

Bart de Langhe

Leeds School of Business
University of Colorado at Boulder
419 UCB
Boulder, CO80309-0419, USA
303-492-1716
bart.delanghe@colorado.edu
<http://leeds.colorado.edu/delanghe>

EMPLOYMENT

Leeds School of Business; University of Colorado at Boulder Assistant Professor of Marketing	2011 – present
Rotterdam School of Management; Erasmus University Rotterdam Visiting Scholar	2016
Faculty of Economics and Business; Catholic University of Leuven Visiting Scholar	2013
Booth School of Business; University of Chicago Visiting Scholar	2009

EDUCATION

Rotterdam School of Management; Erasmus University Rotterdam Ph.D. Marketing	2011
Catholic University of Leuven M.S. Psychology	2006
B.S. Psychology	2003

SELECTED AWARDS, GRANTS, AND HONORS

- Templeton Foundation, Varieties of Understanding research project, “The interplay of objective and subjective understanding in financial decision making”; with Philip Fernbach and J.D. Trout; 2014-2016 (\$187,017)
- Sterling-Rice Research Grant; 2011 (\$2,500), 2012 (\$2,500), 2013 (\$2,500)
- Frascona Teaching Award Nomination; Leeds School of Business; 2012, 2013, 2014, 2016
- Nomination MOA Marketing Research Award (best contribution to marketing research in the Netherlands); 2012
- AMA Sheth Doctoral Consortium Fellow, Texas Christian University, 2010

PEER-REVIEWED JOURNAL PUBLICATIONS

- de Langhe, Bart and Stefano Puntoni (2016), "Productivity Metrics and Consumers' Misunderstanding of Time Savings," *Journal of Marketing Research*, 53, 396-406.
- de Langhe, Bart, Philip M. Fernbach, and Donald R. Lichtenstein (2016), "Star Wars: Response To Simonson, Winer/Fader, and Kozinets," *Journal of Consumer Research*, 42, 850-857.
- de Langhe, Bart, Philip M. Fernbach, and Donald R. Lichtenstein (2016), "Navigating by the Stars: Investigating the Actual and Perceived Validity of Online User Ratings," *Journal of Consumer Research*, 42, 817-833.
- de Langhe, Bart and Stefano Puntoni (2015), "Bang for the Buck: Gain-loss Ratio as a Driver of Judgment and Choice," *Management Science*, 61, 1137-1163.
- de Langhe, Bart, Stijn M.J. van Osselaer, Stefano Puntoni, and Ann L. McGill (2014), "Fooled by Heteroscedastic Randomness: Local Consistency Breeds Extremity in Price-Based Quality Inferences," *Journal of Consumer Research*, 41, 978-994.
- de Langhe, Bart, Stijn M.J. van Osselaer, and Berend Wierenga (2011), "The Effects of Process and Outcome Accountability on Judgment Process and Performance," *Organizational Behavior and Human Decision Processes*, 115, 238-252.
- de Langhe, Bart, Stefano Puntoni, Daniel Fernandes, and Stijn M.J. van Osselaer (2011), "The Anchor Contraction Effect in International Marketing Research," *Journal of Marketing Research*, 48, 366-380.
- Puntoni, Stefano, Bart de Langhe, and Stijn M.J. van Osselaer (2009), "Bilingualism and the Emotional Intensity of Advertising Language," *Journal of Consumer Research*, 35, 1012-1025.

CONFERENCE PRESENTATIONS

- The Interplay of Subjective and Objective Understanding in Financial Decision-Making; Capstone Conference, Varieties of Understanding, New Perspectives from Psychology, Philosophy, and Theology; New York, NY, 2016.
- Navigating by the Stars; Association for Consumer Research conference; Baltimore, MD, 2014.
- Fooled by Heteroscedastic Randomness; Behavioral Decision Research in Management conference; London, UK, 2014.
- Fooled by Heteroscedastic Randomness; Society for Judgment and Decision Making conference; Toronto, Canada; 2013.
- Payoff Ratio and Risky Decision Making; Society for Judgment and Decision Making conference; Minneapolis, MN; 2012.
- Payoff Ratio and Risky Decision Making; Association for Consumer Research conference; Vancouver, Canada; 2012.

Payoff Ratio and Risky Decision Making; Behavioral Decision Research in Management conference; Boulder, CO; 2012.

Payoff Ratio versus Expected Value; Society for Consumer Psychology conference; Las Vegas, NV; 2012. (symposium chair)

Covariation Learning, Quality Expectation, and Product Valuation under Homoscedastic and Heteroscedastic Uncertainty; Association for Consumer Research conference; Jacksonville, FL; 2010.

Price as a Cue for Quality: Cue-Outcome Learning under Homoscedastic and Heteroscedastic Uncertainty; European Marketing Academy Doctoral Colloquium; Copenhagen, Denmark; 2010.

Is Price a Devil to be Disguised? The Effect of Price Visibility on the Anticipated Utility of Consumer Products; Society for Consumer Psychology conference; St. Pete Beach, FL; 2010.

The Anchor Contraction Effect in International Marketing Research; Society for Consumer Psychology conference; St. Pete Beach, FL; 2010.

The Emotional Information Processing System is Risk Averse: Ego-depletion and Investment Behavior; Association for Consumer Research conference; San Francisco, CA; 2008.

INVITED TALKS

2016 University of Chicago; National University of Singapore; Nanyang Technological University; University of Pennsylvania; London Business School; Vrije Universiteit Amsterdam; Tilburg University; Universidade Nova de Lisboa; Universidade Católica Portuguesa; INSEAD; Carnegie Mellon University

2014 Stanford University; University of Michigan

2013 Catholic University Louvain; Erasmus University Rotterdam; Ghent University

2011 Catholic University Louvain

2010 Hong Kong University of Science and Technology; Johns Hopkins University; London Business School; New York University; University of Colorado at Boulder; University of Chicago; Columbia University; INSEAD; Tilburg University

TEACHING

Leeds School of Business; University of Colorado at Boulder

Buyer Behavior (MKTG 3250)

Customer Analytics (MSBX 5310)

Rotterdam School of Management; Erasmus University Rotterdam

Research Methodology

Bachelor Internship Supervision

SERVICE TO THE PROFESSION

Editorial Review Board; *Journal of Consumer Research*; 2015-present

Ad Hoc Reviewer; *Marketing Science*; *Journal of Marketing Research*; *International Journal of Research in Marketing*; *Organizational Behavior and Human Decision Processes*; *Management Science*; *Journal of Behavioral Decision Making*; *Journal of Marketing Behavior*; *Journal of Consumer Psychology*; *Social Psychology and Personality Science*

Planning Committee; Behavioral Decision Research in Management conference (BDRM); Boulder; 2012

Program Committee

Association for Consumer Research conference; 2013, 2016

Society for Consumer Psychology conference; 2016, 2017

Society for Consumer Psychology International conference; Florence; 2012

European conference of the Association for Consumer Research; Barcelona; 2013

Doctoral Consortium Faculty; Society for Consumer Psychology; St. Pete Beach; 2016

Competitive paper reviewer

Association for Consumer Research conference

Society for Consumer Psychology conference

European Marketing Academy conference

La Londe Consumer Behavior Conference; 2013, 2015

SERVICE TO THE UNIVERSITY

Member; PhD Committee; Leeds School of Business; 2013-

Coordinator; Research Subject Pools; Leeds School of Business; 2015-

Coordinator; Marketing Research Seminar Series (MRSS); Leeds School of Business; 2012-2015

Coordinator; Distinguished Speaker Series (DSS); Leeds School of Business; 2012-2015

Representative; Undergraduate Curriculum Program Committee (UCPC); Leeds School of Business; 2012

PROFESSIONAL ORGANIZATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

SELECTED INTERVIEWS, MEDIA MENTIONS, AND POPULAR PRESS ARTICLES

The Atlantic

Denver Post

Esquire

Financial Times

Fast Company Co.Exist

Forbes.com

Harvard Business Review

Infotrak Radio

KGO Radio San Francisco

The List Show TV

The New York Times

NRC Handelsblad (Netherlands)

Psychologie Magazine (Netherlands)

Money

Radio 1 (Netherlands)

Radio 5 (Netherlands)

Thrillist

The Wall Street Journal