

## CAIT LAMBERTON

September 2020

Alberto I. Duran Presidential Distinguished Professor

The Wharton School, University of Pennsylvania

<http://ssrn.com/author=1212493>

catlam@wharton.upenn.edu

---

### EDUCATION

Ph.D. Business Administration (Marketing), University of South Carolina, 2008

M.B.A, University of South Carolina, 2006

B.A., English, Wheaton College, Illinois, 1999

### EMPLOYMENT HISTORY

Assistant Professor & Fryrear Fellow, Marketing, University of Pittsburgh; 2008-2014

Associate Professor & Fryrear Endowed Chair, Marketing, University of Pittsburgh; 2014-2019.

Alberto I. Duran President's Distinguished Professor, Marketing, University of Pennsylvania, July 2019-present.

### AFFILIATIONS, HONORS AND AWARDS

Marketing Science Institute Scholar, 2020

University of Pennsylvania Fellow, 2020-2021

*Journal of Marketing* Advisory Board Member, 2020

AMA/EBSCO Responsible Research in Marketing Award, 2020

Thomas P. Kinnear Award for Best Article in the *Journal of Marketing & Public Policy*, 2020

Commission Member, Committee to Reduce Food Waste, *National Academies of Science*, 2019-2020

Outstanding Senior Editor, *International Journal of Research in Marketing*, 2018

Government/Policy Liaison for the *Association for Consumer Research* Board, 2018

Lazaridis Prize, American Marketing Association, 2017

Hunt/Maynard Award for Best Paper in *Journal of Marketing*, 2016 (with Andrew Stephen)

AMA-Sheth Doctoral Consortium Faculty Fellow, 2011, 2014, 2015, 2016, 2018, 2020

Erin Anderson Award, given to the American Marketing Association's top Emerging Female Scholar and Mentor, 2016

Poets & Quants "Top 40 Business School Professors under 40", 2015; Fortune's "Top 10," 2015

Association for Consumer Research's Transformative Consumer Research Grant for Emerging Women in Marketing Conference, 2014 and 2015 (with June Cotte and Joan Ball)

Best Reviewer Award, *Journal of Consumer Research*, 2014

Honorable Mention, Robert Ferber Award (*Award for best dissertation-based paper appearing in the Journal of Consumer Research*) 2014

Early Career Contribution Award, Association for Consumer Research, 2013

Affiliated Researcher, White House Social and Behavioral Sciences Team, Sept 2013-May 2014  
Marketing Science Institute Young Scholar, 2013  
Ben L. Fryrear Faculty Fellow, University of Pittsburgh, 2010-2016  
Katz Excellence in Research Award, 2009-2010, 2012-2013, 2014-2015, 2016-2017  
Teacher of the Year, Katz Graduate School of Business/CBA, 2009-2010  
Dean's Teaching Award, University of Pittsburgh, 2008-2009, 2009-2010, 2010-2011, 2012-2013, 2014-2015, 2015-2016, 2016-2017  
Top Undergraduate Teacher in the Marketing Major, University of Pittsburgh, 2008-2009, 2009-2010, 2012-2013  
W. Pierce Liles Outstanding Doctoral Student Award, University of South Carolina, 2008 UMI Outstanding Dissertation Award, University of South Carolina, 2008  
MSI Alden G. Clayton Dissertation Proposal Competition, Honorable Mention, 2007  
George M. Reeves Memorial Fellow, University of South Carolina, 2007  
Centennial Fellow Finalist, University of South Carolina, 2007  
AMA-Sheth Doctoral Consortium Fellow, 2005  
MSI - JCP Research Competition on "Product Assortment and Variety- Seeking in Consumer Choice," Honorable Mention (with Kristin Diehl), 2004

## **PUBLICATIONS**

1. Schneeman et al. (2020), "A National Strategy to Reduce Food Waste at the Consumer Level. National Academies of Sciences, Engineering, and Medicine," Washington, DC: The National Academies Press. <https://doi.org/10.17226/25876>.
2. Sarkees, Matthew, Paula Fitzgerald and Cait Lamberton (2020), "The Pandemic Ripple Effect: Understanding Marketing and Public Policy Opportunities in the Pharmaceutical Industry," *Journal of Public Policy & Marketing*, August.
3. Lamberton, Cait and Kelly Goldsmith (2020), "A Perennial Prize or a Fading Goal? A Curation, Framework and Agenda for Future Research," *Journal of Consumer Research*, August.
4. Lamberton, Cait, "Reflective Self-Control in Self-Control Scholarship: A Peircean Analysis," (2019), *Journal of Consumer Psychology*, October.
5. Liu, Peggy, Cait Lamberton and Kelly Haws (2019), "The Aggregated Extremes Effect: Not All Routes to 'Balanced' Bundles are Equally Appealing" *Journal of Consumer Psychology*.

6. Echhardt, Giana, Mark Houston, Baojun Jiang, Cait Lamberton, Aric Rindfleisch and Giorgos Zervas (2019), "Marketing in the Sharing Economy," *Journal of Marketing*.
7. Lamberton, Cait (2019), "Toward a Dignity Architecture: The Critical Challenges of Stigmatized-Identity Cues for Consumer Psychology," *Journal of Consumer Psychology*.
8. Rose, Alexander, Randy L. Rose and Cait Lamberton (2019), "How Economic Tropes Influence Attitudes toward Resource Circulation Systems," *Journal of Non-Profit & Public Sector Marketing*.
9. Lauren Grewal\*, Jillian Hmurovic\*, Cait Lamberton, and Rebecca Walker Reczek (2019), "The Self-Perception Connection: Why Consumers Devalue Unattractive Produce," *Journal of Marketing*, January.
10. Liu, Peggy J., Cait Lamberton, James R. Bettman, and Gavan J. Fitzsimons (2018), "Delicate Snowflakes and Broken Bonds: A Conceptualization of Consumption-Based Offense," *Journal of Consumer Research*, 1-29. (Lead article)
11. Lamberton, Cait, Jan-Emmanuel De Neve, and Michael Norton (2018), "The Power of Voice in Stimulating Morality: Eliciting Taxpayer Preferences Increases Tax Compliance," *Journal of Consumer Psychology*, 28 (2), 310-328.
12. Leana, Carrie, Jirs Meuris and Cait Lamberton (2018), "More Than A Feeling: The Role Of Empathetic Care In Promoting Safety In Health Care," *Industrial and Labor Relations Review*, 71 (2), 394-425.
13. Lamberton, Cait, Kirk Kristofferson and Darren W. Dahl (2018), "Can Brands Squeeze Wine from Sour Grapes? The Importance of Self Esteem in Understanding Envy's Effects," *Journal of the Association for Consumer Research*, 3 (2), 229-239.
14. Nikolova, Hristina, Cait Lamberton and Nicole Coleman (2018), "Stranger Danger: When and Why Consumer Dyads Behave Less Ethically Than Individuals," *Journal of Consumer Research*, 45 (1), 90-108.
15. Lamberton, Cait and Ron Hill (2018), "Beyond the Risky Gamble: A Framework for Consumer Research in Real-World Risk," *Journal of the Association for Consumer Research*, 3 (1), 1-6.

16. Schultz, A. Lamberton, C. Nielsen, J. (2017), "Does Pulling Together Lead to Falling Apart? The Self-Regulatory Consequences of Cooperative Orientations for the Self-Reliant." *Journal of Business Research*, (81), 70-79.
17. Grant, Donnelly, Cait Lamberton, Rebecca Reczek and Michael Norton (2017), "Social Recycling Transforms Unwanted Goods into Happiness," *Journal of the Association for Consumer Research*, 2 (1), 48-63.
18. Michael R. Sciandra, Cait Lamberton, and Rebecca Walker Reczek (2017) "The Wisdom of Some: Do we Always Need High Consensus to Shape Consumer Behavior?" *Journal of Public Policy & Marketing*, 36 (1), 15-35.
19. Lamberton, Cait and Andrew Stephen (2016)\*, "A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry," October, *Journal of Marketing*.  
Winner: *Hunt/Maynard Award for best paper in the Journal of Marketing and American Marketing Association Lazaridis Prize*.
20. Block, Lauren, Mira Birau, Amir Grinstein, Kelly Haws, Punam Keller, Monica LaBarge, Cait Lamberton, Ellen Moore, Ellen Moscato, Rebecca Reczek, Andrea Tangari and Beth Vallen (2016), "The Squander Sequence: Understanding Food Waste at Each Stage of the Consumer Decision Making Process, *Journal of Public Policy & Marketing*, 35 (2), 170-184. Winner, 2020 *Thomas P. Kinneer Award*.
21. Nikolova, Hristina and Cait Lamberton (2016), "Men and the Middle: Gender Differences in Dyadic Compromise Effects," *Journal of Consumer Research*, October.
22. Lamberton, Cait, Paula Fitzgerald and Mike Walsh\* (2016), "Will I Pay for Your Pleasure? Consumers' Perceptions of Negative Externalities and Responses to Pigovian Taxes," *Journal of the Association for Consumer Research* 1 (3), 355-377.
23. Lamberton, Cait (2016), "Collaborative Consumption: A Goal-Based Framework," *Current Opinion in Psychology*, 10, 55-59.
24. Dzoghleva, Hristina, Cait Lamberton and Kelly L. Haws (2015), "Haunts or helps from the past: Understanding the effect of recall on current self-control," *Journal of Consumer Psychology*, 26 (2).

25. Liu, Peggy, Cait Lamberton and Kelly L. Haws (2015), "Should Firms Use Small Financial Benefits to Express Appreciation to Consumers? Understanding and Avoiding Trivialization Effects," *Journal of Marketing*, 79 (May), 74-90.
26. Liu, Peggy, Kelly L. Haws, Cait Lamberton, Troy Campbell and Gavan Fitzsimons (2015), "Virtue-Vice Bundles," *Management Science*, 61 (1), 204-228.
27. Diehl, Kristin, Erica van Herpen and Cait Lamberton\* (2015), "Organizing Products with Complements versus Substitutes: Effects on Store Preferences as a Function of Effort and Assortment Perceptions," *Journal of Retailing*, 91, (1), 1-18. (Lead article)
28. Dzoghleva, Hristina and Cait Lamberton (2014), "Should Birds of a Feather Flock Together? Understanding Self-Control Decisions in Dyads," November, *Journal of Consumer Research*.
29. Lamberton, Cait, Carrie Leana and John Williams (2014), "Measuring Empathetic Care: Development and Validation of a Self-Report Scale," *The Journal of Applied Gerontology*.
30. Lamberton, Cait and Kristin Diehl (2013) "Retail Choice Architecture: The Effects of Benefit- and Attribute-Based Assortment Organization on Consumer Perceptions and Choice," *Journal of Consumer Research*, 40 (3), 393-411. (Lead article). *Honorable mention, JCR Ferber Award, 2014.*
31. Lamberton, Cait (2013), "A Spoonful of Choice: How Allocation can Increase Satisfaction with Tax Payments," *Journal of Public Policy and Marketing*. *Winner, AMA/EBSCO Responsible Research in Marketing Award, 2020.*
32. Norton, David A., Cait Lamberton and Rebecca Naylor (2013)\*, "The Devil you (Don't) Know: The Effects of Interpersonal Ambiguity in Competitive Contexts," *Journal of Consumer Research*, August.
33. Lamberton, Cait Poynor, Rebecca Naylor and Kelly Haws (2013), "Same destination, different paths: When and how does observing others' choices and reasoning alter confidence in our own choices?," *Journal of Consumer Psychology*, January, 74-89.
34. Naylor, Rebecca, Cait Poynor Lamberton and Patricia West\* (2012), "Beyond the "Like" Button: The Impact of Mere Virtual Presence on Brand Evaluations and

- Purchase Intentions in Social Media Settings," *Journal of Marketing*, November, 105-120.
35. Lamberton, Cait Poynor and Randy Rose (2012), "When Is Ours Better Than Mine? A Framework for Understanding and Altering Participation in Commercial Sharing Systems," *Journal of Marketing*, July, 109-125.
  36. Naylor, Rebecca Walker, Cait Poynor Lamberton and David Norton\* (2011), "Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Persuasion," *Journal of Marketing Research*, August, 617-631.
  37. Poynor, Cait and Stacy L. Wood (2010), "Smart Subcategories: How Assortment Formats Influence Consumer Learning and Satisfaction," *Journal of Consumer Research*, June, 159-168.
  38. Diehl, Kristin and Cait Poynor (2010)\*, "Great Expectations?! Assortment Size, Expectations and Satisfaction," *Journal of Marketing Research*, April.
  39. Poynor, Cait and Kelly Haws (2009)\*, "Lines in the Sand: The Role of Motivated Categorization in the Pursuit of Self-Control Goals," *Journal of Consumer Research*, February, 772-787.
  40. Haws, Kelly and Cait Poynor (2008)\*, "Seize the Day! Encouraging Indulgence for the Hyperopic Consumer," *Journal of Consumer Research*, December, 680-691.

#### EDITED VOLUMES AND CHAPTERS

- Reczek, Rebecca Walker and Cait Lamberton (2014), "Novel Phenomena, Evolving Frameworks: Exploring Social Influence in the Online World," *International Handbook of Consumer Psychology* (Taylor and Francis), edited by Cathrine Jansson-Boyd and Magdalena Zawisza.
- Norton, Michael, Derek Rucker and Cait Lamberton\* (2015), Eds., *Handbook of Contemporary Consumer Psychology*, (Cambridge).
- Lamberton, Cait (2015), "Consumer Sharing: Collaborative Consumption, from Theoretical Roots to New Opportunities," in M. Norton, D. Rucker and C. Lamberton, Eds., *Handbook of Consumer Psychology*, (Cambridge.)

Lamberton, Cait (2018), "Sharing 2.0: Commercial Opportunities in the Developed Collaborative Economy," in *The Rise of the Sharing Economy*, P. Albinsson and B. Yansanthi Perera, Eds.(Praeger).

Kovacheva, Aleksandra and Cait Lamberton (2018), "Whose Experience is it, anyway? Psychological Ownership and Enjoyment of Shared Experiences," in *Psychological Ownership and Consumer Behavior*, J. Peck and S. Shu, Eds. (Springer).

Hill, Ronald Paul, Cait Lamberton and Jennifer Swartz (2018), "Mapping Out Marketing: Navigation Lessons from the Ivory Trenches," (Routledge.) *Compiled as a fundraiser for the Ph.D. Project, in cooperation with the American Marketing Association.*

Nikolova, Hristina and Cait Lamberton (2020), "No (Wo)Man is an Island: Dyadic Decision-Making and Identity Conflict," in *Identity and Consumer Behavior*, Eds. Americus Reed and Mark Forehand.

Lamberton Cait and Ashlee Humphries (2020), "Social Media," for *Handbook of Consumer Psychology*, forthcoming.

#### **EXTERNAL GRANT-SUPPORTED RESEARCH**

Co-Principal Investigator with Ben Castleman, "Pilot Study: Investigating the role of informational, emotional, and contextual factors in how students approach college search," *Google*, (\$35,000)

Co-Principal Investigator with Ben Castleman, "National Nudge Campaign to Improve College Affordability and FAFSA completion," *Dell Foundation, Arnold Foundation, The Common Application & Heckscher Foundation for Children* (\$599,947)

Co-Principal Investigator with Carrie Leana, "The Effects of Employment-Status Congruence, Worksite Context and Formalization on Caregiver and Recipient Outcomes in Long-Term Care," *Russell Sage Foundation* (\$159,477)

Marketing Science Institute Research Grant #4-1342, Primary Investigator, "The Psychology of Category Design: How Product Groupings Influence Consumer Decision Making, Price Sensitivity, and Brand Strength." (with Kristin Diehl).

#### **SERVICE TO THE FIELD**

##### ***Editorial service***

Associate Editor, *Journal of Marketing*, starting January 2019

Associate Editor, *Journal of Consumer Psychology*, January 2015-January 2018, January 2021-  
Associate Editor, *Journal of Consumer Research*, starting January 2016  
Special Issue Co-Editor, with Ronald Paul Hill, *Journal of the Association for Consumer Research*  
Senior Editor, *International Journal of Research in Marketing*, February 2016-October 2018  
Editorial Review Board, *Journal of Consumer Research*, starting July 2012  
Editorial Review Board, *Journal of Consumer Psychology*, starting July 2013  
Editorial Review Board, *International Journal of Research in Marketing*, starting May 2013  
Ad-hoc reviewer for *Journal of Marketing Research*, *Journal of Retailing*, *Journal of the Association for  
Consumer Research*, *Journal of Public Policy and Marketing*  
Program Committee, *Society for Consumer Psychology Conference*, 2010; 2015  
Program Committee, *Association for Consumer Research Conference*, 2009, 2013, 2016; Associate  
Editor for Competitive Papers, 2015  
Poster Curator, *Association for Consumer Research Conference* 2013.  
Reviewer, *AMA Summer Educator's Conference*, 2009-2012; *Marketing and Public Policy  
Conference*, 2011, 2017

### ***Mentoring and Leadership***

Co-creator and facilitator (with Rebecca Walker Reczek), Author Development Workshop, *Journal  
of Consumer Research*, Pittsburgh, November 2018, Savannah, February 2019.  
Co-chair (with Rebecca Walker Resczek and Karthik Easwar), *Marketing & Public Policy  
Conference*, Columbus, 2018.  
Co-chair (with Ryan Hamilton), *Society for Consumer Psychology Winter Conference*, Dallas,  
2018.  
Co-chair (with Nancy Sirianni), *Mid-Career Mentorship Program*, *American Marketing  
Association Summer Conference*, 2017.  
Co-chair (with Hope Schau), *Association for Consumer Research Doctoral Symposium*, Berlin,  
2016  
Co-chair and organizer (with June Cotte and Joan Ball) and organizer, *Emerging Women in  
Marketing Leadership Conference*, sponsored by the *Association for Consumer Research*,  
New York, 2015 and 2016  
Co-chair (with Kelly L. Haws), *Society for Consumer Psychology/American Psychological Association  
Summer Conference*, Denver, Colorado, planned summer 2016.  
Co-chair (with Kelly L. Haws), *Association for Consumer Research Mid-Career Mentorship Program*,  
October 2014  
Co-chair (with Michael I. Norton), *Society for Consumer Psychology Doctoral Symposium*, February  
2014  
Co-chair (with Andrew Stephen), *Marketing Science Institute Social Media Workshop*, August 2013  
Co-chair (with Andrew Stephen and Don Lehmann), *Marketing Science Institute Social Media and  
Social Influence Grant Competition*, 2014

Consumer Behavior Track Co-Chair (with Kelly L. Haws), *Summer Marketing Educators' Conference*, American Marketing Association, 2011 and 2012.

AMA-Sheth Consortium Faculty Fellow, 2011 (Oklahoma State), 2014 (Northwestern University), 2015 (London Business School).

Co-author (with Mark Houston) of "Preparing for Success as a New Assistant Professor," for AMA DocSig's career handbook

Presenter (with Selin Malkoc), "Social Tools and Career Success," *Society for Consumer Psychology Doctoral Consortium*, Phoenix, February 2015.

Panelist, "Starting Your Career Strong: Advice from a Panel of MSI Young Scholars," Summer AMA, Boston, 2013.

Speaker, "Working with MSI on Dissertation Research," Sheth Doctoral Consortium, 2011.

Panelist, "Managing your Career," ACR Doctoral Consortium, *Association for Consumer Research*, New Orleans, 2015; also data scrum participant.

Panelist, "Advisor-Advisee Relationships," ACR Doctoral Consortium, *Association for Consumer Research*, Jacksonville, 2010.

#### MENTORSHIP AND ADVISING

##### **Co-advisor and Dissertation Co-Chair:**

- Hristina Dzhogleva (Ph.D. 2014, placed at Boston College)
- Mike Sciandra (Ph.D. 2015, placed at Fairfield University)
- Aleksandra Kovacheva (Ph.D. 2017, placed at SUNY Albany)
- Lauren Grewal (Ph.D. 2018, placed at Dartmouth)
- Jillian Hmurovic (Ph.D. 2020, placed at Wharton, post-doc)

##### **Dissertation committee member: Pitt:**

- Didem Kurt (Boston University)
- Sarah Loughran Dommer (Georgia Tech);

##### **Dissertation committee member: University of British Columbia:**

- Kirk Kristofferson (Arizona State University);

##### **Dissertation committee member: Harvard University:**

- Grant Donnelly (Ohio State University)

#### *Teaching*

Introduction to Marketing, University of Pennsylvania, Fall 2020

Consumer Behavior, Wharton Executive MBA Program, Summer 2020

Dynamic Marketing Strategy, University of Pennsylvania, Spring 2020

Marshall Webster Executive Leadership Program, University of Pittsburgh Medical Center, Fall 2018

Ph.D. Seminar in Consumer Behavior, University of Münster, Germany, Summer 2018

EMBA-Healthcare Marketing Design and Analysis, Summer 2018 and 2019  
MBA Applied Behavioral Economics, Spring 2017 and 2018  
Executive Education, Custom Program in “Constituent Satisfaction,” with Andrew Stephen,  
2015-2016, SAE, Pittsburgh.  
Ph.D. Seminar in Consumer Behavior, biannually, University of Pittsburgh  
Undergraduate Consumer Behavior, Fall 2008-2010, 2012, University of Pittsburgh  
MBA Consumer Behavior I and II, Fall 2010, 2013, 2016, 2017 University of Pittsburgh  
Marketing Research, Summer 2004 and 2005, University of South Carolina

#### **INVITED PRESENTATIONS**

US SIF/Rockefeller Foundation, August 2019  
University of Cincinnati Research Camp, April 2019  
Johns Hopkins University Seminar Series in Marketing, March 2019  
University of Chicago Behavioral Approaches to Financial Decision-Making Conference, invited  
discussant, planned for March 2019  
Ayco/Goldman Sachs, Saratoga Springs, internal seminar, November 2018  
Vanguard, Philadelphia, internal seminar, August 2018  
Federal Reserve Bank of Atlanta, May 2018  
Marquette University, Kellstadt Speaker Series, April 2018  
US Department of Education, March 2018  
WU Vienna, December 2017  
UC-Berkeley, Psychology of Technology Conference, November 2017  
University of Oxford Marketing Camp, July 2017  
EMAC (Keynote), Groningen, Netherlands, May 2017  
University of Cologne, Symposium on Digital Transformation, May 2017  
University of Colorado, Boulder, April 2017  
Bocconi University, March 2017  
University of Manitoba, November 2016  
University of Texas at Austin, November 2016  
Boston College, September 2016  
University of Houston, April 2016  
Katz Graduate School of Business Board of Visitors, April 2016  
University of Pennsylvania Marketing Camp, February 2016  
Marketing in Israel Conference, December 2015  
University of Illinois at Urbana-Champaign, September 2015  
Third Way Panel on “Transparency and Trust in Government,” June 2015  
Harvard Kennedy School of Public Policy, November 2014  
US Department of Education, Institute for Education Sciences, May 2014  
University of Chicago, February 2014  
Stanford University, November 2013

Dartmouth College, October 2013  
University of Minnesota, October 2013  
London School of Economics, May 2013  
Marketing Academic Research Colloquium, Penn State, May 2013  
University of Alberta Marketing Camp, April 2013  
Washington D.C. Marketing Colloquium, Keynote, April 2013  
Invited Discussant, SIX Global Dialogue: Sharing Economy and Social Innovation, April 2013  
University of Arkansas, April 2013  
Carnegie Mellon University, Design Seminar, March 2013  
University of West Virginia, March 2013  
Penn State University Doctoral Student Association, November 2012  
Harvard Business School, January 2012  
UCLA, November 2011  
University of Arizona Lisle Symposium, October 2011  
Russell Sage Foundation, New York, July 2011  
Texas A&M University Research Camp, April 2011  
University of Florida Research Camp, March 2011  
University of British Columbia, February 2011  
Northwestern University, January 2011  
Cornell University, November 2010  
Emory University, May 2010  
Ohio State University, March 2010  
University of Michigan, February 2010  
Pitt Human Resources Training, May 2010, October 2010  
Carnegie Mellon University, Social & Decision Sciences Group, September 2009, April 2014  
University of Wisconsin, Madison, April 2009  
Wheaton College, April 2009