

# BARBARA E. KAHN

700 Jon M. Huntsman Building  
The Wharton School  
University of Pennsylvania  
Philadelphia, PA 19104

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Citizenship: USA

## I. EDUCATIONAL BACKGROUND

### A. Degrees

Ph.D., Columbia University, Marketing, 1984  
M.Phil., Columbia University, Marketing, 1984  
M.B.A., Columbia University, Marketing/Statistics, 1982  
B.A., University of Rochester, English Literature, 1974

B. Dissertation: "Measuring Variety-Seeking and Reinforcement Behavior Using Panel Data." Chair: Donald G. Morrison

C. Executive Education Certificates: Harvard Business School  
"Making Corporate Boards More Effective," (Corporate Governance)  
"Audit Committees in a New Era of Governance," (Corporate Governance)

## II. TEACHING ACCOMPLISHMENTS

### A. Faculty and Administrative Positions

Patty and Jay H. Baker Professor, Professor of Marketing, The Wharton School, University of Pennsylvania, Philadelphia, PA, January 2011-present;

Secondary faculty appointment in Department of Medical Ethics & Health Policy, Perlman School of Medicine, University of Pennsylvania, 2014-present;

Faculty, Graduate Group, Department of Psychology, School of Arts and Sciences, University of Pennsylvania, 2013-present.

Director, Jay H. Baker Retailing Center, The Wharton School, University of Pennsylvania, Philadelphia, PA, January 2011-present.

Dean and Schein Family Professor of Marketing, School of Business Administration, University of Miami, Coral Gables, FL, August 2007 – January 2011.

Dorothy Silberberg Professor of Marketing, The Wharton School, University of Pennsylvania, Philadelphia, PA, July 1999 – August 2007.

Vice Dean and Director of the Undergraduate Program, The Wharton School, University of Pennsylvania, Philadelphia, PA, July 2003 – August 2007.

Professor, The Wharton School, University of Pennsylvania, Philadelphia, PA, July 1995 – 1999.

Faculty, Psychology Graduate Group, University of Pennsylvania, Philadelphia, PA, 1998 – August 2007.

Visiting Academic, University of Sydney, Marketing Department, Faculty of Economics, Sydney, Australia, July – December 1996.

Stephen M. Peck Term Associate Professor, The Wharton School, University of Pennsylvania, Philadelphia, PA, 1990 – 1995 (tenured July 1992).

Hakuhodo Visiting Scholar (Kyakuin-kenkyuin) at the University of Tokyo, Faculty of Economics, Tokyo, Japan, June – July 1993.

Acting Associate Professor, John E. Anderson Graduate School of Management, UCLA, Los Angeles, CA, 1989 – 1990.

Visiting Assistant Professor, The Wharton School, University of Pennsylvania, Philadelphia, PA, 1988 – 1989.

Assistant Professor, John E. Anderson Graduate School of Management, UCLA, Los Angeles, CA, 1984 – 1988.

Lecturer, Pace University, New York, NY, 1983

## B. Courses Taught

1. Undergraduate courses
  - Marketing Research
  - Introduction to Marketing (400-500 students/semester)
  - Consumer Behavior
  - Strategic Brand Management
  
2. Graduate courses
  - Marketing Management (MBA)
  - Marketing Strategic Management (MBA)
  - Introductory Statistics (MBA)
  - Management Field Studies Advisorship (MBA)

- Marketing Strategy (MBA, WEMBA)
- Marketing Research: Design and Evaluation (MBA)
- Customer Behavior (MBA)
- Strategic Brand Management (MBA, WEMBA)
- Stochastic Models of Marketing (MBA)
- Special Research Topics in Marketing, (Ph.D)
  1. Stochastic Models
  2. Variety
- Luxury Branding Course in Milan (MBA, WEMBA)
- 3. Executive Education

*UCLA Executive Program (1985-91)*

- Marketing Management
- Quantitative Marketing Management
- Marketing Research, Medical Marketing

*The Wharton School Executive Education (1990 – present)*

*Open Enrollment*

- New Products Marketing
- Industrial Marketing Strategy
- Building and Leveraging Brand Equity
- Executive Development Programs
- Advanced Management Program
- Prospering in Newly Deregulated Environments
- Leading Organizational Change
- Webmetrics
- Competitive Marketing Strategy
- Essentials of Marketing
- EFellows
- Customer Relationship Management
- Global Strategic Brand Management

*Custom Programs*

Association of Ophthalmology Professionals; Bell Atlantic; Samsung; Nijenrode University; Siam Cement (in Thailand); Siam Commercial Bank (in Thailand); ATT-GIS (in Dayton, OH); Stratus; AIMSE; Telnor; American Institute for Chartered Property and Casualty Underwriters; Fannie Mae; Independence Blue Cross; Liechtenstein Global Trust; Columbia Energy; Merrill Lynch; State Farm; Securities Industry Association; Brand Management Leadership Institute; UNUM; Woodside Travel Trust; 3Com (Latin American group); Jiangsu, China Program; Johnson & Johnson Fellows; Lucent Technology; TeleDenmark; Bethlehem Steel; Morgan Stanley Dean Whitter; Dupont; Glaxo SmithKlein Fellows; Givaudan; Textron; DeGussa; Deutsch Post (in Germany), Interbrew, Centocor, Wyeth, Microsoft (in Seattle), Aventis; Cemex, Stockholm School of

Economics; Bank of America; Girl Scouts of America, United Healthcare, Medtronics (in Minneapolis), ITC (in Kolkata, India), Coca Cola, Hitachi (in Tokyo, Japan), UDEM (in Monterrey, Mexico), Newell Rubbermaid, Samsung Cheil Group, Hertz, PVH, Google, Encompass

*Professional Seminars to Companies, Trade Associations*

TRW, Los Angeles (1986)  
Epson Printers, Los Angeles (1987)  
Promotion Marketing Assoc. of America (PMAA), New York City (1993)  
Warner Lambert, New Jersey (1993)  
ACTMEDIA, Key West, Florida (1994)  
International Dairy, Deli, Bakery Association, (IDDA), Baltimore (1994)  
Rosenbluth Travel, Philadelphia (1996)  
Decision One, Frazer, PA (1996)  
Cigna Insurance, Philadelphia (1996)  
Abbott Laboratories, Chicago (1996)  
Market Research Society of Australia/Market Research Society of New Zealand, Gold Coast, Queensland, Australia (1996)  
Point-of-Purchase-Advertising-Institute, New York, NY (1997)  
IBMEC, Rio de Janeiro, Brazil (1998)  
11<sup>th</sup> Annual Meeting of the Asian Executive Board, Wharton School, Taipei, Taiwan (1998)  
Committee for Econ. Development of Australia (CEDA), Sydney, Australia, Melbourne, Australia (1998)  
Chubb Insurance Co., New York, NY (1998)  
Entergy, Jackson, MI (1998)  
Securities Industry Association, San Diego, CA (1999)  
Equipment Leasing Association of America, Chicago, IL (1999); California (2001, 2002)  
McCormick, Baltimore, MD (2000, 2001)  
Dentsply, Philadelphia PA (2000)  
International Enterprise Singapore, Singapore (2002)  
Lockheed Martin, Washington, D.C. (2003 – 2004)  
Vulcan, Alabama (2003), (2005)  
Janssen, NJ (2003 – 2004)  
Astra Zeneca, DE (2003)  
Johnson & Johnson, NJ (2004)  
Olive Garden Restaurants, Orlando, FL (2004)  
Marriott Hotels, Maryland (2004 – 2007)  
Sporting Goods Manufacturer's Association, Washington DC (2006)  
Patient-Centric Marketing Conference, Princeton, NJ (2006)  
Cushman-Wakefield, Mexico City, Mexico (2007)  
Day and Zimmermann, Philadelphia, PA (2010)  
Graduate Management Admission Council (GMAC), Atlanta, GA (2010)  
Morgan Stanley, Miami, FL (2011)

Lowes, Charlotte, NC (2012)  
National Retail Foundation (NRF) Annual Convention & EXPO, NYC, (2013)  
American College of Corporate Directors (2016)

#### 4. Doctoral Committees:

##### *Membership on Doctoral Committees*

Tina Kiesler, UCLA, AGSM, 1986 – 1990  
Talia Rymon, The Wharton School, 1992 – 1993  
Yong Shi, The Wharton School, 1995  
Naomi Mandel, The Wharton School, 1999 – 2000  
Wendy Moe, The Wharton School, 1999 – 2000  
Susan Hogan, The Wharton School, 2000 – 2001  
Andrea D. Gurmankin, Psychology Department, University of Penn.  
2000 – 2003  
Helena Szrek, Healthcare Management, Wharton School, 2003 – 2005  
Noah Lim, The Wharton School 2004 – 2005  
Joseph Redden, The Wharton School 2005 – 2006  
Yanliu Huang, The Wharton School, 2006 – 2009  
Stephanie Finnel, The Wharton School, 2011-2012  
Lorena Martin, Graduate School of Education, University of Miami, 2011-  
2013  
Evan Weingarten, The Wharton School, 2015-

##### *Chair (or co-chair) of Doctoral Committees*

Kimberly Taylor, PhD candidate, The Wharton School, 1992 – 1994  
Satya Menon, PhD candidate, The Wharton School, 1993 – 1995  
(Winner of MSI Doctoral Dissertation Proposal Award, 1994)  
(Winner of AMA Doctoral Dissertation Award, 1996)  
Andrea Morales, PhD candidate, The Wharton School, 1999 – 2002  
(Honorable Mention, JCR Ferber Award, 2005)  
Elizabeth Miller, PhD candidate, The Wharton School, 2000 – 2003  
(Winner of SCP-SHETH Dissertation Proposal Competition, 2002)  
Xiaoyan Deng, PhD candidate, The Wharton School, 2006 – 2009  
Julio Sevilla, PhD candidate, University of Miami, 2010-2013

#### 5. Multi-Media Development/Online Courses

- a) *Video*: “Creating Customer Value: Essentials of Marketing,” part of the Wharton Executive Education Video Series
- b) Distance Learning at Westcott Communications – taught a basic marketing course by satellite to over 300 executives across the United States
- c) Wharton Direct program – taught a marketing strategy session by satellite and two-way video conferencing to 35 site locations across the US
- d) Nightly Business Report (NBR), Guest Commentator, August – December

2009

- e) Coursera, Marketing 101 course as part of Wharton Fundamentals series (MOOC).

### III. PUBLICATIONS AND RESEARCH

#### A. Publications

##### Books

1. Kahn, B. E. and L. McAlister (1997), *Grocery Revolution: The New Focus on the Consumer*, Reading, MA: Addison Wesley, Longman
2. Kahn, B. E. and M. F. Luce (eds.) (2004), *Advances in Consumer Research*, Valdosta, GA : Association for Consumer Research
3. Kahn, B. E. (2013), *Global Brand Power: Leveraging Branding for Long-Term Growth*, Wharton Press, Philadelphia, PA

##### Articles Published in Refereed Journals

4. Kahn, B. E., M. Kalwani, and D. Morrison, "Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data," *Journal of Marketing Research*, XXIII, 89-100, May 1986. **Finalist for 1991 JMR O'Dell Award.**
5. Huber, J., M. Holbrook, and B. E. Kahn, "Effects of Competitive Context and of Additional Information on Price Sensitivity," *Journal of Marketing Research*, XXIII, 250-260, August 1986.
6. Kahn, B. E., D. Morrison, and G. Wright, "Aggregating Individual Purchases to the Household Level," *Marketing Science*, 5, 260-268, Summer 1986.
7. Farley, J., B. E. Kahn, D. Lehmann, and W. Moore, "Modeling the Choice to Automate," *Sloan Management Review*, 28, 5-16, Winter 1987.
8. Kahn, B. E., W. Moore, and R. Glazer, "Experiments in Constrained Choice," *Journal of Consumer Research*, 14, 96-113, June 1987.
9. Kahn, B. E., "A Theoretical Model of Interpurchase Times," *Applied Stochastic Models and Data Analysis*, 3, 93-109, June 1987.
10. Kahn, B. E. and R. Sarin, "Modeling Ambiguity in Decisions Under Uncertainty," *Journal of Consumer Research*, 15, 265-273, September 1988.
11. Kahn, B. E., M. Kalwani, and D. Morrison, "Nicheing versus Change of Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positionings," *Journal of Marketing Research*, 25, 384-390, November 1988.
12. Kahn, B. E. and D. Morrison, "A Note on 'Random' Purchasing: Additional Insights from Dunn, Reader and Wrigley," *Applied Statistics*, 38, 111-114, 1989.
13. Kahn B. E. and D. Schmittlein, "Shopping Trip Behavior: An Empirical Investigation," *Marketing Letters*, 1, 55-70, December 1989.
14. Kahn, B. E. and T. Louie, "The Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase Loyal

- Customers," *Journal of Marketing Research*, XXVII, 279-289, August 1990.
15. Kahn, B. E. and R. Meyer, "Consumer Multiattribute Judgments Under Attribute Weight Uncertainty," *Journal of Consumer Research*, 17, 508-522, March 1991.
  16. Glazer, R., B. E. Kahn, and W. Moore, "The Influence of External Constraints on Brand Choice: The Lone Alternative Effect," *Journal of Consumer Research*, 17, 119-127, June 1991.
  17. Kahn, B. E, and J. Raju, "The Effects of Price Promotions on Variety-Seeking and Reinforcement Behavior," *Marketing Science*, 10, 316-337, Fall 1991.
  18. Kahn, B. E., and D. R. Lehmann, "Modeling Choice Among Assortment," *Journal of Retailing*, 67, 274-299, Fall 1991. **First Runner-up for Best Article Award, *Journal of Retailing*, 1991.**
  19. Feinberg, F., B. E. Kahn, and L. McAlister, "Market Share Response When Consumers Seek Variety," *Journal of Marketing Research*, 29, May 1992, pp. 227-237.
  20. Burke, R. B., B. Harlam, B. E. Kahn and L. Lodish, "Comparing Dynamic Consumer Decision Processes in Real and Computer-Simulated Environments," *Journal of Consumer Research*, 19, June 1992, pp. 71-82.
  21. Kahn, B. E. and D. C. Schmittlein, "The Relationship between Purchases Made on Promotion and Shopping Trip Behavior," *Journal of Retailing*, special issue, 68, Fall 1992, pp. 294-315.
  22. Kahn, B. E. and A. M. Isen, "The Influence of Positive Affect on Variety-Seeking Among Safe, Enjoyable Products," *Journal of Consumer Research*, 20, September 1993, pp. 257-270.
  23. Feinberg, F., B. E. Kahn, and L. McAlister, "Implications and Relative Fit of Several First-Order Markov Models of Consumer Variety-Seeking," *European Journal of Operations Research*, Special Issue on Stochastic Models of Consumer Behavior, Vol. 76, (July 28) No. 2, 1994, 309-320.
  24. Corfman, K. P. and B. E. Kahn, "The Influence of Member Heterogeneity on Dyad Judgment: Are Two Heads Better Than One?" *Marketing Letters*, 6:1 1995, 23-32.
  25. Kahn, Barbara E., "Consumer Variety-Seeking Among Goods and Services: An Integrative Review," *Journal of Retailing and Consumer Services*, 2:3, 1995, 139-48.
  26. Mitchell, D. J., B. E. Kahn and S. C. Knasko, "There's Something in the Air: Effects of Congruent and Incongruent Ambient Odor on Consumer Decision-Making," *Journal of Consumer Research*, 22, September 1995, 229-238.
  27. Menon, S. And B.E. Kahn, "The Impact of Context on Variety-Seeking in Product Choices," *Journal of Consumer Research*, 22, December 1995, 285-295.
  28. Kahn, B. E. and J. Baron, "An Exploratory Study of Choice Rules Favored for High Stakes Decisions," *Journal of Consumer Psychology*, Vol. 4 (4), 1995, 305-328.
  29. Kahn, B. E., R. Ratner, and D. Kahneman, "Patterns of Hedonic Consumption Over Time," *Marketing Letters*, 1997, 85-96.

30. Kahn, B. E., E. Greenleaf, J. R. Irwin, A. M. Isen, I. P. Levin, M. F. Luce, M. C. F. Pontes, J. Shanteau, M. Vanhuele, and M. J. Young, "Examining Medical Decision Making from a Marketing Perspective," *Marketing Letters*, 1997, 361-375.
31. Kahn, B. E., "Dynamic Relationships with Customers: High-Variety Strategies," *Journal of the Academy of Marketing Science*, Vol. 26 (Winter), 1998, 45-53.
32. Huffman, C. and B. E. Kahn, "Variety for Sale: Mass Customization or Mass Confusion?" *Journal of Retailing*, Winter 1998, Vol. 74 (4), 491-513.  
**Winner of: 2000 William R. Davidson Award for articles in *Journal of Retailing*, 1998**, best contributing to theory and practice in retail marketing, third prize.
33. Dellaert, B. G. C., and B. E. Kahn, "How Tolerable is Delay: Consumers' Evaluations of Internet Web Sites after Waiting," *Journal of Interactive Marketing*, (1999), Vol. 13, #1 (Winter), 41-54.
34. Ratner, R. K., B. E. Kahn and Daniel Kahneman, "Choosing Less-Preferred Experiences for the Sake of Variety," *Journal of Consumer Research*, June, (1999), 1-15.
35. West, P. M., D. Ariely, S. Bellman, E. Bradlow, J. Huber, E. Johnson, B. Kahn, J. D. C. Little, and David Schkade, "Agents to the Rescue?," *Marketing Letters* (1999).
35. Luce, M. F. and B. E. Kahn, "Avoidance or Vigilance: The Psychology of False Positive Test Results," *Journal of Consumer Research* (1999) Dec, Vol. 26, Iss. 3. 242-260.
36. Kahn, B. E. "Introduction to the Special Issue: Assortment Planning," *Journal of Retailing*, Vol. 75 (3), (1999), invited paper, 289-294.
37. Conant E. F., Luce M.F., Kahn B., Orel S. G., Weinstein S. P., Zuckerman, J. A., "Attitudinal Variables of Patients Referred for Diagnostic and Screening Mammography: What Can We Do to Reduce the Stress and Improve Compliance?," *Radiology* 1999; 213 (P): 410.
38. Menon, S. and B. E. Kahn, "Cross-Category Effects of Induced Arousal and Pleasure on the Internet Shopping Experience" *Journal of Retailing*, 2002; 78, 31-40.
39. Kunreuther, H., R. Meyer, R. Zeckhauser, P. Slovic, B. Schwartz, C. Schade, M. F. Luce, S. Lippman, D. Krantz, B. Kahn, R. Hogarth. "High Stakes Decision Making: Normative, Descriptive and Prescriptive Considerations," *Marketing Letters*, Vol. 13 (3), August 2002, 259-268.
40. Ratner, Rebecca K. and B. E. Kahn, "The Impact of Private vs. Public Consumption on Variety Seeking Behavior," *Journal of Consumer Research*, September 2002, Vol. 29 (2), 246-258.
41. Nowlis, S, B. E. Kahn and R. Dhar, "Coping with Ambivalence: The Effect of Removing a Neutral Option on Consumer Attitude and Preference Judgments," *Journal of Consumer Research*, December 2002, Vol. 29 (3), 319-335.



42. Menon, S. and B. E., Kahn, “Corporate Sponsorship of Philanthropic activities: When Do They Impact Perception of Sponsor Brand?” *Journal of Consumer Psychology*, Volume 13, Number 3, 2003, 316-327.
43. Kahn, B. E. and Luce, M. F., “Understanding High Stakes Consumer Decisions: The Problem of Mammography Adherence Following False Alarm Test Results,” *Marketing Science*, Volume 22, Issue 3, 2003, 393-410.
44. Kahn, B. E. and Wansink, B., “The Influence of Assortment Structure on Perceived Variety and Consumption Quantities,” *Journal of Consumer Research*, March 2004, Vol. 30 (4), 519-534. **Finalist for Best Article award, *Journal of Consumer Research*, 2007.**
45. Morales, A., Kahn, B. E., McAlister, L. and Broniarczyk, S. M. “Perceptions of Assortment Variety: The Effects of Congruency Between Consumers’ Internal and Retailers’ External Organization,” *Journal of Retailing*, 2005, Vol. 81 (2), 159-169. **2007 Davidson Award for the Best article in *Journal of Retailing* 2005 (Volume 81).**
46. Kahn, B. E., “The Power and Limitations of Social Relational Framing on Understanding Consumer Decision Processes,” *Journal of Consumer Psychology*, 2005, Vol. 15 (1), 28-34.
47. Miller, E. G. and Kahn, B. E., “Shades of Meaning: The Effects of Color and Flavor Names on Consumer Choice,” *Journal of Consumer Research*, 2005, 32 (1), 86-92.
48. Kahn, B. E., Luce, M. F. and Nowlis, S. M., “De-biasing Insights from Process Tests,” *Journal of Consumer Research*, 2006 (June), 131-138.
49. Kahn, B. E. and Luce, M. F., (2006) “Repeated-Adherence Protection Model (RAP) ‘I’m ok and it’s a hassle,’” *Journal of Public Policy and Marketing*, 25 (Spring), 79-89.
50. Miller, E. G., B. E. Kahn and M. F. Luce (2008), “Consumer Wait Management Strategies for Negative Service Events: A Coping Approach,” *Journal of Consumer Research*, 34 (February), 635-648.
51. Botti, Simona, Susan Broniarczyk, Gerald Haubl, Ron Hill, Yanliu Huang, Barbara Kahn, Praveen Kopalle, Donald Lehmann, Joe Urbany, Brian Wansink (2008), “Choice Under Restrictions,” *Marketing Letters*, 19 (December), 183-200.
52. Deng, X. and B. E. Kahn (2009), “Is Your Product on the Right Side? The “Location Effect” on Perceived Product Heaviness and Package Evaluation,” *Journal of Marketing Research*, (December).
53. Mantrala, M., Levy, M., Kahn, B. E., Fox, E., Shah, D., Gaidarev, P., and Dankworth, W. (2009), “Why Is Assortment Planning So Difficult for Retailers? A Framework and Research Agenda,” *Journal of Retailing*.
54. Grand, David, Dominick L. Frosh, Andrew W. Perkins and Barbara E. Kahn, (2009), “Effects of Exposure to Small Pharmaceutical Promotional Items on Treatment Preferences,” *Archives of Internal Medicine*.
55. Miller, Elizabeth Gelfand, Mary Frances Luce, Barbara E. Kahn and Emily F. Conant (2009), “Understanding Emotional Reactions for Negative Services:

- The Impact of Efficacy Beliefs and Stage in Process, *Journal of Services Research*.
56. Dholakia, Utpal, Barbara E. Kahn, Randy Reeves, Aric Rindfleisch, David Stewart and Earl Taylor (2010), "Consumer Behavior in a Multichannel, Multimedia Retailing Environment," *Journal of Interactive Marketing*.
  57. French, Michael T., Jenny Homer, Shay Klevay, Edward E. Goldman, Steven Ullmann, and Barbara E. Kahn (2010), "Clinical, Economic and Policy Implications of a New Paradigm for Delivering Primary Care Medical Services," *Population Health Management*.
  58. R Khushaba, C. Wise, J. Louviere, S. Kodagoda, B. E. Kahn and C. Townsend (2013), Consumer Neuroscience: Assessing the Brain Response to Marketing Stimuli Using Electroencephalogram (EEG) and Eye Tracking, *Expert Systems with Applications*.
  59. Townsend, C. and B. E. Kahn (2014), "The "Visual Preference Heuristic:" The Influence of Visual versus Verbal Depiction on Assortment Processing, Perceived Variety, and Choice Overload," *Journal of Consumer Research*, February.
  60. Sevilla, J. and B. E. Kahn (2014), "The Effect of Product Shape Completeness on Size Perceptions, Preference and Consumption," *Journal of Marketing Research*, LI (February), 57-68.
  61. Kahn, B. E., A. Chernev, U. Bockenholt, K. Bundorf, M. Draganska, R. Hamilton, R. J. Meyer, and K. Wertenbroch (2014), "Consumer and Managerial Goals in Assortment Choice," *Marketing Letters*, 25 (3), 293-303.
  62. Martin, Lorena, J. F. Signorile, B. E. Kahn, A.W. Perkins, S. Ahn and A.C. Perry (2015), "Improving Exercise Adherence and Physical Measures in English-Speaking Latina Women," *Journal of Racial and Ethnic Health Disparities*, (March).
  63. A "Wide" Variety: The Effects of Horizontal vs. Vertical Product Display (with X. Deng, R. Unnava, and H. Lee) at *Journal of Marketing Research*, (2016).
  64. Anticipation of Future Variety Reduces Satiation from Current Experiences (with J. Sevilla and J. Zhang) at *Journal of Marketing Research*, (2016)
  65. Using Visual Design to Improve Customer Perceptions of Online Assortments, (sole authored), *Journal of Retailing (forthcoming)*

### 3. Other Articles

#### a. Refereed Chapters in Books

66. Kahn, B. E. and R. Meyer, "Modeling Customer Loyalty: A Customer-Based Source of Competitive Advantage," *The Interface of Marketing and Strategy*, Eds: G. Day, R. Wensley, and B. Weitz, JAI Press, 1990.
67. Meyer, R. and Kahn, B. E., "Probabilistic Models of Consumer Choice Behavior," *Handbook of Consumer Theory and Research*, Eds: T. Robertson

and H. Kassarian, Prentice-Hall, 1990.

68. Kahn, B. E. and C. Huffman, "Mass Customization," *The Handbook of Technology Management*, Ed: R. C. Dorf, CRC Press, Inc. 1998.
69. Kahn, B. E., "Variety: From the Consumer Perspective," *Research Advances in Variety Management*, Eds: C.S. Tang and T. Ho, Kluwer, 1998.
- 70.. Kahn, B. E. and A. Morales, "Choosing Variety," *Wharton on Making Decisions*, Eds: H. Kunreuther and S. Hoch, 2001.
71. Kahn, B. E. and R. Ratner, "Variety for the Sake of Variety? Diversification Motives in Consumer Choice," *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*, ed. S. Ratneshwar and David Glen Mick, London: Routledge, 2005.
- 72.. Kahn, B. E. and X.Deng, "Effects on Visual Weight Perceptions of Product Image Locations on Packaging," in *Sensory Marketing*, ed. Aradhna Krishna, New York: PSYCHOLOGY PRESS, 2009
73. Kahn, B. E., E. Weingarten and C. Townsend, "Assortment Variety: Too much of a good thing?" *Review of Marketing Research (RMR)*, Volume 10, 2013.

b. Refereed Proceedings

74. Kassarian, H. and B. E. Kahn, "The Ethical Standards of Business Students, Business Professors, and Business People (Abstract), *Western Marketing Educators' Association Conference Proceedings*, 1989.
75. Kassarian, H., W. Kassarian, and B. E. Kahn, "The Ethical Standards of Business People: Results of an Empirical Study and a Plea for Additional Research, *European Marketing Academy Conference Proceedings*, May 1990.
76. Kahn, B.E. "What I've Learning about Variety-Seeking," 2016 ACR Fellows Talk, Association for Consumer Research Proceedings (2016), Berlin

c. Other

- Kahn, Barbara, "Variety for Sale," *Chief Executive*, April 1993.
- Kahn, Barbara, "Brand Strategies and Consumer Behavior," *Financial Times*, 1998.  
Reprinted in: *Mastering Marketing: Complete MBA Companion in Marketing*, Pearson Education Limited, 1999.
- Kahn, Barbara, "How Consumers Cope with Information Overload," *Financial Times*, 1998. Reprinted in: *Mastering Marketing: Complete MBA Companion in Marketing*, Pearson Education Limited, 1999.
- Kahn, Barbara, "Turn Your Customers into Advocates," *Financial Times*, Oct. 9, 2000.  
Reprinted in: *Mastering Management 2.0: Your Single-Source Guide to*

- Becoming a Master of Management*, Pearson Education Limited, 2001
- Kahn, Barbara, "My view: Marketing in Troubled Economic Times," *Miami Herald*, June 8, 2009.
- Kahn, Barbara, "And the answer is: Innovation: The key is giving customers what they want before they even know they want it," *Poder*, August 28, 2009.
- Kahn, Barbara, "There's No Such Thing as a Free Lunch: Saavy companies with long-term views recognize that consumers have more in their control than money," *Poder*, October 2009.
- Kahn, Barbara, "To Coin a Fashion Term, Consumer Trust is the New Black: Rebounding in this economy will require new relationships with customers on all levels," *Poder*, November 2009.
- Kahn, Barbara, "Are We Finally on the Road to Recovery? When it comes to consumer behavior, there really is a difference between a glass half-full and a glass half-empty," *Poder*, February 2010.
- Kahn, Barbara, "Importance of Diversity in the Workforce: Companies should follow the example of IBM, which casts a wide net when it comes to gaining different perspectives," *Poder*, May 2010.
- Kahn, Barbara, "Dealing with Unexpected Disasters: The Best Strategy of a Well-Prepared Business Organization Begins with Thinking about the Unthinkable," *Poder*, August/September 2010.

## B. Research in Progress

75. The Use of Variety to Resolve Choice Difficulty When Choosing for Oneself vs. Others (with J. Laran and M. Tsiros)
76. FOMO: How the Fear of Missing Out Leads to Missing Out (with J. Rifkin and Cindy Chan)
77. Consumer Navigation of Hospital Performance Data (with J. Y. Jung, J Sun)

Articles Under Review – none

## C. Invited Papers

### 1. Conference Presentations

- Kahn, B. E., M. Kalwani, and D. Morrison, "Stochastic Models for Variety-seeking," National Meeting ORSA/TIMS, Orlando, FL, November 1983.
- Kahn, B. E. and D. Lehmann, "Bundle Selection: The First Stage in Sequential Choice Process," TIMS-Marketing Science Conference, March 1984, Chicago, IL.
- Kahn, B. E., D. Morrison, and D. Schmittlein, "Why and How Some Simple Models Work," National Meeting ORSA/TIMS, Dallas, TX, November 1984.
- Kahn, B. E. and D. Morrison, "Limitations of Panel Data in the Testing and Estimation of Choice Models," TIMS-Marketing Science Conference, Nashville, TN, March 1985.

- Glazer, R. and B. E. Kahn, "Certainty and Uncertainty in Risky Consumer Choice Contexts," Association for Consumer Research, Las Vegas, NV, October 1985.
- Glazer, R., B. E. Kahn, and B. Moore, "An Experiment in External Constrained Choice," Association for Consumer Research, Las Vegas, NV, October 1985.
- Kahn, B. E. and R. Glazer, "Testing Properties of Prospect Theory's Pi-Function in Consumer Choice Contexts, National Meeting ORSA/TIMS, Atlanta, GA, November 1985.
- Kahn, B. E. and R. Sarin, "Modeling Ambiguity in Probabilities in Decision-Making Under Uncertainty," ORSA/TIMS Marketing Science, Dallas, TX, March 1986.
- Kahn, B. E., M. Kalwani, and D. Morrison, "Is Your Brand An Uncola or the Real Thing: Finding Variety Seeking Brands Using Penetration and Usage Data, Joint National Meeting ORSA/TIMS, Miami Beach, FL, October 1986.
- Kahn, B. E., "Behavioral Decision Theory Issues in Consumer Behavior: Investigation of Ambiguity," 2nd Annual Behavioral Decision Research in Management Conference, Austin, TX, June 1987.
- Kahn, B. E. and K. Nakamoto, "Potential Limitations on Long-Term Advantages of Pioneering Brands: A Demand-Side Explanation," 1987 ORSA/TIMS Marketing Science Conference, Jouy-en-Josas, France, June 1987.
- Kahn, B. E., "A Theoretical Model of Interpurchase Times," National Meeting ORSA/TIMS, St. Louis, MI, October 1987.
- Huber, J., M. Holbrook, and B. E. Kahn, "The Impact of Congruent Information on Price Sensitivity," 1987 Association for Consumer Research Annual Conference, Boston, MA, October 1987.
- Glazer, R., B. E. Kahn, and W. Moore, "Order of Entry Effects in Hierarchical Models of Brand Choice," 1987 Association for Consumer Research Annual Conference, Boston, MA, October 1987.
- Glazer, R., B. E. Kahn, and W. Moore, "Referent and Asymmetric Effects in Hierarchical Models of Brand Choice," 1988 ORSA/TIMS Marketing Science Conference, Seattle, WA, March 1988.
- Kahn, B. E., "Effects of Marketing Environment on Brand-Loyal and Variety-Seeking Consumers," 1988 ORSA/TIMS Marketing Science Conference, Seattle, WA, March 1988.
- Kahn, B. E., "Effects of Couponing on Brand Choice," 1988 Annual Conference of Association for Consumer Research, Honolulu, HI, October 1988.
- Kahn, B. E. and J. Raju, "The Effects of Changes in Frequency and Depth of Promotions," 1989 ORSA/TIMS Marketing Science Conference, Durham, NC, March 1989.
- Kahn, B. E. and R. Meyer, "When Are New and Improved Products Worth the Price," 1989 ORSA/TIMS Marketing Science Conference, Durham, NC, March 1989.
- Kahn, B. E., "Effects of Price Promotions: An Experimental Approach," National Meeting of ORSA/TIMS, New York, NY, October 1989.
- Feinberg, F., B. E. Kahn, and L. McAlister, "Market Share Response When

- Consumers Seek Variety," 1989 Annual Conference of Association for Consumer Research," October 1989, Nashville, TN.
- Kahn, B. E. and R. Meyer, "Consumer Multiattribute Judgments under Weight Uncertainty," Annual Conference of Association for Consumer Research," Nashville, TN, October 1989.
- Burke, R., B. Harlam, B. E. Kahn, and L. Lodish, "Purchase Time Compression Study: Comparison of Laboratory Purchasing with Actual Purchasing Behavior," 1990 ORSA/TIMS Marketing Science Conference, Champaign-Urbana, IL, March 1990.
- Kahn, B. E. and A. Isen, "The Effect of Positive Affect on Variety-Seeking Behavior," Annual Conference of Association for Consumer Research," New York City, October 1990.
- Eliashberg, J., Kahn, B. E., and R. Meyer, "Modeling Ambiguity in Multi-Attribute Decisions," ORSA/TIMS Joint Conference National Meeting, October 1990, Philadelphia, PA.
- Kahn, B. E. and W. Ross, "An Experimental Look at How People Combine Forecasts," Marketing Science Conference, March 1991, Wilmington, DE.
- Kahn, B. E., "Interactions of Uncertainty and Positive Affect on Brand Switching Behavior," Marketing Science Conference, March 1991, Wilmington, DE.
- Kahn, B. E., and D. R. Lehmann, "Choice Among Menus," ORSA/TIMS Joint Conference, Anaheim, CA, October 1991.
- Kahn, B. E., and W. Ross, "How People Combine Forecast," Behavioral Decision Research in Management, Berkeley, CA, June 1992.
- Isen, A., and B. E. Kahn, "Interaction of Frame of Reference on Brand Switching Behavior and Positive Effect," Marketing Science Conference, July 1992, London, England.
- Corfman, K., and B. E. Kahn, "Are Two Heads Better Than One?," Marketing Science Conference, July 1992, London, England.
- Kahn, B. E., J. Huber, and M. Holbrook, "The Influence of Time Pressure on Choice," Annual Conference of Association for Consumer Research," October 1992, Vancouver B.C.
- Mitchell, D., Kahn, B. E., and Knasko, S., "The Effects of Ambient Odor on Decision-Making," Annual Conference of Association for Consumer Research, October 1993, Nashville, TN.
- Harlam, B. and B. Kahn, "The Effects of Price Promotions on Information Search, Choice Strategies and Brand Loyalty," Marketing Science Conference, Tucson, AZ, March 1994.
- Menon, S., B. Kahn, and R. Burke, "The Effects of Changing Situations on Variety-Seeking Behavior," Marketing Science Conference, Tucson, AZ, March 1994.
- Kahn, B. E., Huber, J., Holbrook, M. B., "The Effects of Price and Quality Attacks on Prior Favorite," Marketing Science Conference, Tucson, AZ, March 1994.
- Harlam, B. and B. E. Kahn, "The Effects of Price Promotions on Information Search, Choice Strategies and Brand Loyalty," Association for Consumer

- Research, Boston, MA, October 1994.
- Menon, S., and B. Kahn, "Impact of External Context on Variety-Seeking," Association for Consumer Research, Boston, MA, October 1994.
- Taylor, K. and B. Kahn, "Knowledge, Control and Accountability as Determinants of Ambiguity Seeking," Society for Consumer Psychology, 1995 Annual Conference, San Diego, CA, February 1995.
- Kahn, B. E., Ratner, R., and Kahneman, D. "Hedonic Planning vs. Local Maximization: Do Consumers Avoid Favorite Pleasures in Order to Protect Future Tastes," Assoc. for Consumer Research, Minneapolis, MN, October 1995.
- Huffman, C. and Kahn, B. E. "Variety for Sale: Mass Customization or Mass Confusion," Assoc. for Consumer Research, Minneapolis, MN, October 1995.
- Daellert, B. and Kahn, B. E., "How Tolerable is Delay," Marketing Science Conference, Berkeley, CA, March 1997
- Luce, M. F. and Kahn, B. E., "Use of Information in Low Probability, High Consequence Decisions," Marketing Science Conference, Berkeley, CA., March 1997.
- Ratner, R., Kahn, B. E. and Kahneman, D., "Differential Effects of Variety-Seeking on Experienced versus Remembered Utility," Association of Consumer Research, Denver, CO, October 1997.
- Kahn, B. E., M. F. Luce, and W. Moe, "Applications of Behavioral Decision Research to Social Exchange within Public Policy Domains," Association of Consumer Research, Denver, CO, October 1997.
- Kahn, B. E. and C. Huffman, "Consumer Decision Making Among High Variety Choice Sets," Behavioral Decision Research in Management, Miami, FL, June 1998.
- Ratner, R. and Kahn, B. E., "Social Influences in Variety-Seeking," Association for Consumer Research, Montreal, Canada, October 1998.
- Menon, S. and Kahn, B. E., "The Good Samaritan Company and the Skeptical Consumer: Can a Company do well by Doing Good?," Society for Consumer Psychology, St. Petersburg, FL, February 1999.
- Menon, S. and Kahn, B. E., "Corporate Sponsorship of Social Causes: Does It Help The Brand Image of the Sponsor?," Marketing Science Conference, Syracuse, NY June 1999.
- Kahn, B. E. and Wansink, B., "How Variety in Product Assortment Can Affect Consumption Quantity," Association of Consumer Research, Columbus, OH, October 1999 and INFORMS, Philadelphia, October 1999.
- Morales, Andrea and Kahn, B. E., "The "Combo Meal" Effect: How to Increase Variety without Really Trying," Association of Consumer Research, October 1999 and INFORMS, Philadelphia, October 1999.
- Menon, Satya and B. Kahn, "Cross-Category Effects of Stimulation on the Shopping Experience: An Application to Internet Shopping," Marketing Science Conference, Los Angeles, CA June 2000.

- Huffman, Cynthia and B. E. Kahn, "Variety for Sale: Mass Customization or Mass Confusion?," AMA Marketing Educators' Conference, Chicago, IL., August 2000.
- Kahn, B. E., Faculty Research Panel at ACR Consortium, ACR Conference, Salt Lake City, UT, October 2000.
- Morales, Andrea, L. McAlister, B. Kahn, C. Huffman and S. Broniarczyk, "Why Window Shopping isn't Really Shopping: The Need for Structure in Appreciating Variety," Society for Consumer Psychology, Scottsdale, AZ, February 2001.
- Kahn, B. E. and M. F. Luce, "Marketing, Corporate Social Initiatives, and the Bottom Line," MSI Conference at the University of North Carolina, Chapel Hill, NC, March 2001.
- Morales, Andrea and B. E. Kahn, "Customization of "Across Category" Bundles: Is the Sum of the Parts Greater than the Whole?," Association of Consumer Research, Austin, TX, October 2001.
- Kahn, B. E., Luce, M. F. and Miller, E. G., "Testing as information seeking: The Role of Stress," Association of Consumer Research, Austin, TX, October 2001.
- Nowlis, S., Kahn, B. E. and Dhar, R., "Coping with Ambivalence: The Effect of Removing a "Fence Sitting" Option on Consumer Attitude and Preference Judgments, Advanced Research Techniques Forum (A/R/T Forum), Vail, CO, June 2002.
- Kahn, B. E. and Wansink, B., "The Influence of Assortment Structure on the Relationship Between Variety and Consumption Quantities," Marketing Science Conference, Edmonton, Alberta, Canada, June 2002.
- Kahn, B. E., "BDT Research: The Role of Variety in Decision Making," Marketing Science Conference Consortium, Edmonton, Alberta, Canada, June 2002.
- Miller, E. G. and Kahn, B. E., "Shades of Meaning: The Effect of Color Names on Consumer Preferences," Association of Consumer Research, Atlanta, GA, October 2002.
- Miller, E. G., Luce, M. F. and Kahn, B. E., "*But I don't want to go*: When Wait Management Strategies Exacerbate Stress," Association of Consumer Research, Atlanta, GA, October 2002.
- Miller, E. G. and Kahn, B. E. "The Effects of Color Names on Consumer Choice," Marketing Science Conference, College Park Maryland, June 2003.
- Luce, M.F., Kahn, B. E. and Grasshoff, K., "Too Much Stress: The Negative Consequences for Screening Adherence," Association of Consumer Research, Toronto, Ontario, CANADA, October 2003
- Kahn, B. E. and Wansink, B. "The Influence of Assortment Structure on Perceived Variety and Consumption Quantities," Association of Consumer Research, Toronto, Ontario, CANADA, October 2003.
- Kahn, B. E., Luce, M. F., and Ramaswami, S., "Retail Assortment Variety: How Focus on "Assortment" versus the 'Item' Can Affect Justification



- Strategies,” Society for Consumer Psychology, San Francisco, CA, February 2004.
- Kahn, B. E., member of MSI Roundtable Discussion, Association for Consumer Research, and Discussant, MSI-sponsored Assortment Competition Session, Portland, OR, October 2004.
- Lee, M., Kahn, B. E., and Varghese, S., “Retrospective Preference for Variety: An Ease of Retrieval Perspective,” Society for Consumer Psychology, St. Petersburg, FL, February 2005. Also at Association for Consumer Research, San Antonio, TX, October 2005.
- Kahn, B. E. and Luce, M. F. “Repeated-Adherence Protection (RAP) Model: “I’m ok and it’s a hassle”” at Association for Consumer Research, San Antonio, TX October 2005.
- Grasshoff, K, Luce, M. F. and Kahn, B. E. “Approach vs. Avoidance & Emotion Coping Certainty,” at Association for Consumer Research, Orlando, FL, September 2006.
- Kahn, B. E. PRESIDENTIAL ADDRESS: “Moving the Needle:” Can ACR Help Increase Our Research Productivity? , at Association for Consumer Research, Orlando, FL, September 2006.
- Deng, X. and B. E., Kahn, “Is Your Product on the “Right” Side? Measuring Package’s Visual Weight,” at Society for Consumer Psychology, Las Vegas, NV, February 2007.
- Kahn, B. E. “Behavioral Research in Health Contexts,” AMA Consortium, Tempe, AZ May 2007.
- Luce, M. F. and B. E. Kahn, “Emotions, Certainty and Persuasive Appeals,” European Marketing Academy (EMAC), Reykjavik, Iceland, May 2007.
- Huang, Y., Hui, S. K. and B. E. Kahn, “Health Communications Effectiveness: Using Underlying Processes to Understand the Relationship between Health Risk Attitudes and Behavioral Intentions to Follow the Recommendations,” at Association for Consumer Research, Memphis, TN, October 2007.
- Grande, D., Frosch, D., Perkins, A. and B. E. Kahn, “The Branded Physician’s Office,” at Association for Consumer Research, San Francisco, CA, October 2008.
- Deng, X., B. E. Kahn and S. Michalski, “Package Image Location: A Perceptual Cue for Portion Size?” at Association for Consumer Research, Pittsburgh, PA, October 2009
- Deng, X, B. E. Kahn and S. Michalski, “How “Healthy Eating” Packaging Cues Affect Food Purchasing and Consumption Behavior,” Association for Consumer Research, St. Louis, WA, October 2011
- Townsend, C and B. E. Kahn, The Visual Preference Heuristic: Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose, JDM, November 2011
- Townsend, C. and B. E. Kahn, “The Visual Preference Heuristic and the Influence of Visual/Verbal Depiction on Perceived Assortment Variety,” Society for Consumer Psychology, Las Vegas, NV February 2012.

- Kahn, B. E. , “Assortment Variety: Too Much of a Good Thing?,” Marketing Science Conference, New York, NY, June 2012.
- Townsend, C and B. E. Kahn, “The Visual Preference Heuristic and the Influence of Visual vs. Verbal Depiction on Perceived Assortment Variety,” *BDRM* Conference, Boulder, CO, June 2012.
- Kahn, B. E., Louviere, J, Townsend, C and Wise, C., “Insights into Decisions from Neuroscience and Choice Experiments,” Association of Consumer Research, Vancouver, BC, October 2012.
- Sevilla, J and B. E. Kahn, “The Effect of Product Shape Closure on Perceptions of Quantity, Preference and Consumption,” Association of Consumer Research, Vancouver, BC, October 2012.
- Townsend, C. and B. E. Kahn, “The Visual Preference Heuristic and the Influence of Visual vs. Verbal Depiction on Perceived Assortment Variety,” Association of Consumer Research, Vancouver, BC October 2012.
- Deng, X., B. E. Kahn, R. Unnava, and H. Lee “A Wide Variety: The Effects of Horizontal vs. Vertical Product Display,” Society of Consumer Psychology, San Antonio, TX, February 2013.
- Sevilla, J, J. Zhang and B. E. Kahn, “Hoping for the Best: The Effect of Prospective Future Consumption on Satiation from a Current Experience,” Association of Consumer Research, Chicago, IL October 2013.
- Jung, Janice and B. E. Kahn, “Perceptions of Hospital Safety Records: Mean or Variance?” Association of Consumer Research, Baltimore, MD, October 2014.
- Weingarten, Evan, and B. E. Kahn, “Deciding Now and Later: The Benefit of Delay in Staged Decision-Making,” Association of Consumer Research, Baltimore, MD, October 2014.
- Weingarten, Evan and B. E. Kahn, “Choice Overload in Multi-Channel Environments: The Role of Deferred Trial,” Society for Consumer Research, Phoenix, AZ, February 2015.
- Rifkin, Jacqueline, Cindy Chan and B. E. Kahn, “FOMO: How the Fear of Missing Out Leads to Missing Out,” Association of Consumer Research, New Orleans, LA October 2015.
- Kahn, B. E., “What I Have Learned About Variety,” Society for Consumer Research, Tampa, FL, February 2016.
- Kahn, B. E., “What I have Learned about Variety: How does it relate to current issues about diversity?,” Association for Consumer Research, Berlin, Germany, October 2016

## 2. Presentations at Universities or Research Laboratories

- "System of Stochastic Models for Variety-Seeking and Reinforcement Behavior," at: University of Washington, University of Rochester, New York University, University of Pennsylvania, University of Chicago, Duke University, Cornell University, Yale University, and Northwestern University, October 1983.
- "Analysis of Panel Data: Specific Example – Variety-Seeking Model," Bell Labs,

New Jersey, February 1984.

"Aggregation of Individual Level Data to the Household Level," Yale University, September 1984.

"Consideration of Ambiguity in Risky-Choice Situations," University of Florida, March 1986.

"Ambiguity in Decision-Making," University of California, Irvine, April 1987

"The Effects of Couponing on Brand Choice Behavior for Brand Loyal and Variety-Seeking Consumers," University of Southern California/UCLA Colloquium, May 1988.

"The Effect of Price Promotion on Brand Choice Behavior."  
 New York University, September 1988  
 University of California Berkeley, October 1988  
 University of Pennsylvania, (Marketing Department), November 1988

"The Effects of Ambiguity in New Product Decisions."  
 Columbia University, October 1988  
 University of Pennsylvania, (Decision Science Dept.), November 1988

"Modeling Choice among Menus."  
 Cornell University, May 1988  
 Pennsylvania State University, May 1988

"Effects of Ambient Odor on Consumer Decision-Making,"  
 University of Florida Winter Research Camp, December 1993

"Relationship between Decision Time and Choice of Prior Favorite Brand under Price/Quality Attacks."  
 Washington University at St. Louis, February 1994  
 Decision Processes Group, The Wharton School, March 1994  
 Vanderbilt University, April 1994

Variety in Product Choices: Can Consumers Be Satisfied with Less?  
 Temple University, November 1994  
 Penn State University, November 1994  
 University of Michigan, December 1994  
 Cornell University, March 1995  
 Carnegie Mellon University, May 1995

Mass Customization or Mass Confusion?  
 Rutgers University, Camden, May 1995

Planning of Hedonic Choices Over Time  
 Duke University Research Camp, September 1995  
 University of Washington, April 1996  
 Rochester University, May 1996  
 UCLA, May 1996

How Tolerable is Delay?  
 University of Sydney, October 1996  
 University of New South Wales, October 1996

High Variety Strategies from the Consumer Perspective  
 UCLA, January 1997  
 MSI Conference, University of Arizona, March 1997

University of Miami, May 1997

The Role of Process Measures in Behavioral Decision Research  
University of Colorado, Boulder BDT Camp, October 1997

Mass Customization and High-Variety Strategies  
Texas Christian University, Fort Worth, Texas, April 1998  
Tsing Hua University, Beijing, China, June 1998

Avoidance or Vigilance: The Psychology of False Positive Test Results  
University of North Carolina, Chapel Hill, NC, March 1999

The Influence of Pleasure and Arousal on Internet Search and Purchase Behavior  
The Ohio State University Affect Camp, Columbus, Ohio, September 1999  
Yale University, New Haven, CT, February 2000

Why Consumers Seek Variety? Implications for Marketing Managers  
Lund Institute of Economics, Lund, Sweden, October 1999.

Testing Intentions Following False Positive Results  
Leonard Davis Institute, University of Pennsylvania, February 2000.

Impact of Perceived Variety on Consumption Quantity  
University of Pittsburgh, 7<sup>th</sup> Annual Marketing Camp, February 2001.

Influence of Test Results on Future Mammography Adherence  
University of North Carolina/MSI Conference, March 2001

Testing as Information Seeking in High Consequence Domains,  
Georgetown Marketing Camp, April 2002

Coping with Ambivalence: The Effect of Removing a “Fence Sitting” Option on  
Consumer Attitude and Preference Judgments, Singapore Management  
University, July 2002.

The Impact of Private vs. Public Consumption on Variety Seeking Behavior,  
Rotterdam School of Management Erasmus University Rotterdam, The  
Netherlands, November 2002.

The Effect of Color Names and Flavor Names on Consumer Choices, Singapore  
Management University, July 2003.

Consumer Behavior in Grocery Stores, Reims Management School, Reims,  
France, November 2003.

The Psychology of False Positive Results, Columbia University, Center for the  
Decision Sciences, New York, NY February 2004.

Variety for the Sake of Variety: Diversification Motives in Consumer Choice,  
Singapore Management University, July 2004

Retrospective Preference for Variety: An Ease of Retrieval Perspective,  
Buck Weaver Conference, Massachusetts Institute of Technology, Sept. 2004  
Harvard Business School, March 2005  
Baruch School, CUNY, April 2005.

Repeated-Behavior Protective Measures Model (RBPM): “I’m ok and it’s a  
hassle,” Journal of Public Policy and Marketing, Washington DC, 2005

“Helping Consumers Help Themselves: Improving the Quality of Judgments and  
Choices” Conference At Duke University, May 2005.

“Repeated Adherence Model (RAP), I’m ok and it’s a hassle,”

UCLA, May 2006  
 University of Tsukuba, Tokyo, Japan, December 2006  
 University of Maryland, College Park, MD, April 2007  
 University of Washington, Seattle, WA July 2007  
 Hebrew University, Jerusalem, Israel (at the MI7 Israeli Marketing  
 Conference), Dec. 30, 2007 – Jan. 2, 2008  
 “360 Degree View of Research Events.”  
 The Wharton School, University of Pennsylvania, May 2008, Wroe  
 Alderson Talk  
 “Is Your Product on the Right Side? The Location Effect on Consumer  
 Response to Package Design,”  
 University of Michigan, Sensory Conference, June 2008  
 Carey School of Business, Arizona State University, March 2009  
 Florida International University, April 2009  
 MSI-MIT Conference, February 2010  
 “Emotion, Certainty and Persuasive Appeals”  
 Ohio State University, May 2010  
 The Visual Preference Heuristic: Effects of Visual vs. Verbal Choice Set Depiction on  
 Perceived Variety, Complexity and Willingness to Choose  
 University of Technology, Sydney, August 2011  
 University of Maryland, October 2011  
 Brigham Young University, February 2013  
 Hands-On Applying Neuroscience in Consumer Research  
 University of Miami Neurological Conference, September 2012  
 Assortment Variety: Too Much of a Good Thing?  
 Tulane University, New Orleans, January 2013  
 UCLA Anderson School, UCLA, May 2013  
 Effects of Visual Attention on Perceived Variety and Likelihood to Purchase  
 Temple University, March 2014  
 A “Wide” Variety: The effects of Horizontal vs. Vertical Product Display on  
 Perceived Assortment Variety, Product Perception and Choice  
 George Washington University, November 2014  
 Managing Perceptions: Perceived Variety and Perceived Lightness and the Effects on  
 Choice and Consumption  
 Bocconi University, March 2015  
 Washington University (St. Louis), May 2015  
 Hebrew University, January 2016  
 Duke University, February 2016  
 University of Michigan (postponed)  
 Columbia University, June 2016  
 Western Ontario (November 2016)  
 Drexel University (December 2016)

## D. Editorial Activities

### 1. Editorial/Policy Board Memberships

*Marketing Science*, Area Editor, 1999 – 2003, Area Editor 2012-2014  
*Journal of Consumer Research*, Associate Editor, 2002-2005  
*Journal of Consumer Psychology*, Associate Editor 2005-2010  
*Journal of Retailing*, Guest Editor, special issue on Assortment Planning in Retail Channels (1997-99)  
*Journal of Marketing Research*, editorial board, 1989 – 1999  
*Marketing Letters*, editorial board, 1989 - 2006  
*Journal of Marketing*, editorial board, 1992 – 1998, Associate Editor 2011-2012, 2014-present  
*Marketing Science*, editorial board, 1992 – 2003; Emeritus editorial board, 2003-Present.  
*Journal of Consumer Research*, editorial board, 1996-present  
*Journal of Consumer Research*, policy board, 1992 - 2005 (vice president, 1994-1998, President 1/2002-1/2005.)  
*Journal of Consumer Psychology*, Task Force, 2003-2005  
*Review of Marketing Research*, editorial board, 2003-present  
Behavioral Marketing Advisory Board, SSRN, 2003-present  
*Journal of Behavioral Decision Making*, editorial board, 2004-2007

### 2. Ad Hoc Reviewing for Academic Journals

*Management Science*, *Journal of Business & Economic Statistics*, *Journal of International Marketing Research*, *Journal of Business Research*, *European Journal of Operations Research*, *Medical Decision Making*

### 3. Other Reviewing

Marketing Textbooks for Random House, Prentice Hall, Dryden and Dartnell, Press, 1986 - 1990

AMA Doctoral Dissertation Competition, 1988 – 1991, 1998, 1999

ACR, Program Committee, 1987, 1992, 1995, 1996, 1997, 1999 (int'l conf.), 2013

AMA Educator's Conference, Consumer Behavior Track 1989 - 1992; Marketing Research Track, 1989 - 1992, Advertising and Promotion, 1992, Marketing Strategy, 1994.

ACR Competitive Papers 1988 - 1992

## IV. PROFESSIONAL ACTIVITIES

### A. University-Related activities

## *UCLA*

Member, Legislative Assembly of UCLA Academic Senate (University level), 1985-87  
Coordinator, Marketing Area faculty recruiting, 1985-86  
Marketing Area Liaison with GSM Ph.D. office, 1987  
Member, AGSM Doctoral Board (School level), 1985-86, 1988

## *University of Pennsylvania*

### *University Level*

Elected to University Senate Executive Committee, 1992-94  
Elected to University Council, 1992-94  
Member, University Committee on Pluralism, 1993-94  
Member, University Committee on Academic Strengths, 1993-94  
Member, University Committee on Structure of Intellectual Inquiry, 94-95  
Senior Fellow, Leonard Davis Institute, 1999-present  
Member, Univ. Comm. on Undergraduate Strategic Planning, 2001-2002  
Member, University Comm. On Students and Educational Policy, 03-04

### *The Wharton School*

Member, Wharton School Executive Education Committee, 1992-93  
Elected to Committee on Academic Freedom and Responsibility, 1993-94  
Member, Wharton Undergraduate Curriculum Committee, 1993-96,  
Chair, 1995-96  
Member, Wharton Calendar Committee, 1994-95  
Member, Quinquennial Review Comm., Health Care Systems Dept., 1997-98  
Senior Fellow, Wharton Financial Institutions Center, 1996-98  
Member, Committee to Improve Learning Environment for Women, 1998-99;  
1999-2000  
Member, Quinquennial Review Comm., Management Department 1998-99  
Member, Personnel Committee, 1999-2001; Chair, 2000-2001  
Member, Ad Hoc Committee on School Initiatives, 2000-2001  
Chair, Review Comm. Of Financial Institute Center, 2001-2002  
Member, Senior Management Team, 2003-2007  
Member, Faculty Advisory Committee for Executive Education, 2004-06  
Dean's Advisory Council, 2011-2012  
Member, Executive Committee, Doctoral Program, 2013-2016  
Member, Family Life Committee, 2014-15  
Member, MOOC oversight Committee, 2015-

### *Marketing Department*

Chair, Recruiting Committee, 1997-98; Member, 1990-91, 1993-94, 1994-95,  
1999-00, 2002-03, 2011-15  
Chair, Curriculum Committee, 1991-92; Member, 1992-93

Member, Public Relations Committee, 1991-93  
Member, Doctoral Committee, 1992-1997, 1998-07, 2012-2016, Chair (2013-2016)  
Co-Chair, Advisory Board, 1993-95  
Co-Chair, Mid-Level Recruiting, 1995-96; 1999-00  
UG Advisor, 2011-2013

## B. Non-University Related Activities

### 1. Other Employment

Public Affairs Director, Northern Tier Pipeline Co., Seattle, WA, 1978 - 80  
Writer/Researcher, Stimpson Associates Advertising/Public Relations, Seattle, WA, 1975-78  
Reader, Doubleday/Literary Guild, New York, NY, 1974

### 2. Consulting

Expert Witness, City Attorney's Office, Consumer Protection Division, Los Angeles, CA 1987-88.  
GMAT test evaluator, ETS, Princeton, New Jersey 1984 – 1998.  
Consultant, United Parcel Service: Market Research Division, 1991 - 93; Strategic Marketing 1992 - 93  
Expert Witness, Bell Atlantic, Philadelphia, PA 1994  
Consultant, Cigna Insurance 1996  
Consultant, Fuhash Co. (for CitiBank and Chase Manhattan Bank), 1996- 1998  
Consultant, Independence Blue Cross, 1997 – 1998  
Consultant, SmithKline Beecham, 1998  
Consultant, State Farm Insurance, 1998  
Expert Witness, Greensfelder, Hemker & Gale, P.C. Attys at Law, St. Louis, Missouri, 1998-99  
Consultant, Grippio & Elden, Attorneys at Law, Chicago, IL, 2000-2001  
Consultant, First Union Securities, 2001  
Consultant, Intel, 2002  
Expert Witness, McCarter & English, Attorneys at Law, Newark, NJ, 2002  
Consultant, Astra Zeneca, 2003  
Expert Witness, Livgard & Rabuse, P.L.L.P., Minneapolis, MN, 2004  
Expert Witness, O'Melveny & Myers LLP, New York, NY 2009

## C. Professional Affiliations and Memberships

American Marketing Association, 1981 - 86, 1990 - present  
INFORMS (formerly TIMS), 1982 - present  
Association of Consumer Research, 1983 - present  
Society for Judgment and Decision-Making, 1987 - 2007  
Society for Consumer Psychology, 1992 - present  
Medical-Decision-Making, 1992 - 93



#### D. Service to Professional Associations

Member, Committee to Nominate Candidates for President of ACR, 1992.  
Member, Committee to Select O'Dell Winner, *Journal of Marketing Research*, 1994.  
Cluster Chair, for all Marketing Sessions, at TIMS/ORSA Joint National Meeting, Los Angeles, April 1995.  
Member, Sub-committee to select *JCR* Editor, 1995-96 (chair), 1998-99, 2001-02, 2004-5 (chair).  
Academic Trustee, Marketing Science Institute, 1998-2004  
Elected Treasurer, Association for Consumer Research, 1999  
Member, Committee to Select *Marketing Science* Editor, 2001  
Co-Chair, ACR Conference 2003, Toronto, 2002-2004  
Elected President, Association for Consumer Research, President-Elect, (2005), President, (2006), Past-President, (2007).  
Member, NSF Decision, Risk and Management Science (DRMS) panel, 2015-present

#### E. Membership on Boards (other than editorial)

##### Academic:

Member, *Journal of Consumer Research*, policy board, 1992 -2005  
(Vice President, 1994-1998, President 2002-2004)  
Member, Section Advisory Board, INFORMS Section on Marketing, 1996-2002  
Member, Advisory Board of Behavioral Marketing Abstracts, SSRN, 2002-2007  
Member, Task Force, *Journal of Consumer Psychology*, 2003-2005  
Member, Association of Consumer Research board of directors, 1999; 2005-2007  
Member, Sheth Foundation Board, 2014-

##### Industry

Member, Lydian Bank Advisory Board, Coral Gables, FL 2008-2011  
Member, Board of Directors, DEXCOM, San Diego, CA, 2011-

### V. GRANTS, HONORS AND AWARDS

#### A. University-Related

Nicholas and Suzanne Bachner Samstag Fellowship, Columbia University, (MBA program), 1980-82  
Doctoral fellowship in Marketing, Columbia University, 1982-84  
Beta Gamma Sigma, 1982 MBA; 1984 Ph.D., Columbia University  
UCLA summer research support, 1984-89  
Chancellor's Faculty Career Development Award, UCLA, 1988  
Wharton School Grant, summer salary support, 1990-2000  
David W. Hauck Award for Outstanding Teaching in the Undergraduate Division, 1999  
World's Best B-School Professors, Poets & Quants, 2012,  
<http://poetsandquants.com/2012/10/22/worlds-best-b-school-professors-barbara-kahn/>  
Voted winner of the Wharton "Iron Prof" Competition (MBA), The Wharton School, 2015

Voted winner of the Wharton “Biz Talks Competition (UG), The Wharton School, 2015

B. Professional

New York Chapter TIMS, "Management Science Student of the Year," 1982

AMA Doctoral Consortium Fellow, 1983

Marketing Science Institute Grant, 1990 (with B. Harlam and L. Lodish), \$5000.

Finalist for the O'Dell Award, 1991: Kahn, Kalwani, and Morrison, *Journal of Marketing Research* paper—1986

First Runner-Up for Best Article Award, *Journal of Retailing*, 1991: Kahn and Lehmann, “Modeling Choice among Assortments”

Consortium Faculty, AMA Consortium, 1992, 1993, 1994, 1995, 1999, 2001, 2003, 2006, 2007, 2013

Marketing Science Institute Grant, 1995 (with C. Huffman), \$5000.

John A. Howard Doctoral Dissertation Award (Advisor: Barbara Kahn, Candidate: Satya Menon), 1996

National Science Foundation Grant, Proposal No. #SBR-9730182, “The Subjective Value of Information in High-Stakes Domains: An Analysis of Patient Decisions to Obtain Diagnostic Testing,” (with M.F. Luce), 1998.

Renewed, 1999-2001

(Total Amount Funded: \$315,000)

Earl Dyess Lecturer, Texas Christian University, 1998

Nestles’ Lecturer, Lund Institute of Economics, 1999

2000 William R. Davidson Award, for article in the *Journal of Retailing*, 1998, Best Contribution to Theory and Practice in Retail Marketing, third prize, Huffman and Kahn, 1998, “Variety for Sale: Mass Customization or Mass Confusion?”

SCP-SHETH Dissertation Proposal Competition winner (Advisors: Barbara Kahn and Mary Frances Luce, Candidate: Elizabeth Miller), 2002

Marketing Science Institute Grant, 2003 (with K. Grashoff and M.F. Luce), \$3200

Wharton-SMU Research Center Grant (with S. Ramaswami) “Retail and Internet Assortment Variety Issues,” \$33,500. (2002)

Wharton-SMU Research Center Grant (with M. F. Luce and S.Ramaswami) “Retail Assortment Variety Issues: Conflict Resolution in Store versus Brand Choice,” \$66,000.(2003)

Wharton-SMU Research Center Grant (with S. Varghese and M. Lee), “Retrospective Preference for Variety: An Ease of Retrieval Perspective,” \$38,422.22. (2004)

Center of Excellence in Cancer Communication Research (CECCR), Annenberg School, University of Pennsylvania, \$15,000.

Leonard Davis Institute Pilot Project Grant, \$15,000, 2005

2007 Davidson Award for the Best article in *Journal of Retailing* 2005 (Volume 81) for “Perceptions of assortment variety: The effects of congruency between consumers’ internal and retailers’ external organization,” co-authored with Andrea Morales, Leigh McAlister and Susan M. Broniarczyk.

Finalist for Best Article award, *Journal of Consumer Research*, 2007, Kahn, B. E. and Wansink, B, “Impact of Perceived Variety on Consumption Quantity,” *Journal of Consumer Research*, March 2004, Vol 30 (4), 519-534.  
Wroe Alderson Speaker, 2008 (at The Wharton School, University of Pennsylvania)  
Fellow, Society for Consumer Psychology, February 2016  
Fellow, Association for Consumer Research, October 2016  
Marketing Science Institute Grant (with J. Rifkin and C. Chan), 2016

## **VI. MEDIA COVERAGE**

Quoted or Research Cited (a sampling):

### Wharton

*Wall Street Journal* (8/93), *WHYY/Radio Times* (1997), *NPR MarketPlace*, *Forbes* (12/2000, 11/03, 2/05), *Fast Company* (12/03, 12/06), *CMO* (12/04), *NJ Record* (12/04), *Washington Post* (12/04, 8/05) *Financial Times* (8/03), *Nightly Business Report* (10/03, 1/04), *Denver Post* (12/03), *Orlando Sentinel* (3/04, 6/05), *Philadelphia Inquirer* (5/04, 3/05, 8/05, 3/06), *CNN.Money* (11/04, 1/05), *AP* (9/04, 2/05), *New York Newsday* (2/05), *Fort Worth Star* (2/05), *Seattle Post Intelligencer* (2/05), *Bloomberg News* (11/04), *Seattle Times* (8/05), *New York Times Magazine* (7/05), *Vancouver Sun* (7/05), *Ottawa Citizen* (7/05), *Calgary Herald* (7/05), *Economic Times, India* (7/05), *Toronto Globe* (8/05), *Business Shrink* (Sirius Radio) (8/05), *Smart City* (NPR), 8/05, *Business Mexico* (5/04, 10/05), *Web India* (6/05), *St. Petersburg Times* (8/05), *US News and World Report* (11/05), *CNBC* (12/05; 12/06), *Here & Now*, *NPR* (12/05), *Baltimore Sun* (3/06, 5/06), *Advertising Age*(3/06), *Online Business Week* (5/06), *Modern Marvels*, *History Channel* (11/06).

### As Director of Baker Retailing Center (small sampling)

*Wall Street Journal* (2011, 2012, 2013, 2014, 2015), *Women’s Wear Daily* (2011, 2012, 2013, 2014), *NPR* (2011, 2012, 2013, 2014, 2015, 2016), *Reuters* (2011, 2012, 2013), *Time Magazine* (2011), *Financial Times* (2011, 2012), *CNBC* (2011, 2012, 2013, 2014), *Stores* (2011), *WCBS* (2011), *Philadelphia Inquirer* (2011, 2013, 2014, 2015, 2016), *INC* (2011), *Bloomberg Business Week* (2012), *New York Times* (2012, 2013, 2014), *Marketplace* (2012, 2013, 2014, 2015, 2016)

### University of Miami (small sampling)

*Miami Herald* (9/07; 10/07, 9/08, 11/08, 1/09, 2/09, 3/09, 4/09, 7/09, 11/09, 1/10, 2/10, 1/11), *World City Business Magazine* (07), *Miami Today* (6/07), *South Florida CEO* (7/07; 9/07), *Hispanic Business* (9/07), *Chicago Tribune* (12/07), *BusinessWeek.com* (4/08, 2/09), *WOR radio* (NYC), 3/08, *Times of India* (1/08), *Investor Business Daily* (5/08), *South Florida Business Journal* (3/09, 5/09, 7/09), *World City* (2/09), *El Nuevo Herald*(3/08, 1/09, 4/09, 9/09, 1/11), *New York Times* (8/17/09), *Smart Business Magazine* (7/09), *Nightly Business Report* (PBS)(6/09, 10/09, 8/09, 12/09), *Christian Science Monitor* (June 09), *Philadelphia Inquirer* (May 09), *Ocean Drive I*(11/10), *AmericaEconomia*(10/10), *Poder* (10/10, 8/10, 2/10, 9/09), *NBC Today Show* (July 8, 2010)

December 2016