: Marketing Communications - Theory and Practice*.

Meyer, R., "A Theory of the Inductive Learning of Multiattribute Preferences," in D. Brinberg and R. Lutz (ed.), *Methodological Advances in Consumer Research* (Springer-Verlag), 1989, 253-285.

Meyer, R., and L. Cooper, "A Longitudinal Choice Analysis of Consumer Response to a Product Innovation," in R. Golledge, and H. Timmermans (eds.), *Behavioral Modeling in Geography and Planning*, London: Crown-Helm, 1988, 424-450.

Kahn, B., and R. Meyer, "Modeling Customer Loyalty: A Customer-Based Source of Competitive Advantage," in G. Day, B. Weitz, and R. Wensley (eds.), *The Interface of Marketing and Strategy*, Greenwich, CT: JAI press, 1990, 231-54.

Meyer, R.J. and D. Banks , "Behavioral Theory and Naïve Strategic Reasoning," in G. Day and D. Reibstein (eds.), *Wharton on Competitive Strategy*, New York: John Wiley, 1997, 151-176

Meyer, R.J., and W. Hutchinson, "Dynamic Decision Making: Learning from the Past and Planning for the Future", In S. Hoich and H. Kunreuther, (Eds), *Wharton on Decision Making* . New York; John Wiley, pp. 37-62; 2001

Meyer, Robert, "Why we Under Prepare for Hazards", in Ronald J. Daniels, Donald F. Kettl, and Howard Kunreuther (eds), *On Risk and Disaster: Lessons from Hurricane Katrina*, University of Pennsylvania Press, pp. 153-174, 2006

Meyer, R.J., Zhao, Shengui, and Han, Jin, "The Rationality of Consumer Decisions to Adopt and Utilize Product-Attribute Enhancements: Why Are We Lured by Product Features We Never Use", in Rami Zwick and Amnon Rappoport (eds.), *Experimental Business Research, Volume III*, Springer, pp. 1-34., 2006

Meyer, R.J., "Lessons from the Earthquake Lab: An Experimental Analysis of Learning from Experience about Natural Hazards", in *Emergency Management in Higher Education: Current Practices and Conversations*, Public Entity Risk Institute, 2008, 19-34.

Meyer, R.J., "Why We Still Fail to Learn from Disasters", in *The Irrational Economist: Overcoming Irrational Decisions in a Dangerous World*, Public Affairs Press, 2010, 124-131

Kunreuther, H., Meyer, R.J., and Michel-Kejan, Erwann, "Strategies for Better Protection Against Catastrophic Risks" in E. Shafir (ed.), *Behavioral Perspectives on Public Policy*. Princeton University Press, 2012, 398-416.

#### **4. Technical Reports and Monographs**

Louviere, J., R. Meyer, F. Stetzer, and L. Beavers, "An Experiment to Drive Predictive Models of Public Response to Policy Manipulations in Public Bus Transportation." Technical Report Number 35, The Institute of Urban and Regional Research, the University of Iowa, Iowa City, December, 1974.

Koutsopoulos, K. and R. Meyer, "Mass Transit Decision Making Market Segmentation." Technical Report Number 69, The Institute of Urban and Regional Research, the University of Iowa, Iowa City, December, 1974.

Louviere, J., M. Piccolo, R. Meyer, and W. Duston, "Theory and Empirical Results in Real-World Studies of Human Judgment: Three Shopping Behavior Examples." Technical Report Number 1, Center for Behavioral Studies, the Institute for Policy Research, the University of Wyoming, March, 1977.

Meyer, R., I. Levin, and J. Louviere, "Methods for Analyzing Travel Behavior in Simulated Choice Environments: A Review." Discussion Paper Number 31,

Department of Geography, University of Iowa, 1980.

Meyer, R., and J. Louviere, "Theory and Methods in the Behavioral Analysis of Migration Intentions: An Application to Post-Retirement, Housing Decision," Working Paper 35-80-81, Graduate School of Industrial Administration, Carnegie-Mellon University.

Meyer, R. and T. Eagle, "A Parsimonious Multinomial Choice Model Recognizing Alternative Independence and Context-Dependent Utility Functions," Working Paper 26-80-81, Graduate School of Industrial Administration, Carnegie-Mellon University, 1981.

Meyer, R., J. Louviere, and T. Eagle, "The Effect of Attribute Variance and Choice Model Parameter Estimates," Graduate School of Management, University of California, Los Angeles, October 1982.

Currim, I. S., R. Meyer, and N. Le, "A Concept-Learning System for the Inference of Production Models of Consumer Choice," Graduate School of Management, University of California, Los Angeles, February 1986.

Le, N., R. Meyer, and I. Currim, "CLS: Disaggregate Tree-Structured Modeling of Consumer Choice Data, User's Manual," Graduate School of Management, University of California, Los Angeles, February 1986.

Meyer, R. J., and Currim, I., "Recovering Contingent Processes in Consumer Judgement: A Comparison of Revealed and Direct Assessment Methodologies," Marketing Department, Wharton School of Business, July 1992.

Meyer, R. J., and J.D. Cripps, "Inferring Complex Likelihoods from Serial Observation of Data: Biases in Learning and Choice", Department of Marketing, Wharton school of Business, 1996

Kunreuther, Howard, Van de Bulte, C., and R. Meyer, "Risk Analysis for Extreme Events: Economic Incentives for Reducing Future Losses", *NIST Monograph GCR 04-871*, National Institute of Standards Technology, Washington, 2004.

Meyer, R. J., and H. Kunreuther, "Learning from Experience about Natural-Hazards", Working Paper, *Wharton Center for Risk Management and Decision Processes*, 2005.

Meyer, R.J., "Development and Testing of a Dynamic Hurricane Simulator for the Laboratory Study of Hurricane Preparedness and Mitigation Decisions"

*Wharton Center for Risk Management and Decision Processes*, 2010.

Meyer, R. J., Horowitz, M., Wilks, D., and K. Horowitz, "A Mutualized Risk Market with Endogenous Prices, with Application to U.S. Landfalling Hurricanes," *Wharton Center for Risk Management and Decision Processes*, 2009.

Baker, Earl J., Broad, K., Czykowski, J., Meyer, R., and B. Orlove, "Risk Perceptions and Preparedness among Mid-Atlantic Coastal Residents in Advance of Hurricane Sandy" *Wharton Center for Risk Management and Decision Processes*, 2012.

## **B. Papers Presented at Professional Meetings**

"Decision Making Market Segmentation — An Approach to Mass Transit Marketing," with K. Koutsopoulos, Western Social Science Association, April, 1976.

"An Experimental Analysis of Student Apartment Selection Decisions Under Uncertainty," Special Session on Human Judgment and Spatial Behavior, Great Plains-Rocky Mountain Division of the Association of American Geographers, October, 1976.

"A Psychometric Meeting Approach to the Study of Primary Health Care Decision Making," with K. Koutsopoulos and D. Henley, Association of American Geographers, April, 1977.

"Functional Analysis of Mode Choice," with I. Levin, and J. Louviere, Transportation Research Board, January, 1978.

"Issues in Modeling Travel Behavior in Simulated Choice Environments: A Review," with I. Levin, D. Henley, and J. Louviere, Special Session on Mathematical Travel Modeling, Association of American Geographers, April, 1978.

"Modeling Individual Responses to Non-Discrete Conservation Alternatives: A Laramie, Wyoming, Case Study," with J. Louviere, Association of American Geographers, November, 1988.

"A Time-Based Theory of Locational Preference Formation," Association of American Geographers, April, 1980.

"Utility, Uncertainty, and Spatial Adaptation: A Behavioral Theory of Destination Choice Set Formation," Transportation Research Board, January,

1980.

- "Combining Simulation and Revealed Preference Methods in Analyzing Travel Behavior," with I. Levin and D. Henley, Transportation Research Board, January, 1980.
- "A Behavioral Analysis of Retirement Migration Decisions," with I. Levin, J. Louviere, G. Rushton, and F. Pampel, Nova Behavioral Conference on Aging, January, 1980.
- "Stochastic Destination Choice Within Evoked Sets of Alternatives," Association of American Geographers, April, 1980.
- "Consumer Information Search and Choice Behavior: Two Models and Empirical Tests," Interdisciplinary Conference on Choice Theory, April, 1980.
- "Forecasting Migration Search and Choice Behavior: Two Models and Empirical Tests," Interdisciplinary Conference on Choice Theory, April, 1980.
- "Theory and Methods in the Behavioral Analysis of Migration Intentions: An Application to Post-Retirement Housing Decisions," with J. Louviere, Regional Science Association, November, 1980.
- "Laboratory Simulation vs. Revealed Preference Methods for Estimating Travel Demand Models: An Empirical Comparison," with I. Levin, J. Stoner, J. Louviere, and D. Henley, Transportation Research Board, January, 1981.
- "Multiattribute Weight Shifting: An Approach to Modeling Context and Dominance Effects in Individual Choice Behavioral," with J. Louviere, Colloquium on the Effect of Item Similarity on Choice Probabilities, Duke University, June, 1981.
- "A Dynamic Multi-Attribute Choice Model of Consumer Response to Product Innovations," Conference on Analytic Approaches to Product and Marketing Planning, Vanderbilt University, October, 1981.
- "A Cognitive Theory of Evaluation," with A. Mitchell, and T. Smith, Association of Consumer Research, October, 1981.
- "Problems of Error Correlation and Intransferability in Stochastic Choice Modeling: Some Recent Developments," Meetings of the Institute of British Geographers, January, 1982.
- "The Effect of Attribute Variance as Choice Model Parameter Estimates,"

Association for Consumer Research, October, 1981.

"A Dynamic Analysis of Consumer Attribute Trade-Offs," with A. Sathi, First Marketing Science Conference, University of Southern California, March, 1983.

"The Effect of Choice Context on Parameter Variation in Multinomial Logit Models: A Review," Psychometric Society, June 1983.

"Market Tests of a Disaggregate Stochastic Model of Consumer Preference Dynamics," ORSA/TIMS, November, 1983.

"A Disaggregate Stochastic Model of Consumer Preference Dynamics," Regional Science Association, November, 1983.

"The Role of Mathematical Models in Marketing Theory: An Example from the Study of Multiattribute Learning," AMA Marketing Theory Conference, February, 1984.

"Context Dependencies in Discrete Choice Models: Transferability Under Set Size and Positioning Variations," with E. Johnson, Marketing Science Conference, March, 1984.

"The Application of Probabilistic Choice Models to the Analysis of UPC Scanner Data: Issues in Aggregation and Choice Set Specification," Marketing Science Conference, March, 1984.

"Learning in Multiattribute Utility Analysis," Association for Consumer Research, October, 1984.

"On the Representation and Measurement of Consumer Choice Under Limited Information," AMA Marketing Theory Conference, February, 1985.

"The Use of Computational Learning Algorithms to Infer the Form of Consumer Heuristic Choice Functions," with I. Currim and N. Le, Marketing Science Conference, March, 1985.

"The Evolution of Attitude Structures," AMA Attitude Theory Conference, May, 1985.

"Choice Set Configuration Effects on the Transferability of Probabilistic Choice Models," with E. Johnson, Association for Consumer Research, October, 1986.

- "An Algorithmic Approach to the Induction of Hierarchical Choice Processes," with I. Currim, Association for Consumer Research, October, 1986.
- "Inferring Production-System Models of Consumer Choice Based on Scanner Data," with I. Currim, ORSA/TIMS, November, 1985.
- "CLS: Production-System Models for Disaggregate Consumer Demand Analysis," with I. Currim, AMA New Product Development and Testing Workshop, March, 1986.
- "When Choice Models Fail: Compensatory Models in Efficient Sets," with E. Johnson, Marketing Science Conference, March, 1986.
- "Generalized Multiattribute Utility Models as Theories of Brand Loyalty," Association for Consumer Research, October, 1986.
- "Purchase Timing and Volume Decisions in a Dynamic Price Environment," ORSA/TIMS, October, 1986.
- "A Normative and Descriptive Analysis of Sequential Buying Under Price Uncertainty," with J. Assuncao, Marketing Science Conference, June, 1987.
- "Inferring Production-System Models of Decision Making Through Induction and Direct Elicitation: An Empirical Comparison of Methods," with I. Currim, Association for Consumer Research, October, 1987.
- "The Optimality of Consumer Decisions of What, When, and How Much to Buy," with J. Assuncao, Association for Consumer Research, October, 1987.
- "A Formal Description Theory of Consumer Temporal Buying Decisions," with J. Assuncao, TIMS/ORSA, April, 1988.
- "An Analysis of Consumer Multiattribute Judgments under Weight Uncertainty," with B. Kahn, Marketing Science Conference, March, 1989.
- "Are 'New and Improved' Products Worth the Price? Consumer Multiattribute Judgments Under Attribute Weight Uncertainty," Association for Consumer Research, October, 1989.
- "Biases in Consumer Learning of Multinomial Distributions," with J. Cripps, Marketing Science Conference, March 1990.
- "Heuristics and Biases in Sequential Decision Making," BANF/University of



- Alberta, Invitational Symposium on Choice Theory, May 1990.
- "Optimality in Consumer Response to Promotions," AMA Doctoral Consortium, Gainesville, FL., August 1990.
- "Ambiguity and Multiattribute Utility Assessment," ORSA/TIMS, November 1990.
- "How well have we done? Benchmarks for Brand Choice Models," with M. Kalwani and D. Morrison, Marketing Science Conference, March 1991.
- "Heuristics and Biases in Durable Replacement Decisions," with J. Cripps, Marketing Science Conference, Wilmington, DE, March 1991.
- "The Integration of Uncertain Gains and Losses in Multiattribute Decision Making," *Association for Consumer Research*, Chicago, IL, October 1991.
- "The Optimal of Durable Replacement Purchases," with J. Cripps, Conference on Behavioral Decision Research in Management, Berkely, CA, May 1992.
- "Recovering Contingent Process in Consumer Judgment: A Comparison of Methods," with I. Currim, Marketing Science Conference, London, July 1992.
- "Intuitive Dynamic Pricing Under Demand Uncertainty," with J. Walsh and R. Tyagi, *Marketing Science Conference*, St. Louis, Mo., March 1993.
- "Optimality in Intuitive Sequential Decision Making," Duke Invitational Symposium on Choice Theory, July 1993.
- "Optimal Stopping and Deciding When to Decide," *Association for Consumer Research Meetings*, Boston, October 1994.
- "Modeling Learning in Stochastic Games", Duke Research Camp on the Time Course of Preferences, Durham, NC, 1995.
- "Naive Automata Play a Game of Preemptive Innovation," *Marketing Science Conference*, Gainesville, FL, 1996.
- "Biases in Strategic Reasoning", *Charleston Conference on Managerial Decision Making*, May 1997
- "On the Psychology of Repair", *Association for Consumer Research*, Denver, CO, October, 1997

- “Empirical Learning with Automated Agents”, *INFORMS*, Dallas, TX, October, 1997
- “Process-Tracing Data as a Cross-Validation tool in Discrete-Choice Analysis”, paper presented at the HEC Choice Theory Conference, France, July 1998
- “Heuristics and Biases in Intuitive Maintenance Decisions”, *Society for Consumer Research*, St. Petersburg, FL, February 1999.
- “Heuristics and Biases in Judgments About Extreme-Value Distributions”, *Marketing Science Conference*, Syracuse, NY, May 1999
- “A Theory of Intuitive Maintenance”, *Behavioral Decision Research in Management*, Miami, FL, June 1999.
- “Training the Multilingual Judge: The Effect of Learning on Response-Mode Biases in Multiattribute Decision Making”, With J. Irwin, *Association for Consumer Research*, Columbus, OH, October 1999
- “Limits to Learning in Complex Decision Making Environments”, *Asian Conference on Experimental Business Research*, Hong Kong, December 1999
- The Rational Fairness of Prices”, *Association for Consumer Research*, Salt Lake City, October 2000.
- “Failures to Learn in Complex Decision Making Environments”, *Marketing Science Conference*, Los Angeles, June 2000.
- “Learning Biases in High-Stakes Settings: The Case of Earthquake Mitigation”, *Workshop on High-Stakes Decision Making, Invitational Choice Symposium*, Pacific Grove, CA, May 2001.
- “Failures to Learn in Complex Decision Making Environments”, *American Marketing Association Doctoral Consortium*, Miami, Florida, June 2001.
- “The Psychology of Price Shocks”, with N. Janakiraman and A. Morales and Rational Fairness of Prices”, *Association for Consumer Research*, Austin, Texas, October 2001.
- “Consumer Price Neglect”, with D. Banks and J. W. Hutchinson, *Marketing Science Conference*, Edmonton, Alberta, June 2002.

- “The Psychology of Consumer Time Budgeting”, with Narayan Janakiraman, and Stephen Hoch, *Marketing Science Conference*, College Park, MD, June 2003
- “Why You Can’t Teach Old Consumers New Tricks: An Experimental Analysis of Consumer Utilization of Innovative Product Attributes”, with Shengui Zhao and Jin Han, *Marketing Science Conference*, College Park, MD, June 2003
- “Biases in Managerial Inferences about Customer Value from Purchase Histories: Intuitive Solutions to the Mailing-List Problem”, with David Schweidel and Peter Fader, *Marketing Science Conference*, College Park, MD, June 2003
- “Observing Unobserved Heterogeneity: Using Process Data to Enhance Choice Models”, with Eric Johnson and Bruce Hardie, *Marketing Science Conference*, College Park, MD, June.2003
- “Are Consumers Really Suboptimal Searchers? The Effect of Learning and Task Format on the Optimality of Stopping Decisions in Sequential Search Tasks”, with Wes Hutchinson, *Association for Consumer Research*, Toronto, October 2003
- “Observing Unobserved Heterogeneity: Using Process Data to Enhance Choice Models”, with Eric Johnson and Bruce Hardie, *Association for Consumer Research*, Toronto, October 2003.
- “The Rationality of Consumer Decisions to Adopt and Utilize Product-Attribute Enhancements: Why Are We Lured by Product Features We Never Use”, with J. Han and J. Zhao, *Second International Conference on Experimental Business Research*. Hong Kong , December 2003.
- “Toward formal Behavioral Theories of Dynamic Decision Tasks”, 2004  
Invitational Choice Symposium, Estes Park, CO, June 2004
- “The Enhancement Biases in Consumer Forecasts of Utility for Novel Product Attributes”, with S. Zhao. *Association for Consumer Research*, San Antonio, October 2005
- “Biases in Predicting Preferences for Wholes from Product Fragments”. With S. Zhao, *Association for Consumer Research*, October 2005
- “Heuristics and Biases in Consumer Reactions to Next-Generation Products”,

First Conference on Bridging Operations and Marketing, Lisbon, Portugal, December 2005.

“Myopia in the Hurricane Belt: Why Consumers and Managers Fail to Learn from Experience”. *Marketing Science Conference, Pittsburgh*, May 2006.

“Pattern-matching processes and the functional form of utility functions”. *Seventh Invitational Choice Conference*, Philadelphia, June 2007.

“Why we under-prepare for Hazards”, *Western States Seismic Policy Conference*, Reno, Nevada, October 2007.

“Strategies for better protecting against disasters”, *Princeton Conference Behavioral Perspectives on Public Policy*, Princeton, NJ, October 2007

“Trade-offs in the dark: Exemplar-Based Learning and Extrapolated Preference Functions”, with Yanliu Huang, *Society for Judgment and Decision Making Conference*, Long Beach, CA, November 2007.

“Biases in Prior Valuations and Subsequent Utilization of Novel Product Attributes”, *Marketing in Israel Conference, Jerusalem*, December 2007

“Biases in Trial-and-Error Learning in Mitigation”, *Behavioral Research in Management Conference*, San Diego, April 2008

“Dysfunctional Learning from Non-Event Feedback”, *National Center for Risk and Economic Analysis of Terrorism*, Los Angeles, August 2008

“A Mutualized Risk Market with Endogenous Prices, with Application to U.S. Landfalling Hurricanes”, *Extreme Events Project Conference*, Center for Risk and Decision Processes, University of Pennsylvania, October 2008

“Heuristics and Biases in Dynamic Decision Making”, *Erin Anderson B2B Invitational Research Conference*, University of Pennsylvania, October 2008

“The Virtual Hurricane Lab: Using Laboratory Simulation of Model Consumer Responses to Mitigation Innovations”, meetings of *the Society for Insurance Research*, Orlando, FL September, 2009

“Modeling Extrapolated Preferences”, with Yanliu Huang, *Association for Consumer Research*, Long Beach, Pittsburgh, PA, October 2009

“The Psychology of Adaptation to Low-Probability Extreme Events: the Case of Hurricane Mitigation”, *Predicting the Climate of the Coming Decades*, School of Marine and Atmospheric Sciences, University of Miami, January 2009.

“The Virtual Hurricane Lab”, Presented at the National Hurricane Conference, Orlando, April 2010

“Biases in Information Search Patterns: Evidence from Financial Settings”, Eighth Invitational Choice Symposium, Key Largo, FL, May 2010

“Heads in Sand: Failures to Gather Information in Advance of Low-Probability, High Consequence, Events”, *Marketing Science Conference*, Cologne, June 2010

“Using Simulations to Study Responses to Natural Hazard Threats”, International Geophysical Union, San Francisco, December 2010.

“Leaving Something for the Imagination: the Effect of Visual Concealment on Preferences” *Society for Consumer Psychology*, Atlanta, GA February 2011.

“Using Lab Simulations to Study Protective Responses to Hurricane Events”, with K. Broad and B. Orlove, NSF/NOAA Workshop Hurricane Preparedness, National Hurricane Center, Miami, FL, April 2011

“Heads in the Sand and Safe Harbors: Quasi-Rational Avoidance of Beneficial Financial Information” *Association for Consumer Research*, St. Louis, MO, October, 2011.

“Should I Take this call? Biases in Consumer Dynamic Usage Allocation and Learning under Multi-part Tariffs”, with A. Gopalakrishnan, and R. Iyengar,: Theory and Empirical Evidence”, *Marketing Science Conference*, Boston, July 2012

“Biases in Decisions to Seek and Avoid Financial Information” *Boulder Summer Conference on Consumer Financial Decision Making*, June, 2012.

“Biases in Variety-Seeking Dynamics”, *Ninth Invitational Choice Symposium*, Netherlands, June 2013.

### **C. Invited Colloquia at Universities**

Department of Geography, University of California, Santa Barbara, May 1980

Graduate School of Business, University of Washington, July 1981

Graduate School of Management, University of Rochester, 1982

Department of Geography, University of California, Santa Barbara, November 1983

Fuqua School of Business, Duke University, February 1984  
College of Business Administration, University of Florida, March 1986  
Johnson Graduate School of Management, Cornell University, February 1987  
College of Business Administration, Pennsylvania State University, May 1989  
Graduate School of Business, University of Arizona, January 1990  
Graduate School of Business, University of California, Irvine, May 1990  
Olin School of Business, Washington University, February 1991  
Johnson Graduate School of Management, Cornell University, November 1991  
University of Florida Winter Research Retreat, February 1992  
Phelps Lecture Series, University of Michigan, April 1992  
Department of Regional Science, University of Pennsylvania, November 1992  
Faculty of Business, University of Alberta, November 1992  
Sloan School of Business, MIT, February 1993  
Simon Graduate School of Business Administration, University of Rochester,  
February 1994  
Stanford University Summer Research Camp, August 1994  
Duke University Research Camp, September 1995  
Graduate School of Industrial Administration, Carnegie-Mellon University, 1996  
Australian Graduate School of Management, University of New South Wales, 1996  
Faculty of Economics, University of Sydney, 1996, 1998  
Yale Marketing Camp, December 1998  
Graduate School of Business, Stanford University, May 1999  
Haas School of Business, University of California, Berkeley, May 1999  
College of Business, University of Miami, April 1999  
Graduate School of Business, Columbia University, 2002  
Singapore Management University, 2002, 2003  
Tsukuba University, Japan, December 2006  
Penn State University, February 2007  
University of Arizona, November 2007  
University of Houston, November 2008  
University of Alberta, December 2009  
NOAA National Hurricane Center, July 2010  
National Center for Atmospheric Research, May 2011  
University of Technology, Sydney, June 2011  
University of Michigan, January 2012  
University of Kansas, October 2012  
Harvard University, January 2013  
Boston College, January 2013  
Tulane University, February 2013  
ESCP, Paris, January 2013  
University of Utah, February 2013  
Texas A&M University, March 2013  
University of Delaware, March 2013  
University of Maryland, March 2013

## IV. PROFESSIONAL ACTIVITIES

### A. Editorial Activities

#### 1. Editorial Positions

Editor-in-Chief, *Journal of Marketing Research*, July 2012-present  
Associate Editor, *Journal of Consumer Research*, July 2011-June 2012  
Associate Editor, *Journal of Marketing Research*, June 2009-June 2012  
Area Editor, *Marketing Science*, 2007-June 2012  
Co-Editor, *Marketing Letters*, July 1994 – August 2000  
Area Editor, *Marketing Science*, November 1988 - March 1995,  
Associate Editor, *Journal of Consumer Research*, October 1994 - July 1996

#### 2. Editorial Review Boards

*Journal of Consumer Research*, 1982 - present

JCR Outstanding Reviewer Award, 1988, 2003

*Journal of Consumer Psychology*, 1993 - present

*Journal of Retailing*, 1985 - 2004

*Advisory Editor, Special Issue on Applications of Scanner Data*, 1990-91

*Marketing Letters*, 1988 – 1994; 2006-present

*Marketing Science*, 1994 – 2007

*Monographs in Consumer Research*, 1997-2005

#### 3. Ad-hoc Reviewing

*ACR Proceedings*, 1981 - present

*AMA Proceedings*, 1981 – present

*Bulletin of the American Meteorological Society*, 2010

*Environment and Planning*, 1989 - 1990

*Geographical Analysis*, 1981 - 1995

*Journal of Marketing*, 1983 - present

*Journal of Marketing Research*, 1983 - present

*Journal of Mathematical Psychology*, 1984 - 1989

*National Science Foundation Grant Proposals*, 1987 - present

*Management Science*, 1985 - present

*Transportation Research*, 1982 – 2010

*Weather and Society*, 2010

4. Other editorial activities

*Marketing Science* Editor search committee, 2007

**B. Professional Conference Activities**

1. Conference Organization Experience

Association for Consumer Research Conference Board, 1987, 1992, 1993, 1994, 1995

Advisory Committee, TIMS Marketing Science Conference, 1988

Organizer, special plenary session on Recent Developments in Behavioral Modeling, TIMS Marketing Science Conference, 1988

Organizer, session on Behavioral Models of Choice Dynamics, TIMS/ORSA Conference, 1988

Organizer, special session on Modeling Ambiguity Effects, Association for Consumer Research, 1989.

Organizing Committee and Track Chair, Banf Invitational Symposium on Choice Theory, May 1991

Organizer, special session on Recent Developments in Modeling Judgment Under Uncertainty, Association for Consumer Research, 1991.

Organizing Committee and Track Chair, Duke Invitational Symposium on Choice Arrangements Chair, TIMS/ORSA National Spring Meetings, 1986  
Theory, July 1993.

Co-Chair, 1995 AMA Doctoral Consortium

Organizing Committee and Track Chair, Columbia Invitational Symposium on Choice Theory, 1996

Co-Chair, 1999 Association for Consumer Research Meetings

Co-Chair, 2007 Seventh Invitational Choice Symposium

Co-Chair, 2010 Eighth Invitational Choice Symposium

2. Other Participation

Discussant, 1980 Regional Science Meetings

Discussant, 1984 AMA Marketing Theory Conference

Discussant, 1984 Marketing Educators' Conference

Discussant, 1988 Marketing Science Conference

Discussant 1988 Association for Consumer Research Meetings

Discussant, 1988 Wharton Competitive Student Conference

Panelist, 1989 Columbia-Wharton Marketing Seminar

Panelist, 1989 Columbia Summer Marketing Workshop

Discussant, 1993 Association for Consumer Research Meetings

Plenary Session Discussant, 1994 Marketing Science Conference



Discussant, 1994 Association for Consumer Research Meetings  
Discussant, 1995 Association for Consumer Research Meetings  
Panelist, 2009 MSI Practice Prize Conference  
Panelist, AMA Winter Educators' Conference 2013, 2014  
Panelist, AMA Doctoral Consortium, 2013, 2014  
Panelist, AMA Summer Educators' Conference, 2013,2014  
Panelist, ACR Doctoral Consortium 2012, 2013

## **B. Congressional Testimony**

U.S. Senate Hearings on Post-Transactional Marketing, Senate Commerce Committee, October 2008

## **D. Consulting Experience**

Quaker Oats Co., Chicago, IL, 1979  
Eastman Kodak Corporation, 1981  
Bourns, Inc., 1983  
Homevest Real Estate, 1987  
Rabbit Systems, Inc., 1987  
Kraft Frozen Foods Division, Philadelphia, 1990-1993  
Sky-Alland Research, Inc., Lowell, Md., 1993-1994  
BMW of North America, Inc. 1994-  
Wawa Corporation, 1997-1999  
Coors Brewing, 2000-2001  
Various law firms in Philadelphia, Iowa, New York, and Miami, 2003-2012.

## **V. UNIVERSITY SERVICE**

### **A. Committee Membership**

#### 1. Chairs of Doctoral Committees

Joao Assuncao, UCLA Marketing, 1990  
John Cripps, UCLA Marketing, 1991  
Yong Shi, Wharton Marketing, 1994  
Darryl Banks, Wharton Marketing, 1998  
Wilfred Amaldoss, Wharton Marketing, 1998  
Narayan Janakiraman, Marketing, 2005  
Shengui Zhao, 2006  
Jeffrey Larson, 2007  
Jeffrey Cai, 2013

#### 2. Doctoral Dissertation Committees

Scott Mackenzie, UCLA Marketing, 1982-1983  
 Mita Sujan, UCLA Marketing, 1982-1983  
 Joseph Orsini, UCLA Marketing, 1982-1985  
 Judith Zaichowsky, UCLA Marketing, 1982-1983  
 Iris Furstenberg, UCLA Psychology, 1982-1983  
 Cynthia Yelvington, UCLA Psychology, 1982-1983  
 Debra Marlino, UCLA Marketing, 1984-1985  
 Konraad Lecot, UCLA Computer Science, 1985-present  
 Linda Leon, UCLA Management Science, 1987-1989  
 Linda Price, Columbia Marketing, 1988  
 Chitrabhanu Bhattacharya, Wharton Marketing, 1992  
 Sharmila Chatterjee, Wharton Marketing, 1992  
 Sankar Sen, Wharton Marketing, 1992  
 Mohanbir Sawhney, Wharton Marketing, 1992  
 Robin Siegal, Wharton Decision Sciences, 1994  
 Kim Taylor, Wharton Decision Sciences, 1994  
 Rajeev Tyagi, Wharton Marketing, 1995  
 Marjorie Adams, Wharton Marketing 1995  
 Nancy Buchan, Wharton Marketing 1996  
 Sam Hui, Wharton Marketing 2007  
 Xiaoyan Deng, Wharton Marketing 2008  
 David Philens, University of Technology, Sydney, 2008  
 Jessica Bolson, Marine Sciences, University of Miami, 2009  
 Luke Greenacre, University of Technology, Sydney, 2009  
 Chelsea Wise, University of Technology, Sydney, 2010  
 Livia Levine, Wharton Legal Studies, 2012

### 3. School/University Committees

UCLA/AGSM Research Paper Committee, 1985-1987, Chair 1986-1987  
 Elected Member of UCLA/AGSM Staffing Committee, 1983-1984, 1987-1988  
 UCLA Campus Privilege and Tenure Committee, 1987-1988  
 Wharton Research Committee, 1990-1991  
 Wharton MBA Executive Committee, 1992-93.  
 Wharton Management Quintennial Review Committees, 1993-2012  
 Wharton Doctoral Executive Committee, 1994-1996  
 Wharton Advisory Committee on Academic Personnel, 1997-1999

## **VI. AWARDS AND GRANTS**

### **A. Research Awards**

2001 John D.C. Little Award for best paper in an INFORMS  
Journal, 2000

2001 Frank Bass Award for best article based on a doctoral dissertation

1994 Frank Bass Award for best article based on a doctoral dissertation

Finalist, 1994 O'Dell Award for best article in *Journal of Marketing  
Research*, judged after five years

## A. GRANTS

Co-PI, NSF/NOAA Grant to study Hurricane Warning Risk Perception. Funding:  
\$397,000, 2009-11.

Co-PI, NSF, "Decisions from Experience and the Role of Feedback in  
Environmental Decisions"  
\$450,000, 2012-2014

Co-PI, NSF, "WSC-Category 2 Collaborative: Robust Decision-Making For  
South Florida Water Resources", \$456,000, 2012-2016

Investigator, Center for Research on Environmental Decision Making. Total  
Funding: \$5,000,000, 2010-2015

Co-PI, Florida Catastrophic Storm Risk Management Center, Florida State  
University, to study communication in hurricane mitigation. Funding:  
\$60,000, 2008

Co-Principle Investigator (with P. Kleindorfer and H. Kunreuther), NIST Grant to  
study individual mitigation decisions, 2002 (2 years), Funding: \$100,000

Principle investigator, SMU/Wharton Research Grants, 2002-4 (3 years).  
Funding: \$33,000/year

Research Grants, Huntsman Center for Research on Technological Competition,  
1992 – 1994 (Total Funding: \$15,000).

Principle Investigator, "Experimental Analysis of Consumer Buying Dynamics,"  
National Science Foundation, 1989 (1 Year), Funding: \$54,000

Eight UCLA Faculty Research Grants, 1982-1989

Associate Investigator (Principal Investigator: Dr. Irwin Levin), "Behavioral Processes Underlying Transportation Model Choice," U.S.D.O.T, July to November, 1979

Associate Investigator (Principal Investigator: Dr. Gerard Rushton), "Elderly Migration," Institute on Aging, August 1979 to present

Associate Investigator (Principal Investigators: Dr. L. Turner and Dr. J. Louviere), "Housing Decision by the Elderly," Administration on Aging, October 1979

UCLA Chancellor's Career Development Grant, 1984

USDOT/UMTA Fellowship 1978