

JOHN WESLEY HUTCHINSON

MAILING ADDRESS

**Department of Marketing
700 JMHH, The Wharton School
University of Pennsylvania
Philadelphia, PA 19104-6371**

TELEPHONE

**Office: (215) 898-6450
FAX: (215) 898-2534
jwhutch@wharton.upenn.edu**

EDUCATIONAL BACKGROUND

Ph.D. Psychology, Stanford University, Stanford, CA (1981)
B.S. Psychology, Duke University, Durham, NC (1975)

APPOINTMENTS

Stephen J. Heyman Professor, The Wharton School, University of Pennsylvania (2001-present)
Faculty Director, Wharton Behavioral Laboratory (2004-05, 2006-present)
Member of the Psychology Graduate Group (2014 - present)
Visiting Professor, Marketing, Fuqua School of Business, Duke (2005-2006)
Professor (with tenure), Marketing, The Wharton School, University of Pennsylvania (1998-present)
Associate Professor (with tenure), Marketing, The Wharton School, University of Pennsylvania (1996-1998)
Visiting Associate Professor, Marketing, The Wharton School, University of Pennsylvania (1994-1996)
Associate Professor (with tenure), Marketing, University of Florida (1987-1996)
Research Director, Center for Retailing Education and Research (1990-1994)
Visiting Professor, SAMI/Burke Marketing Research, Inc. (1988-89)
Assistant Professor, Marketing, University of Florida (1981-1987)

SCHOLARLY HONORS AND AWARDS

TIAA Institute & Pension Research Council Partnership Grant (2015-2016),
"Comprehension of Financial Communications and Asset Mix Decisions: Eye-Tracking Analyses of Text, Tables, and Charts Presented in Print and Online Media," \$87,900.
University of Pennsylvania Research Facilities Development Fund (2012), Office of the Vice Provost for Research and matching funds from Wharton, "Eye-Tracking Measurement for Behavioral Research," \$130,000 (\$65,000 from RFDF and \$65,000 from Wharton).
Finalist for the 2012 Paul D. Converse Award
2009 Society for Consumer Psychology Distinguished Scientific Contribution Award
Fellow of the Society for Consumer Psychology

2009 MSI/H. Paul Root Award Finalist (*Journal of Marketing* article that made the most significant contribution to further the practice of marketing) for "Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase," co-authored with Pierre Chandon, Eric Bradlow, and Scott H. Young.

2008 Sheth Foundation/Journal of Consumer Research Long-Term Contribution Award for "Dimensions of Consumer Expertise," co-authored with Joseph W. Alba

Marketing Science Institute Research Grant (2008), "There Is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Multi-Store Price Search Task." (with Yanliu Huang, who is the primary investigator).

Association for Consumer Research Working Paper Best Poster Award, 2007, for "A Three-Factor Model of Consumer Preference for Self-Designed Products." co-authored with Xiaoyan Deng.

Best Article Award for the *Journal of Consumer Research*, 2000, for "Knowledge Calibration: What Consumers Know and What They Think They Know," co-authored with Joseph W. Alba

O'Dell Award Finalist, 1999, Best Article in the *Journal of Marketing Research* 1992-1994, for "Finding Choice Alternatives in Memory: Probability Models of Brand Name Recall," co-authored with Kalyan Raman and Murali Mantrala

Senior Fellow, Wharton Financial Institution Center (1995-96)

AMA Advanced Research Techniques Forum Special Session Selection (1995), for "Finding Choice Alternatives in Memory: Probability Models of Brand Name Recall," co-authored with Kalyan Raman and Murali Mantrala

J. C. Penney Term Professorship (1992-94)

Sternberg Foundation/Maison Blanche Faculty Fellowship (1991-92)

Outstanding Article, *Journal of Consumer Research*, 1985-1987, for "Dimensions of Consumer Expertise," co-authored with Joseph W. Alba

National Science Foundation Graduate Fellow (1977-1980, Stanford)

Phi Beta Kappa

Graduated summa cum laude with distinction in Psychology (1975, Duke)

Zener Award for best honors thesis in psychology (1975, Duke)

A.B. Duke Scholar (1970-1975, Duke University)

CORPORATE SEMINARS AND CONSULTING

E. P. Henry (2010); Rohm and Haas (2008); Datatel, Inc. (2004-06); Hewlett-Packard Company/Drinker Biddle & Reath (2004-05); J. C. Penney Insurance/Conrad O'Brien Gellman & Rohn (2004-05); U-Haul International, Inc./White & Williams (2003-05); Binney & Smith (Crayola)/Patterson Belknap Webb & Tyler (2003), Comcast Cable Communications (2000, 2003, 2007); The Finish Line, Inc./Gibson Dunn & Crutcher LLP (2000); Intel Corporation (1997); Bell Atlantic/Conrad, O'Brien Gellman & Rohn (1996-98); Bellcore (1995); UF General Counsel/Gatorade (1992-94); The Sports Authority (1993); The Gate Governors Club (1992); Alachua County Department of Public Works (1990-91); Smith and Hulsey (1989); SAMI/Burke Marketing Research, Inc.(1986)

PROFESSIONAL ASSOCIATIONS

American Marketing Association; American Psychological Society; American Psychological Association; INFORMS; Association for Consumer Research; Classification Society; Psychometric Society; Society for Consumer Psychology

PROFESSIONAL ACTIVITIES

President of the Association for Consumer Research (2003)
Chair of the Scientific Affairs Committee for the Society for Consumer Research (2011-present)

Journal Activities

Area Editor for *Marketing Science* (1994 - 1999)
Editorial review board member for *Journal of Consumer Research* (1987-2005, 2007-2014)
Editorial review board member for *Journal of Marketing Research* (2007-2015)
Editorial review board member for *Marketing Science* (1990 – 1994, 1999-2010)
Editorial review board member for *Journal of Consumer Psychology* (1993-2002)
Editorial review board member for *Journal of Business Research* (1986-1996)
Ad hoc reviewer for *Journal of Marketing* (1989-present)
Ad hoc reviewer for *Journal of Experimental Psychology: Applied* (2003)
Ad hoc reviewer for *Journal of Experimental Psychology: Learning, Memory, & Cognition* (2003)
Ad hoc reviewer for *Management Science* (1994-2007)
Ad hoc reviewer for *Journal of Marketing Research* (1987-2007)
Ad hoc reviewer for *Journal of Classification* (1989-present)
Ad hoc reviewer for *Journal of Marketing* (1989)
Ad hoc reviewer for *The Accounting Review* (1991)
Ad hoc reviewer for *Journal of the American Statistical Association* (1991)
Ad hoc reviewer for *Psychometrika* (1988-90)
Ad hoc reviewer for *International Journal of Research in Marketing* (1990)
Ad hoc reviewer for *Marketing Science* (1987-1990)
Ad hoc reviewer for *Marketing Letters* (1996)
Ad hoc reviewer for *Memory & Cognition* (1991)
Ad hoc reviewer for *Journal of Mathematical Psychology* (1989)
Ad hoc reviewer for *Journal of Personality and Social Psychology* (1989)
Ad hoc reviewer for *Journal of Consumer Research* (1984-1987)
Ad hoc reviewer for the Annual Conference of the Association for Consumer Research (1985, 1987-present)
Ad hoc reviewer for the AMA Winter Educators Conference (1984, 1990, 1993)
Ad hoc reviewer for the National Science Foundation (Decision, Risk, and Management Science Program; 1987; Memory and Cognitive Processes Program, 1987)

Ad hoc reviewer for D. Brindberg and R. Lutz, eds., Methodological Innovations in Consumer Behavior (1984)

Conference Activities

Program co-chair, Annual Conference of the Association for Consumer Research (1997)
Session chair, Innovation in New Product Development: Best Practice in Research, Modeling and Applications (1995)
Member of the Organizing Committee of the TIMS 1995 Marketing Science Conference
Program co-chair, Annual Conference of the Society for Consumer Psychology (1994)
Session co-chair, Duke Invitational Symposium on Choice Modeling and Behavior (1993)
Program committee member, Annual Conference of the Association for Consumer Research (1994, 1992, 1988, 2000)
Session chair, Issues in Expert Systems, TIMS Marketing Science Conference (1989)
Session co-chair, New Methods for Measuring Consumer Knowledge, Annual Conference of the Association of Consumer Research (1985)
Session co-chair, Affective Responses to Advertising Stimuli and Advertising Effectiveness, Annual Conference of the Association of Consumer Research (1982)

PUBLICATIONS (* indicates refereed papers)

Academic Journals and Book Chapters

- *Weingarten, Evan and J. Wesley Hutchinson (2017), "Does Ease Mediate the Ease-of-Retrieval Effect? A Meta-Analysis," (forthcoming *Psychological Bulletin*).
- *Meyer, Robert J. and J. Wesley Hutchinson (2016), "(When) Are We Dynamically Optimal? A Psychological Field Guide for Marketing Modelers," *Journal of Marketing*, Vol. 80, 20–33.
- Hutchinson, J. Wesley, Evan Weingarten, and Joy Lu (2016), "Visual Attention in Consumer Settings, in Cathrine Jansson-Boyd and Magdalena Zawisza, ed., *International Handbook of Consumer Psychology*. Oxford, UK: Taylor & Francis.
- *Huang, Yanliu and Hutchinson, J. Wesley (2013), "The Roles of Planning, Learning, and Mental Models in Repeated Dynamic Decision Making," *Organizational Behavior and Human Decision Processing*, 122, 163–176.
- Hutchinson, J. Wesley (2011), "Consumer Brand Recall," in Joseph W. Alba, ed., *Consumer Insights: Findings from Behavioral Research*. Cambridge, MA: Marketing Science Institute, pp.47-48.

- *Deng, Xiaoyan, Sam K. Hui and J. Wesley Hutchinson (2010), "Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Relationships," *Journal of Consumer Psychology*, 20(October), 476-484.
- *Hutchinson, J. Wesley, Gal Zauberan, and Robert J. Meyer (2010), "On the Interpretation of Temporal Inflation Parameters in Stochastic Models of Judgment and Choice," *Marketing Science*, 29: 23-31 (commentary on Salisbury and Feinberg, 2010, *Marketing Science*, 29: 1-17.)
- *Hutchinson, J. Wesley, Joseph W. Alba, and Eric Eisenstein (2010) "Heuristics and Biases in Data-Based Decision Making: The Effects of Experience, Training, and Graphical Data Displays," *Journal of Marketing Research*, Vol. 47(August 2010), 627-642.
- *Chandon, Pierre, J. Wesley Hutchinson, Eric Bradlow, and Scott H. Young (2009), "Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase," *Journal of Marketing*, 73 (November), 1-17, (lead article, 2009 MSI/H. Paul Root Award Finalist).
- *Otter, Thomas, Joe Johnson, Joerg Rieskamp, Greg M. Allenby, Jeff D. Brazell, Adele Diederich, J. Wesley Hutchinson, Steven MacEachern, Shiling Ruan, and Jim Townsend (2008), "Sequential Sampling Models of Choice: Some Recent Advances." *Marketing Letters*, 19 (3-4), 255-267.
- * Huang, Yanliu and J. Wesley Hutchinson (2008), "Counting Every Thought: Implicit Measures of Cognitive Responses to Advertising," *Journal of Consumer Research*. 35 (June), 98-118.
- Hutchinson, J. Wesley and Eric M. Eisenstein (2008), "Consumer Learning and Expertise," in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: LEA/Psychology Press, , 103-132.
- Chandon, Pierre, J. Wesley Hutchinson, Eric Bradlow, and Scott H. Young (2007), "Measuring Value of Point-of-Purchase Marketing with Commercial Eye-Tracking Data," in *Visual Marketing: From Attention to Action*, eds., Michel Wedel and Rik Peters, Mahwah, NJ: Lawrence Erlbaum Associates, 225-58. A managerial summary of this work also appears as "In-Store Marketing Work: Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation," *Journal of Retail Analytics*, 5 (4), 40-42.
- *Alba, Joseph W. and J. Wesley Hutchinson (2007), "Applied Cognition in Consumer Research," in Frank Durso, ed., *Handbook of Applied Cognition*, 2nd Edition, NY: Wiley, 683-712, (updated version of the 1999 chapter).

- *Eisenstein, Eric and J. Wesley Hutchinson (2006) "Action-Based Learning: Goals and Attention in the Acquisition of Market Knowledge." *Journal of Marketing Research*. 43 (May), 244-258.
- *Erdem, Tülin, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Hai Che, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Robert Meyer, and Peter Reiss (2005) "Theory-Driven Choice Models," *Marketing Letters*, 16 (3-4).
- Hutchinson, J. Wesley (2004), "Are We the Good Guys?" in *Advances in Consumer Research*, Vol. XXXI, ed., Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, 1-5.
- *Fitzsimons, Gavan J., J. Wesley Hutchinson, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghuram, J. Edward Russo, Baba Shiv, Nader T. Tavassoli, Patti Williams, (2002), "Non-Conscious Influences on Consumer Choice" *Marketing Letters*, 13 (3), 267-277.
- *Bradlow, Eric T., Stephen J. Hoch, and J. Wesley Hutchinson (2002) "An Assessment of Basic Computer Proficiency Among Active Internet Users: Test Construction, Calibration, Antecedents and Consequences," *Journal of Educational Measurement*, 27 (Fall) 237-253.
- *Banks, Darryl T., J. Wesley Hutchinson, and Robert J. Meyer (2002), "Reputation in Marketing Channels: Repeated-Transaction Bargaining with Two-Sided Uncertainty," *Marketing Science*, 21 (Summer), 229-250.
- Meyer, Robert J. and J. Wesley Hutchinson (2001), "Bumbling Geniuses: The Power of Everyday Reasoning in Multi-Stage Decision Making," in Steve Hoch and Howard Kunreuther (Eds.), *Wharton on Making Decisions*, New York: John Wiley and Sons, 37-61.
- *Hutchinson, J. Wesley, Wagner Kamakura and John Lynch (2000), "Unobserved Heterogeneity as an Alternative Explanation for 'Reversal' Effects in Behavioral Research," *Journal of Consumer Research*, 27 (December), 324-344.
- *Alba, Joseph W. and J. Wesley Hutchinson (2000), "Knowledge Calibration: What Consumers Know and What They Think They Know," *Journal of Consumer Research*, 27 (September), 123-156. (lead article; 2000 Best Article Award for *JCR*)
- *Alba, Joseph W. and J. Wesley Hutchinson (1999), "Applied Cognition in Consumer Research," in Frank Durso, ed., *Handbook of Applied Cognition*, Wiley, 343-375.
- *Veryzer, Robert W. and J. Wesley Hutchinson (1998), "The Influence of Unity and Prototypicality on Aesthetic Responses to New Product Designs," *Journal of Consumer Research*, 24 (March), 374-394.

- *Meyer, Robert, Tulim Erdem, Fred Feinberg, Itzhak Gilboa, J. Wesley Hutchinson, Arahdna Krishna, Steven Lippman, Carl Mela, Amit Pazgal, Drazen Prelec, and Joel Steckel (1997), "Dynamic Influences on Individual Choice Behavior," *Marketing Letters*, 8 (3), 349-360.
- *Hutchinson, J. Wesley and Joseph W. Alba (1997), "Heuristics and Biases in the 'Eye-Balling' of Data: The Effects of Context on Intuitive Correlation Assessment," *Journal of Experimental Psychology: Learning, Memory, & Cognition*, 23 (May), 591-621.
- *Hutchinson, J. Wesley and Amitabh Mungale (1997), "Pairwise Partitioning: A Nonmetric Algorithm for Identifying Feature-Based Similarity Structures," *Psychometrika*, 62 (March), 85-117.
- *Hutchinson, J. Wesley, Kalyan Raman and Murali Mantrala (1994), "Finding Choice Alternatives in Memory: Probability Models of Brand Name Recall," *Journal of Marketing Research*, 31 (November), 441-461. (lead article; AMA Advanced Research Techniques Forum Special Session Selection; O'Dell Award Finalist 1999)
- *Hutchinson, J. Wesley and Robert J. Meyer (1994), "Dynamic Decision Making: Optimal Policies and Actual Behavior in Sequential Choice Problems," *Marketing Letters*, 5(4), 369-382.
- *Hutchinson, J. Wesley and Joseph W. Alba (1991), "Ignoring Irrelevant Information: Situational Determinants of Consumer Learning," *Journal of Consumer Research*, 18 (December), 325-346.
- Alba, Joseph W., J. Wesley Hutchinson, and John L. Lynch (1991), "Memory and Decision Making," in Thomas S. Robertson and Harold K. Kassarian, eds., *Handbook of Consumer Theory and Research*, Prentice-Hall, Inc., 1-49.
- Alba, Joseph W. and J. Wesley Hutchinson (1991), "Public Policy Implications of Consumer Knowledge," in Paul N. Bloom, ed., *Advances in Marketing and Public Policy*, Vol. II, Greenwich, CT: JAI Press, Inc., 1-40.
- *Hutchinson, J. Wesley (1989), "NETSCAL: A Network Scaling Procedure for Nonsymmetric Proximity Data," *Psychometrika*, 54 (March), 25-51.
- *Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13 (March), 411-454. (lead article; Outstanding Article Award, 1985-1987)

Barsalou, Lawrence W. and J. Wesley Hutchinson (1987), "Schema-Based Planning of Events in Consumer Contexts," in *Advances in Consumer Research*, Vol. XIV, eds., Paul F. Anderson and Melanie Wallendorf, 114-118.

*Hutchinson, J. Wesley (1986), "Discrete Attribute Models of Brand Switching," *Marketing Science*, 5 (Fall), 350-371.

*Tversky, Amos and J. Wesley Hutchinson (1986), "Nearest Neighbor Analysis of Psychological Spaces," *Psychological Review*, 93, 3-22. (lead article; reprinted in Shafir, E. (Ed.). 2004. *Preference, Belief, and Similarity: The Selected Writings of Amos Tversky*. Cambridge, MA: MIT Press.)

*Hutchinson, J. Wesley and Michael J. Zenor (1986), "Product Familiarity and the Strengths of Brand-Attitude Associations: A Signal Detection Theory Approach," in *Advances in Consumer Research*, Vol. XIII, ed., R.J. Lutz, Provo, UT: Association for Consumer Research, 450-453.

Baker, William, J. Wesley Hutchinson, Danny L. Moore, and Prakash Nedungadi (1986), "Brand Familiarity and Advertising: Effects on the Evoked Set and Brand Preference," in *Advances in Consumer Research*, Vol. XIII, ed., R. J. Lutz, Provo, UT: Association for Consumer Research, 637-643.

Moore, Danny L and Hutchinson, J. Wesley (1985), "The Influence of Affective Reactions to Advertising: Direct and Indirect Mechanisms of Attitude Change," In L. F. Alwitt and A.A. Mitchell (Eds.), *Psychological Processes and Advertising Effects: Theory, Research, and Application*, New York, New York: Lawrence Erlbaum.

*Nedungadi, Prakash and J. Wesley Hutchinson (1985), "The Prototypicality of Brands: Relationships with Brand Awareness, Preference and Usage," In E. Hirshman and M. Holbrook (eds.), *Advances in Consumer Research*, 12, 498-503.

Hutchinson, J. Wesley and Danny L. Moore (1984), "Issues Surrounding the Examination of Delay Effects in Advertising," *Advances in Consumer Research*, 11, 650-655.

*Hutchinson, J. Wesley (1983), "Expertise and the Structure of Free Recall," In R. P. Bagozzi and A. M. Tybout (eds.), *Advances in Consumer Research*, 10, 585-589.

Moore, Danny L. and J. Wesley Hutchinson (1983), "The Effects of Ad Affect on Advertising Effectiveness," R. P. Bagozzi and A. M. Tybout (eds.), *Advances in Consumer Research*, 10, 526-531.

Hutchinson, J. Wesley (1983), "On the Locus of Range Effects in Judgment and Choice," In R. P. Bagozzi and A. M. Tybout (eds.), *Advances in Consumer Research*, 10, 305-308.

- *Murphy, Gregory L. and J. Wesley Hutchinson (1982), "Memory for forms: Common Memory Formats for Verbal and Visual Stimulus Presentations," *Memory and Cognition*, 10, 54-61.
- *Hutchinson, J. Wesley and Brady Farrand (1981), "Dimensional Validity, Consistency of Preference and Product Familiarity: An Exploratory Investigation of Wine Tasting," In A. Mitchell (ed.), *Advances in Consumer Research*, 9, 398-401.
- *Hutchinson, J. Wesley and Gregory R. Lockhead (1977), "Similarity as Distance: A Structural Principle for Semantic Memory," *Journal of Experimental Psychology: Human Learning and Memory*, 3, 660-678.

Books

- Alba, Joseph W. and J. Wesley Hutchinson, editors (1998), *Advances in Consumer Research Vol. XXV*, Provo, UT: Association for Consumer Research.
- Hutchinson, J. Wesley, and Kevin L. Keller, editors (1994), *Proceedings of the Society for Consumer Psychology (Division 23 of APA)*, Clemson, SC: CtC Press.

Miscellaneous

- Hutchinson, J. Wesley and Joseph W. Alba (2001), "When Business is a Confidence Game," *Harvard Business Review*, 79 (June), 2-3.
- Hutchinson, J. Wesley (1994), "Reducing Large-scale Databases to Human Proportions," *Stores* (January, in *Retailing Review*, a quarterly section of *STORES* magazine prepared by the Center for Retailing Education and Research at the University of Florida), RR1-RR4.
- Hutchinson, J. Wesley (1993), "Getting to First Base with Your Customer," *Retailing Review*, (a research newsletter published by the Center for Retailing Education and Research at the University of Florida).
- Hutchinson, J. Wesley (1988). [Review of *Multidimensional Data Analysis*, J. DeLeeuw, W. Heiser, J. Meullman, F. Critchley, Eds.] *Journal of Classification*, 5 (1), 108-111.
- Hutchinson, J. Wesley (1983), "Codes, Relations and Mappings," *The Brain and Behavioral Sciences*, 6, 149 (refereed commentary).

PAPERS UNDER REVIEW AND REVISION

WORKING PAPERS

- Lu, Joy and J. Wesley Hutchinson (2017), "Information Search During Online and In-Store Shopping: A Comparison of Boundedly Rational Models of Split-Second Decision Making,".
- Hutchinson, J. Wesley, Robert Meyer, and Lyle Brenner (2017), "Extreme Bias and Instant Learning: The Intuitive Statistics of Maximum Values."
- Hutchinson, J. Wesley, Colin Camerer, and Joy Lu (2017), "Behavioral Game Theory and Consumer Learning."
- Hutchinson, J. Wesley, Robert Botto, and Gal Zauberman (2017), "Financial Communications and Asset Allocation Decisions: The Effects of Reading Style, Financial Knowledge, and Individual Differences."
- Deng, Xiaoyan and J. Wesley Hutchinson (2014), "A Three-Factor Model Of Preference For Self-Designed Products: The Roles Of Memory And Consumer Engagement,"
- Deng, Xiaoyan and J. Wesley Hutchinson (2013), "Just Imagine: The Effects of 'Action Designs' on Product Evaluations".
- Hutchinson, J. Wesley and Yanliu Huang (2008), "The Price Shopper's Dilemma: Optimal Multi-Store Search."
- Hutchinson, J. Wesley, Eric M. Eisenstein, and Joseph W. Alba (2008), *Consumer Learning and Expertise*, book to be published by Springer-Verlag.

RECENT PROFESSIONAL PRESENTATIONS

- All published conference proceedings.
- "Comprehension of Financial Communications and Asset Mix Decisions," TIAA Fellows Symposium, New York, New York, October, 2016.
- "Micro-Level Information Search During Online and In-Store Shopping," Choice Symposium, Lake Louise, Canada, May, 2016.
- "Micro-Level Information Search During Online and In-Store Shopping," University of Iowa Marketing Camp, May, 2016.
- "Eye Tracking Methods, Measures and Models for Consumer Research," Association for Consumer Research, October 2015; Baruch College, November 2015.

- "Extreme Bias and Instant Learning: The Intuitive Statistics of Maximum Values," SCP at APA, Honolulu, HI, August 2013; Learning, Bounded Rationality, and Decisions Workshops, Haiffa, Israel, January 2014, University of Colorado, Boulder, CO September, 2014.
- "The Multi-Tasking Shopper: Mobile Eye-Tracking and In-Store Decision Making," Society for Consumer Psychology Conference, Miami, FL, March 2014.
- "Big Picture: What Can Neuroscience Offer to Consumer Research (and vice versa)?," Consumer Neuroscience Symposium, University of Miami, Miami, FL, September 2014.
- "Consumer Learning and Expertise, Extreme Bias and Instant Learning, A Decision Path Model of In-Store Brand Consideration," Consumer Behavior Seminar, Drexel University, February 2012.
- "A Decision-Path Model of Brand Consideration and Choice: The Role of Visual Attention in Point-of -Purchase Marketing," Four-School Conference, NYU, April 2010; 8th Triennial Choice Symposium, Key Largo, FL, May 2010; Temple University Marketing Proseminar, September 2010; Association for Consumer Research, October 2010; University of Michigan, March 2011; University of Southern California, January 2013; Annenberg Communications Seminar, U. Penn, February 2013.
- "There Is More to Planned Purchases than Knowing What You Want: Dynamic Planning & Learning in a Repeated Multi-Store Price Search Task," Decision Processes Summer Seminar, Wharton, June 2011.
- "Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Color Relationships," Association for Consumer Research, October 2010; Sensory Branding Conference, October 2010.
- "The Role of Mathematical Models of Cognition in Understanding Consumer Decision Making," Temple University Marketing Proseminar, November 2009.
- "In-Store Marketing," Wharton Undergraduate Marketing Club, November 2009.
- "Consumer Learning and Expertise: The Perfect World Perspective," Case Western Reserve, February 2008.
- "Just Do It Yourself: Roles of Outcome Accuracy, Process Affect and Pride of Authorship in the Evaluation of Self-designed Products," Case Western Reserve, February 2008.

"Form, Function, and Elaboration: The Effect of Metaphoric Design on Product Evaluation," Association for Consumer Research Annual Conference, Memphis, TN, October, 2007.

"Does Self-Design Work and Why?" University of Texas Conference Customer-Oriented Product Design, Austin, TX, October, 2007.

"Counting Every Thought: Implicit Measures of Cognitive Responses to Advertising," Duke University, February 2006; Georgetown University Marketing Camp, April 2006; Association for Consumer Research Annual Conference, Orlando, FL, October, 2006.

"Is Unseen Really Unsold? Measuring the Value of Point of Purchase Marketing with Eye Tracking Data," University of Washington Marketing Camp, March, 2003; IC1 Conference (Univ. of Michigan) Visual Marketing: Theory and Action, June, 2005; University of North Carolina, February 2006.

"Heuristics, Biases, and Heterogeneity: Modeling More than Means in Experimental Decision Research," University of California, Berkeley, February, 2004; Vanderbilt University, April, 2004.

"Bounded Rationality and Decision Heuristics," Sixth International Choice Symposium, Boulder, CO, June, 2004.

"Are We the Good Guys," Presidential Address, Association for Consumer Research Annual Conference, Toronto, Canada, October, 2003

"Heuristics, Biases, and Heterogeneity: Methodological and Theoretical Issues in Using Aggregate Data to Test Hypotheses about Individual-Level Decision Processes," Society for Mathematical Psychology Conference, Ogden, Utah, July, 2003.

TEACHING EXPERIENCE

Courses taught: Social Impact of Marketing (UG, MBA); New Product Development (UG, MBA, Executive MBA); Research Methods (PhD); Marketing Management (MBA); Introduction to Retailing Systems (UG); Promotional Strategy and Management (UG, MBA); Sales Management (UG); Analysis of Proximity and Choice Data (PhD); sessions in various executive education programs.

THESIS COMMITTEES

Doctoral

Jonathan Berman (Marketing, University of Pennsylvania, completed 2014)

Fern Lin-Healy (Marketing, University of Pennsylvania, completed 2011)

Kyu Kim (Marketing, University of Pennsylvania, completed 2010)

Rajesh Bhargave (Marketing, University of Pennsylvania, completed 2009)
Xiaoyan Deng (Co-Chair, Marketing, University of Pennsylvania, completed 2009)
Yanliu Huang (Chair, Marketing, University of Pennsylvania, completed 2009)
Joe Redden (Marketing, University of Pennsylvania, completed 2006)
Eric Eisenstein (Co-Chair, Marketing, University of Pennsylvania, completed 2002)
Lisa Cain (Marketing, University of Pennsylvania, completed 2002)
Darryl Banks (Co-chair, Marketing, University of Pennsylvania, completed 1999)
Wilfred Amadross (Marketing, University of Pennsylvania, completed 1999)
Amy Kallianpur (Marketing, University of Pennsylvania, completed 1999)
Satya Menon (Marketing, University of Pennsylvania, completed 1995)
Amitabh Mungale (Chair, Marketing, completed 1994)
Robert Veryzer (Chair, Marketing, completed 1993)
Jennifer Burnett (Management, completed 1993)
Manuel Pontes (Marketing, completed 1993)
Susan Broniarczyk (Marketing, completed 1992)
Seshan Ramaswami (Chair, Marketing, completed 1992)
Bill Baker (Marketing, completed 1991)
Anusree Mitra (Marketing, completed 1990, Ferber Award winner)
Mike Zenor (Chair, Marketing, completed 1989)
Richard Tubbs (Accounting, completed 1989)
Prakash Nedungadi (Co-chair, Marketing, completed 1987, Ferber Award winner)
Kunal Basu (Marketing, completed 1987)
Stan Pennock (Pharmacy, completed 1987)
Carolyn Simmons (Psychology, completed 1986)
Sujit Das (Pharmacy, completed 1986)

Masters

Shelley Trew (Geography, completed 1989)
Gilda Socarras (Advertising, completed 1986)
Bill Baker (Marketing, completed 1985)
Masako Nagasawa (Pharmacy, completed 1985)
Tom Stafford (Advertising, completed 1985)