

# **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  
M.Phil., Columbia University, Marketing  
M.B.A., Columbia University, Marketing  
B.A., University of Rochester, English Literature

### **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,  
Perelman School of Medicine, University of Pennsylvania, 2014 – Present.

Faculty, Graduate Group, Department of Psychology, School of Arts and Sciences,  
University of Pennsylvania, 2013 – Present.

Visiting Scholar, Stern School, New York University, September 2023 – June 2025.

Executive Director, Marketing Science Institute, Cambridge, MA, July 1, 2019 –  
December 31, 2021.

Visiting Scholar, Duke University, Fuqua School of Business, January – March 2017.

Director, Jay H. Baker Retailing Center, The Wharton School, University of Pennsylvania, Philadelphia, PA, January 2011 – July 2017.

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 (500 students/semester)

Consumer Behavior  
Strategic Brand Management  
Visual Marketing

2. Graduate Courses

Marketing Management (MBA, WEMBA)  
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)  
Visual Marketing (MBA)  
Luxury Branding and Retailing in Paris (MBA, WEMBA, UG)

3. Executive Education

*UCLA Executive Program*  
    Marketing Management  
    Quantitative Marketing Management  
    Marketing Research, Medical Marketing

*The Wharton School Executive Education*

*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

## Scaling Ventures

### *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, Hero, Novartis, Waze, Pepsico, Estee Lauder; Amgen, Verizon

### *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)  
 Shoptalk, Las Vegas (2017)  
 Nike, Beaverton, OR (2017; 2019; 2022)  
 Softek, Cancun. Mexico (2023)  
 Millennial Alliance, Austin TX (2024)  
 Vanguard, King of Prussia, PA (2024)  
 Getzler Henrich & Associates Event, NYC (2025)  
 Vision Sprint Event, Raleigh, NC (2025)  
 2025 RLC Global Forum, Riyadh, Saudi Arabia (virtual plenary), February 2025  
 Target, MN, February 2025

Industry and Academic Presentations related to book: *The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption* (and updated/expanded version)

XRC, New York, New York (August 2017)  
 NRF Video Interview, New York, NY (January 2018)  
 Wharton Joe Talks, Los Angeles and San Francisco Alumni (January 2018)  
 Wharton Alumni Retail Club, New York (January 2018)  
 Dexcom, Scottsdale, AZ (March 2018)  
 Delta Galil, New York, NY (March 2018)  
 Christiana Care, Wilmington, DE (March 2018)  
 Shoptalk, Las Vegas, NV (March 2018)  
 Retail Leaders Circle, Dubai (March 2018)  
 World Retail Congress, Madrid (April 2018)

University of Vienna, Vienna (April 2018)  
 Wharton Alumni Reunion, Philadelphia (May 2018)  
 Customer Insights Conference, Yale University, New Haven (May 2018)  
 Ramón Areces Foundation, Madrid, (May 2018)  
 Cotton On, Adelaide, Australia (June 2018)  
 Healthcare Innovation Forums, Baltimore (July 2018)  
 ISEM, Universidad de Navarra, New York (July 2018)  
 Unilever, Englewood, NJ (August 2018)  
 Advertising Week Conference, New York (October 2018)  
 Wharton NYC alumni club (October 2018)  
 Board of Trustees Meeting, Anne Arundel Medical Center, Annapolis, MD  
 (October 2018)  
 Retailing Speaker Series, Cox School of Business Retail Center,  
 SMU, Dallas (October 2018)  
 Grocery Shoptalk, Las Vegas, NV (October 2018)  
 LuluLemon West Coast Regional Managers Meeting, Palm Springs  
 (November 2018)  
 Creed, New York, NY (November 2018)  
 Columbus, OH Retailers Group (November 2018)  
 Penn-Wharton China Center (December 2018)  
 Future of Automotive Retail, Presented by Maritz, Naples, FL (February  
 2019)  
 Joe Talks, Wharton Alumni, Miami, FL (February 2019)  
 Cleinman Performance Partners, (Optomologists), St. Louis, MO (February-  
 April 2019)  
 RILA Retail Supply Chain Conference, Orlando, FL (February 2019)  
 ICSC Conference & Deal Making, Charlotte, NC (March 2019)  
 Shoptalk, Las Vegas (March 2019)  
 QSP Consultoria DeMarketing Porto, Portugal (March 2019)  
 Cowen Future of the Consumer Conference, New York (April 2019)  
 Trustees Council of Penn Women, Philadelphia (April 2019)  
 Richemont, New York (April 2019)  
 ACP Industry Coupon Conference, Orlando, FL (May 2019)  
 Perry Ellis, Miami, FL (May 2019)  
 Stifel Investment Banking Retail Seminar, New York City (May 2019)  
 Global DIY Summit, Dublin Ireland (June 2019)  
 Microsoft Digital Program, (June 2019)  
 Lululemon Regional and Store Managers, (June 2019, May 2020)  
 Avery, Montreal, Canada (June 2019)  
 Crescent Capital Partners, Sydney Australia (July 2019)  
 Circle K, Charlotte, NC (July 2019)  
 Cameron Village Merchants Association, Raleigh, NC (July 2019)  
 Teradata, Denver, CO (October 2019)  
 Asana Partners Leasing Summit, Dallas, TX (October 2019)

Nike, Beaverton, OR (October 2019)  
 Wharton Alumni Clubs, Shanghai and Beijing, China (November 2019)  
 CEIBS, Shanghai, China (November 2019)  
 Fresh Fresh, Shanghai, China, (November 2019)  
 JD, Beijing China, (November 2019)  
 Waze, (January 2020)  
 Microsoft LATAM (January 2020)  
 Organizational Frontlines Research, San Diego, CA (February 2020)  
 Wharton/Penn Southern California Alumni Group, Los Angeles, CA  
 (March 2020)  
 Intellus Health Summit, Philadelphia, PA (virtual), June 2020  
 Microsoft LATAM, September 2020, (virtual)  
 Softek, September, November 2020 (virtual)  
 MMG Advisors “Traditional and Digital Companies Converge to be  
 Everywhere Customers Want Them,” Look Ahead Webinar, February  
 2021 (virtual)  
 Retail Leaders Circle, MENA, “The Great Retail Reset” (Dubai, Virtual),  
 March 2021  
 Wharton Alumni Retail Club, April 2021, (New York, Virtual)  
 International Media Association (INMA), “What Consumer Behaviour  
 Changes Mean in a Post-Pandemic World,” *World Congress of New Media*,  
 May 2021(Virtual)  
 Nike, Portland, Oregon, May 2021 (Virtual)  
 Penn-China Center, Beijing June 2021 (Virtual)  
 Teradata, (Global), July 2021 (Virtual)  
 CEO Tech, Miami, FL, November 2021 (Virtual)  
 Origins (Global), January 2022 (Virtual)  
 Retailing Speaker Series, Cox School of Business Retail Center,  
 SMU, Dallas, March 2022  
 The European House, Ambrosetti, Milan, Italy, July 2022  
 ISEM, IESE, Universidad de Navarra, New York (July 2022)  
 Nike, Portland, Oregon (September, October 2022)  
 Softek Cancun, Mexico (February 2023)  
 Vanguard, Philadelphia (August 2024)  
 KeyNote at Getzler Henrich Consumer Products and Retail Practices,  
 NYC (January 2025)  
 Vision Source, Raleigh, NC (February 2025)

#### 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 Pennsylvania  
 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 – 2017  
 Hoori Rafieian, Drexel University, 2017 – 2018  
 Zhen Yang, Drexel University, 2018 – 2019  
 Jiani Xue, The Wharton School, 2023 – 2026  
 Jennifer Sun, Columbia University, 2024  
 Xinge Li, Drexel University, 2025-

*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)
- f) Retail Marketing Strategy (Course 1 in Omnichannel Retail Strategy Specialization), Wharton Online

### 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.
4. Kahn, B. E. (2018), *The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption*, Wharton Digital Press, Philadelphia, PA.
5. Kahn, B. E. (2021) *The Shopping Revolution: How Retailers Succeed in an Era of Endless Disruption Accelerated by Covid-19* (expanded and updated edition), Wharton School Press, Philadelphia PA.
6. Kahn, B. E. and E. N. Johnson (2025), *Visual Marketing: A Practical Guide to the Science of Branding and Retailing*, Routledge, UK.

##### Articles Published in Refereed Journals

7. 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.**
8. 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.
9. Kahn, B. E., D. Morrison, and G. Wright, "Aggregating Individual Purchases to the Household Level," *Marketing Science*, 5, 260-268, Summer 1986.
10. Farley, J., B. E. Kahn, D. Lehmann, and W. Moore, "Modeling the Choice to Automate," *Sloan Management Review*, 28, 5-16, Winter 1987.
11. Kahn, B. E., W. Moore, and R. Glazer, "Experiments in Constrained Choice," *Journal of Consumer Research*, 14, 96-113, June 1987.
12. Kahn, B. E., "A Theoretical Model of Interpurchase Times," *Applied Stochastic Models and Data Analysis*, 3, 93-109, June 1987.
13. Kahn, B. E. and R. Sarin, "Modeling Ambiguity in Decisions Under Uncertainty," *Journal of Consumer Research*, 15, 265-273, September 1988.
14. 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.
15. Kahn, B. E. and D. Morrison, "A Note on 'Random' Purchasing: Additional Insights from Dunn, Reader and Wrigley," *Applied Statistics*, 38, 111-114, 1989.
  16. Kahn B. E. and D. Schmittlein, "Shopping Trip Behavior: An Empirical Investigation," *Marketing Letters*, 1, 55-70, December 1989.
  17. 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.
  18. Kahn, B. E. and R. Meyer, "Consumer Multiattribute Judgments Under Attribute Weight Uncertainty," *Journal of Consumer Research*, 17, 508-522, March 1991.
  19. 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.
  20. Kahn, B. E., and J. Raju, "The Effects of Price Promotions on Variety-Seeking and Reinforcement Behavior," *Marketing Science*, 10, 316-337, Fall 1991.
  21. 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.**
  22. 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.
  23. 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.
  24. 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.
  25. 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.
  26. 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.
  27. 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.
  28. Kahn, Barbara E., "Consumer Variety-Seeking Among Goods and Services: An Integrative Review," *Journal of Retailing and Consumer Services*, 2:3, 1995, 139-48.
  29. 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.
30. 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.
  31. 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.
  32. Kahn, B. E., R. Ratner, and D. Kahneman, “Patterns of Hedonic Consumption Over Time,” *Marketing Letters*, 1997, 85-96.
  33. 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.
  34. Kahn, B. E., “Dynamic Relationships with Customers: High-Variety Strategies,” *Journal of the Academy of Marketing Science*, Vol. 26 (Winter), 1998, 45-53.
  35. 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.
  36. 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.
  37. 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.
  38. 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. Kahn, B. E., E. Weingarten and C. Townsend, "Assortment Variety: Too much of a good thing?" *Review of Marketing Research (RMR)*, Volume 10, 2013.
60. 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, 40(5), 993-1015.
61. 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.
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a. Refereed Chapters in Books

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b. Refereed Proceedings

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c. Other

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- Yang, Haiyang, B. Kahn, B. Sun, B. Schmidt, D. Dahl, K. Sudhir, M. Zhu, N. Fast, R. Belk,



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### C. Conference Presentations

#### 1. Refereed Conference Presentations

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- 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.
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- 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.
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- 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

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- Ratner, R. and Kahn, B. E., “Social Influences in Variety-Seeking,” Association for Consumer Research, Montreal, Canada, October 1998.
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- 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.
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- 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.
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- 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.
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- 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.
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- Grasshoff, K, Luce, M. F. and Kahn, B. E. "Approach vs. Avoidance & Emotion Coping Certainty," at Association for Consumer Research, Orlando, FL, September 2006.
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- 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.
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- 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.
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- 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.
- Kahn, B. E., "Using Consumer Research to Help Understand the current Political Environment: The Role of Variety and Diversity," Society for Consumer Research, Plenary Session, San Francisco, CA, February 2017.
- Rafieian, H, Y Huang and B. E. Kahn, "Variety Counts: How Variety is Perceived in the Presence of Self-Regulatory Goals," Association of Consumer Research, San Diego, CA October 2017.
- Rifkin, J., C. Chan, and B. E. Kahn, "The Effects of Fomo-Inducing Social Media Content on Consumer-Brand Relationships," Society for Consumer Research, Dallas, TX, February 2018.
- Rifkin, J, C. Chan and B. E. Kahn, " Wish You Were Here? The Effects of FOMO-Inducing Content on Brand Equity," CB-Sig, Bern, Switzerland, July 2019.
- Rifkin, J, C. Chan and B. E. Kahn, " Can Featuring Social Media Photographs of In-store Retail Events Cause FOMO?," Association of Consumer Research, Atlanta, GA October 2019.
- Yang, Zhen, Y. Huang, B. E. Kahn, J. He, "Understanding Consumers' Product Decisions when Shopping by Voice," Association of Consumer Research, Atlanta, GA October 2019.
- Rifkin, J, C. Chan and B. E. Kahn, " Can Featuring Social Media Photographs of In-store Retail Events Cause FOMO?," Society for Consumer Psychology, February 2020, Huntington Beach, CA.
- Kahn, B. E., "The Human Side of Marketing in an Age of Digital Transformation," AMA Winter Conference (virtual), February 2021.
- Kahn, B. E. and H. Rafieian, "More than Just the Spice of Life: Using Variety as a Signal for Change and Diversification," *Boutique Conference of Consumption Experiences*, Society for Consumer Psychology (SCP), Gainesville, FL, January 2022.

Kahn, B. E. and A. Wilson (2024), “More than 50 Years of Consumer Behavior Research: What will the Future Look Like?”, *Marketing in the Future Symposium*, Maastricht, The Netherlands, August 2024.

## 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)

University of Delaware (March 2017)

Hong Kong Polytechnic University (December 2017)

The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption

Vienna University of Business and Economics (April 2018)

University of South Australia (June 2018)

McGill University Bensadoun School of Retail Management (June 2019)

Georgia State University, Marketing Roundtable Meeting (November 2020, virtual)

FOMO: How the Fear of Missing out Leads to Missing out

University of Southern California (May 2018)

Southern Methodist University (October 2018)

Boston College (January 2019)

Leuven University/Antwerp (February 2019)

Emory University (January 2020)

Unleashing the Potential of Behavioral Approaches on Marketing Decisions:

Discussant

UTS Sydney, Australia, Sydney Marketing Research Camp (November 2020 virtual)

More than Just the Spice of Life: Using Variety as a Signal for Change and

Diversification

SMU, Dallas (March 2022)

University of Nebraska (March 2022)

Frankfort School of Finance and Management (Germany) (September 2022)

University of Bath, UK (May 2023)

NYU Stern (doctoral seminar) (October 2023)

Consumer Experience in an Era of Digital Disruption

Universidad Autonoma de Madrid (October 2023)

Variety Counts: How Pursuing Self-Regulatory Goals Impacts Variety Seeking,  
Baruch College, Zicklin School of Business (March 2024)

More than 50 Years of Consumer Behavior Research: What will the Future Look like?  
Erasmus University, Amsterdam (August 2024)

#### 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, 2018 – 2020.  
*Journal of Consumer Psychology*, Associate Editor 2005 – 2010, 2018 – 2021,  
2023 – Present.

*Journal of Association of Consumer Research*, Editor of Retailing Issue 2017 – 18  
*Journal of Retailing*, Guest Editor, special issue on Assortment Planning in  
Retail Channels 1997 – 1999.

*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 – 2017.

*Marketing Science*, editorial board, 1992 – 2003; Emeritus editorial board,  
2003 – Present.

*Journal of Consumer Research*, editorial board, 1996 – 2020.

*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, Editorial Board 2020  
– Present.

*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, 2021, 2023.  
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 – 1987.  
Coordinator, Marketing Area faculty recruiting, 1985 – 1986.  
Marketing Area Liaison with GSM Ph.D. office, 1987.  
Member, AGSM Doctoral Board (School level), 1985 – 1986, 1988.

###### *University of Pennsylvania*

###### *University Level*

Elected to University Senate Executive Committee, 1992 – 1994.  
Elected to University Council, 1992 – 1994.  
Member, University Committee on Pluralism, 1993 – 1994.  
Member, University Committee on Academic Strengths, 1993 – 1994.  
Member, University Committee on Structure of Intellectual Inquiry, 1994 –  
1995.  
Senior Fellow, Leonard Davis Institute, 1999 – Present.  
Member, Univ. Comm. on Undergraduate Strategic Planning, 2001 – 2002.  
Member, University Comm. On Students and Educational Policy, 2003 –  
2004.

###### *The Wharton School*

Member, Wharton School Executive Education Committee, 1992 – 1993.  
Elected to Committee on Academic Freedom and Responsibility, 1993 –  
1994.  
Member, Wharton Undergraduate Curriculum Committee, 1993 – 1996,  
Chair, 1995 – 1996.  
Member, Wharton Calendar Committee, 1994 – 1995.  
Member, Quinquennial Review Comm., Health Care Systems Dept., 1997 –  
1998.

Senior Fellow, Wharton Financial Institutions Center, 1996 – 1998.  
 Member, Committee to Improve Learning Environment for Women, 1998.  
 1999; 1999 – 2000.  
 Member, Quinquennial Review Comm., Management Department 1998 – 1999.  
 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 – 2006.  
 Dean's Advisory Council, 2011 – 2012.  
 Member, Executive Committee, Doctoral Program, 2013 – 2016.  
 Member, Family Life Committee, 2014-15.  
 Member, MOOC oversight Committee, 2015 – 2017.  
 Member, Wharton Digital Press board, 2017 – 2018.  
 Member, Faculty Advisory Committee for Executive Education, 2022 – 2024.

#### *Marketing Department*

Chair, Recruiting Committee, 1997 – 1998; Member, 1990 – 1991, 1993 – 1994, 1994 – 1995, 1999 – 2000, 2002 – 2003, 2011-15, 2017.  
 Chair, Curriculum Committee, 1991 – 1992; Member, 1992 – 1993.  
 Member, Public Relations Committee, 1991 – 1993.  
 Member, Doctoral Committee, 1992-1997, 1998 – 2007, 2012 – 2016, 2024-present; Chair 2013 – 2016.  
 Co-Chair, Advisory Board, 1993 – 1995.  
 Co-Chair, Mid-Level Recruiting, 1995 – 1996; 1999 – 2000; 2018 – Present.  
 UG Advisor, 2011 – 2013.

### B. Non-University Related Activities

#### 1. Other Employment

Public Affairs Director, Northern Tier Pipeline Co., Seattle, WA, 1978 – 1980  
 Writer/Researcher, Stimpson Associates Advertising/Public Relations, Seattle, WA, 1975 – 1978.  
 Reader, Doubleday/Literary Guild, New York, NY, 1974.

#### 2. Consulting

Expert Witness, City Attorney's Office, Consumer Protection Division, Los Angeles, CA 1987 – 1988.  
 GMAT test evaluator, ETS, Princeton, New Jersey 1984 – 1998.  
 Consultant, United Parcel Service: Market Research Division, 1991 – 1993;  
 Strategic Marketing 1992 – 1993.  
 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 – 1999.  
 Consultant, Grippo & 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 (Payment Card Interchange Fee and Merchant Discount Antitrust Litigation).  
 Consultant, BEHR, 2017.  
 Expert Witness, Arnold & Porter Kaye Scholoe and Paul Weiss, Rifkind Wharton & Garrison, 2019 – 2020 (Payment Card Interchange Fee and Merchant Discount Antitrust).  
 Expert Witness (Simon vs. Taubman State of Michigan, Case No. 2020-181675-CB), Wachtell, Lipton, Rosen, & Katz, New York, 2020.  
 Expert Services (Catalina Marketing Corporation v Quotient Technology, Case Number:21-000946-CI), 2023.  
 Expert Services, (Tops Holding II Corporation, et. al.), 2023.  
 Expert Witness, (re Payment Card Interchange Fee and Merchant Discount Antitrust Litigation), Case NO 05-md-01720 (VMS), 2022 – 2023.  
 Expert Witness, (BLST Northstar, LLC v Santander Consumer USA, Inc) Case No. 22-cv – 2210 (WMW/DJF), 2024.  
 Expert Services (Purdue Pharma L.P. at al v. AIG Specialty Insurance Company et al, Case No. 21-07005-rdd (Bankr. S.D.N.Y.) (“Purdue Adversary Proceeding”), 2024-.  
 Expert Witness, (The Collection LLC et.al. v Porsche Latin America INC, et. al. Case No. 2022-018640-CA-01) (44)), 2024-

#### C. Professional Affiliations and Memberships

American Marketing Association, 1981 – 1986, 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 – 1993.

#### 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 – 1996 (chair), 1998 – 1999, 2001 – 2002, 2004 – 2005 (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.
- Chair (including past and pre), CB-Sig (AMA), 2016 – 2018.
- Chair, ACR Fellows Committee, 2017– 2018.
- Ombudsmen, SCP 2019 – 2026.
- Member, SCP Fellows Committee, 2020 – 2022.
- Elected Director of Industry, Association of Consumer Research, 2023 – 2025.
- 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, 2023 – 2025.
- Member, Sheth Foundation Board, 2014 – 2020 (advisory board, 2021 – 2023)
- External Member, Committee for Appointments and Promotions, Bocconi University, 2023-2027
- Industry
- Member, Lydian Bank Advisory Board, Coral Gables, FL 2008 – 2011
- Member, Board of Directors, DEXCOM, San Diego, CA, 2011– 2024.
- Member, Board of Directors, MSI, Cambridge, MA 2019 – 2023.

## V. GRANTS, HONORS AND AWARDS

- A. University-Related
- Nicholas and Suzanne Bachner Samstag Fellowship, Columbia University, (MBA program), 1980 – 1982.
- Doctoral fellowship in Marketing, Columbia University, 1982 – 1984.
- Beta Gama Sigma, 1982 MBA; 1984 Ph.D., Columbia University.
- UCLA summer research support, 1984 – 1989.
- 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.  
 Wharton Teaching Excellence Award, Academic Year 2019 – 2020.  
 Wharton Teaching Excellence Award, Academic Year 2021 – 2022.  
 Wharton Teaching Excellence Award, Academic Year 2022 – 2023.  
 Wharton Teaching Excellence Award, Academic Year 2023 -- 2024.

#### 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) \$10,000, 2016.

CBSIG Award: Lifetime Achievement, 2023 – 2024.

Top Retail Expert, Rethink Retail, 2025

## VI. MEDIA COVERAGE

**Co-host (with Americus Reed), Marketing Matters, Sirius XM 132. Podcasts of show on Knowledge@Wharton**

Quoted or Research Cited (a small 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 – 2017, 2013, 2014, 2015, 2016, 2017)

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* (6/09), *Philadelphia Inquirer* (05/09), *Ocean Drive I* (11/10), *AmericaEconomia* (10/10), *Poder* (10/10, 8/10, 2/10, 9/09), *NBC Today Show* (7/08/2010)

For The Shopping Revolution or retail related (small sampling):

*Wharton@Work* (8/18), *Total Retail* (8/18, 2020), *CNN* (7/18), *Racked* (7/18), *Forbes* (7-8/18), *FM News 101* (7/18), *Business Standard* (7/18), *Salon* (6/18), *Luxury Daily* (6/18), *Kirkus Reviews* (6/18), *Knowledge@wharton* (6/18, 2020), *CNBC* (6/18), *Voice America* (5/18), *Forbes* (5/18), *Wharton Magazine* (4/18), *Glamour* (7/18), *Retail Dive* (6/18, 2020), *AdWeek* (5/18), *New York Times* (9/18, 10/18), *Bloomberg* (9/18), *CNBC* (10/18), *Drum* (10/18, 2020), *A1 NPR* (11/18, 2019,2020), *WWD* (2020), *NYT* (2020), *Washington Post* (2019, 2020)

Radio: 3/26/18: OMNY FM, The Business Breakfast Show, clip 5/22/18: WHO-AM, Live with Jeff Angelo, clip 5/25/18: WPHM, Paul Miller, AM Talk Radio, clip 5/25/18: Need to Know with Jeff Angelo, clip 5/25/18: Wake Up Call, AM/FM Talk Radio, 5/29/18: KGO Technomics, no clip 5/29/18: School for Startups Radio, nationally syndicated, no clip 5/29/18: Biz Talk Radio Network, nationally syndicated, no clip 5/29/18: KCEP-FM, Enterprising People show, clip 5/30/18: KAHN-AM, Mary Jane Popp show, no clip 6/4/18: KABC-AM, Live with Doug McIntyre, clip 6/5/18: Entercom-Riverside, Steven John Martinez show, no clip 6/6/18: Maryland News Network, no clip 6/7/18: The Capital City Recap with Ed Rivet clip 6/22/18: WGTD-FM, Radio Show with Greg Berg, NPR affiliated, clip

January 2025