JOHN G. LYNCH, JR.

Leeds School of Business
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ACADEMIC EXPERIENCE

EDUCATION

Ph.D., Psychology, University of Illinois, 1979
M.A., Psychology, University of Illinois, 1977
B.A., Economics, University of Illinois, 1974
Undergraduate Studies, Tufts University, 1971-1973

EMPLOYMENT

University of Colorado-Boulder, Leeds School of Business
- Director, Leeds Research Initiative for Global Business and Citizen Wellbeing, 2025-
- University of Colorado Distinguished Professor, 2018-present
- Ted Andersen Professor of Free Enterprise, 2009-2018
- Director, Center for Research on Consumer Financial Decision Making, 2009-2018

Marketing Science Institute, New York, New York
- Executive Director, January 2022-June 2024

Columbia University, Graduate School of Business
- Visiting Senior Research Scholar (January 2019 – May 2019 sabbatical)

Duke University, Fuqua School of Business
- Roy J. Bostock Professor of Marketing, 2003 -2009
- Hanes Corporation Foundation Professor of Business Administration, 1996-2003

London Business School
- Leverhulme Trust Visiting Professor of Marketing (2002-2003 sabbatical)

University of Florida, Gainesville
- UF Graduate Research Professor, 1993-1996
- Professor of Marketing, University of Florida, 1991-1993
- Associate Professor of Marketing, University of Florida, 1984-1990
- Assistant Professor of Marketing, University of Florida, 1979-1984

University of North Carolina-Chapel Hill, Kenan Flagler School of Business
- Visiting Associate Professor of Marketing (1986-1987 sabbatical)

DISTINCTIONS, HONORS AND AWARDS

2026	Consortium Faculty Member, American Marketing Association Doctoral Consortium. (Also 1986, 1990, 1996, 1997, 1999, 2000, 2001, 2003, 2004, 2005, 2006, 2010, 2011, 2012, 2013, 2016, 2017, 2021, 2022, 2025)
2025	American Marketing Association McGraw-Hill Irwin Distinguished Marketing Educator of the Year Award
2025	Boulder Faculty Assembly Excellence in Leadership and Service Award
2025	Finalist, Sheth Foundation/*Journal of Marketing* Award for long term impact
2025	Finalist, *Journal of Marketing* Shelby D. Hunt/Harold H. Maynard Award for most significant contribution to marketing theory in calendar 2024
2025	Finalist, *Journal of Marketing* AMA/Marketing Science Institute/H. Paul Root Award for most significant contribution to marketing practice in calendar 2024
2024	Most admired active consumer researcher in Pham, Wu, and Wang (2024 JCR) poll of editorial board members of *J. Consumer Research* & *J. Consumer Psychology*
2024	Listed among top 10 consumer researchers worldwide for top marketing journal publications; top 5 most cited; top 5 most published in *J. Consumer Research*
2024	Dean's Research Impact Award, Leeds School of Business
2023	Inaugural Simonson Mentorship Award, Association for Consumer Research
2022	Finalist, JCR Award for Best Article in *Journal of Consumer Research*
2021	William H. Baughn Faculty Service Award, Leeds School of Business
2021	Lifetime Achievement Award, American Marketing Association Consumer Behavior Special Interest Group
2020	Web of Science Highly Cited Researcher in Field of Business and Economics
2018	JCR Award for Best Article in *Journal of Consumer Research* (also 1991, 1994, 2013; only scholar honored more than twice)
2018	Finalist, William O'Dell Award for Outstanding Article in 2013 *Journal of Marketing Research*.

2017	Fellow, American Marketing Association
2017	Top 25 marketing scholar in 2015 citations in Web of Science
2015	Listed as one of the 10 most published authors in the history of the *Journal of Consumer Research*
2015	*Journal of Consumer Research* Outstanding Reviewer Award (also 1988)
2014	Listed among World's 40 Marketing Scholars Most Cited in the Year 2013
2013	MBA Elective Teacher of the Year Award, Leeds School of Business
2013	Visiting Scholar, Columbia Business School
2012	Distinguished Visiting Scholar, University of Technology-Sydney
2011	MBA Elective Teacher of the Year Award, Leeds School of Business
2010	Fellow, Association for Consumer Research
2010	Wroe Alderson Distinguished Lecture, Wharton School, Univ. of Pennsylvania
2009	Finalist, INFORMS Society for Marketing Science 2009 Long Term Impact Award
2009	Marketing Science Institute Robert D. Buzzell MSI Best Paper Award
2007	Distinguished Visiting Scholar, University of Sydney, Australia, 2007
2005	American Marketing Association Louis Stern Award for Outstanding 1997-2002 Article on Marketing Channels and Distribution
2004	Fellow, American Psychological Association
2004	Paul D. Converse Award for Outstanding Contributions to the Science of Marketing
2004	Fellow, Society for Consumer Psychology
2003	Distinguished Scientific Achievement Award, Society for Consumer Psychology
2002	Honorable Mention, Daimler-Chrysler MBA Elective Teacher of the Year
2001	Marketing Science Institute Robert D. Buzzell MSI Best Paper Award

2001	Honorable Mention, Daimler-Chrysler MBA Elective Teacher of the Year
2001	Listed as "Outstanding Faculty," *Business Week Guide to the Best Business Schools*, 7th Edition.
2000	Bank of America Outstanding Faculty Award, Fuqua School of Business
1998	Marketing Science Institute/Paul Root Award for greatest contribution to practice of marketing in 1997 *Journal of Marketing*.
1993	T.I.P. Award for Excellence in Undergraduate Teaching, Univ. of Florida.
1992	*Journal of Marketing Research* "Best Reviewer Award"
1992	"Teacher of the Year Award," College of Business Administration.
1991	"Outstanding Teacher of the Year Award," Marketing Department.
1990	William O'Dell Award for outstanding article in 1985 *Journal of Marketing Research*.

PUBLICATIONS

Google Scholar: https://scholar.google.com/citations?hl=en&user=zEj9ISQAAAAJ

Legend for Journal Articles, Book Chapters, Proceedings

[a] Order of authorship is alphabetical or arbitrary, and authors contributed equally
[b] Lead article in journal issue or volume

JOURNAL ARTICLES

1. Lynch, John G., Stijn M.J. van Osselaer, and Patricia Torres (2026) "Insiders Only: Are Our Ideas About What Makes "Good Theory" Holding Us Back?" *Journal of Consumer Research*, https://doi.org/10.1093/jcr/ucaf069

2. Wheeler, S. Christian, John G. Lynch, Duane T. Wegner, Jolynn Pek, Mark Matthews, and Joel Huber (2025), "Commentary: Comments on "Single Paper Meta- analysis is Unavoidable." *Journal of Consumer Psychology*, 35 (4), 686-695. DOI:10.1002/jcpy.70002

3. Dubé, Jean-Pierre, John G. Lynch, Dirk Bergemann, Mert Demirer, Avi Goldfarb, Garrett Johnson, Anja Lambrecht, Tesary Lin, Anna Tuchman, Catherine Tucker (2025) "The Intended and Unintended Consequences of Privacy Regulation for Consumer Marketing." *Marketing Science. 44(5):975-984.* https://doi.org/10.1287/mksc.2024.0901. Media coverage: *Mobile Dev Memo Podcast*, February 4, 2025, available at https://creators.spotify.com/pod/show/mobile-dev-memo/episodes/Season-5--Episode-6-The-intended-and-unintended-consequences-of-privacy-regulation-with-John-Lynch-and-JP-Dube-e2ue91p. *CU Boulder Today*, Oct. 7, 2025: https://www.colorado.edu/today/2025/10/07/how-privacy-rules-meant-protect-consumers-may-hurt-small-businesses

4. Lynch, John G. (2024), "Social Impact at Scale: Reflections on the Recommendations of the TCR Impact Task Force. *Journal of Public Policy & Marketing*, 43(3), 215-217. https://doi.org/10.1177/07439156241247969

5. Netemeyer, Richard G, John G. Lynch, Donald R. Lichtenstein, and David Dobolyi. (2024), "Financial Education Effects on Financial Behavior and Well-Being: The Mediating Roles of Improved Objective and Subjective Financial Knowledge and Parallels in Physical Health," *Journal of Public Policy & Marketing*, 43(4), 254-275. https://doi.org/10.1177/07439156241228197

6. McShane, Blakely B., Eric T. Bradlow, John G. Lynch, and Robert J. Meyer (2024). "'Statistical Significance' and Statistical Reporting: Moving Beyond Binary," *Journal of Marketing*, 88(3), 1-19. https://doi.org/10.1177/00222429231216910 Covered in JM Buzz Podcast: https://lnkd.in/gz8MYdtS. American Marketing Association journals changed data reporting policies based on recommendations in this article. See https://www.ama.org/ama-

journals-editorial-policies-procedures/ Finalist, *Journal of Marketing* Shelby D. Hunt/Harold H. Maynard Award for most significant 2024 contribution to marketing theory. Finalist, *Journal of Marketing* AMA/Marketing Science Institute/H. Paul Root Award for most significant 2024 contribution to marketing practice.

7. Lynch, John G., Jr. Philip Fernbach, and Christina Kan (2023), "Auditing the Value of Empirical Audits," *Proceedings of the National Academy of Sciences*, June 20, 2023, 120 (26) e2213200120, https://doi.org/10.1073/pnas.2213200120

8. Wang, Yanwen, Muxin Zhai, and John G. Lynch, Jr. (2023), "Cashing Out Retirement Savings at Job Separation,' *Marketing Science*, 42 (4), 679-703. https://doi.org/10.1287/mksc.2022.1404 Summarized in: https://www.colorado.edu/business/news/2023/03/08/research-lynch-retirement-401k-withdrawal Press coverage: AARP, Barron's, BenefitsPro, Buffalo News, Business Insider, Financial Planning Magazine, Guam Daily Post, National Association of Plan Advisors, Plan Sponsor.

9. Madan, Shilpa, Gita V. Johar, Jonah Berger, Pierre Chandon, Rajesh Chandy, Rebecca Hamilton, Leslie John, Aparna Labroo, Peggy J. Liu, John G. Lynch, Jr., Nina Mazar, Nicole Mead, Vikas Mittal, Christine Moorman, Michael I. Norton, John Roberts, Dilip Soman, Madhu Viswanathan, and Katherine White (2023), "Reaching for Rigor and Relevance: Better Marketing Research for a Better World," *Marketing Letters*, 34, 1-12. https://doi.org/10.1007/s11002-022-09648-1

10. Bradlow, Eric T., Peter N. Golder, Joel Huber, Sandy Jap, Aparna A. Labroo, Donald R. Lehmann, John Lynch, Natalie Mizik, and Russell S. Winer (2020). "Relaunching Marketing Letters." *Marketing Letters*, 31 (4), 311-314. https://doi.org/10.1007/s11002-020-09551-7

11. Ding, Yu, Wayne S. DeSarbo, Dominique M. Hanssens, Kamel Jedidi, John G. Lynch, Jr., and Donald R. Lehmann (2020), "The Past, Present, and Future of Measurement and Methods in Marketing Analysis. *Marketing Letters,* 31, 175-186. https://doi.org/10.1007/s11002-020-09527-7

12. MacInnis, Deborah J., Vicki G. Morwitz, Simona Botti, Donna L. Hoffman, Robert V. Kozinets, Donald Lehmann, John G. Lynch, Jr., and Cornelia Pechmann (2020), "Creating Boundary-Breaking, Marketing Relevant Consumer Research," *Journal of Marketing*, 84(2), 1-23.[b] https://doi.org/10.1177/0022242919889876 https://www.ama.org/jm-webinar-creating-boundary-breaking-marketing-relevant-consumer-research/ Finalist, 2025 Sheth Foundation/*Journal of Marketing* Award for long term impact.

13. Ward, Adrian, and John G. Lynch, Jr. (2019) "On a Need-to-Know Basis: Divergent Trajectories of Financial Expertise in Couples and Effects on Independent Search and Decision Making." *Journal of Consumer Research*, 45 (5), 1013–1036. https://doi.org/10.1093/jcr/ucy037 Summarized in US News, AARP. CNBC, Brides, MarketWatch, Medium, Wall Street Journal

14. Henderson, Geraldine Rosa, Tiffany Barnett White, Tracy Rank-Christman, Kimberly Dillon Grantham, Amy L. Ostrom, and John G. Lynch, Jr. (2018), "Intercultural Competence and Customer Facial Recognition," *Journal of Services Marketing*, 32 (5), 570-580. DOI.org/ 10.1108/JSM-07-2017-0219

15. Netemeyer, Richard G., Dee Warmath, Daniel Fernandes, and John G. Lynch, Jr. (2018), "How Am I Doing? Perceived Financial Well-Being, Its Potential Antecedents, and Its Relation to Overall Well-Being," *Journal of Consumer Research,*45 (June), 68-89. 4th most cited paper in *JCR* 2018-present. Well-being scales adapted for use by Acorns Financial. https://doi.org/10.1093/jcr/ucx109

16. Madrian, Brigitte, Hal E. Hershfield, Abigail B. Sussman, Julian Jamison, Eric J. Johnson, John G. Lynch, Saurabh Bhargava, Jeremy Burke, Scott A. Huettel, Stephan Meier, Scott Rick, Suzanne B. Shu (2017), "Policy Applications of Behavioral Insights to Household Financial Decision Making," *Behavioral Science & Policy*, 3(1), 27–40. https://doi.org/10.1177/237946151700300104

17. Saini, Yvonne K. and John G. Lynch, Jr. (2016), "The Effects of the Online and Offline Purchase Environment on Consumer Choice of Familiar and Unfamiliar Brands," *International Journal of Research in Marketing*, 33, 702-705. doi: 10.1016/j.ijresmar.2016.02.003.

18. Berman, Jonathan Z., An T. K. Tran, John G. Lynch, Jr., and Gal Zauberman (2016), "Expense Neglect in Forecasting Personal Finances," *Journal of Marketing Research*, 53 (August), 535–550. DOI: 10.1509/jmr.15.0101 Summarized in *Wall Street Journal*, November 2, 2015.

19. Arora, Ashish, Michelle Gittelman, Sarah Kaplan, John Lynch, Will Mitchell, and Nicolaj Siggelkow (2016), "Question-Based Innovations in Strategy Research Methods," *Strategic Management Journal,* 37 (1), 3-9. DOI: 10.1002/smj.2465

20. Lynch, John G., Jr., Eric T. Bradlow, Joel C. Huber, and Donald R. Lehmann (2015), "Reflections on the Replication Corner: In Praise of Conceptual Replications," *International Journal of Research in Marketing,* 32 (4), 333-342.[b] https://doi.org/10.1016/j.ijresmar.2015.09.006

21. McClelland, Gary, H., John G. Lynch, Jr., Julie R. Irwin, Stephen A Spiller, and Gavan J. Fitzsimons (2015), "Median Splits, Type II Errors, and False Positive Consumer Psychology: Don't Fight the Power," *Journal of Consumer Psychology*, 25 (4), 679-689. https://doi.org/10.1016/j.jcps.2015.05.006 See also: Lynch, McClelland, Irwin, Spiller, and Fitzsimons (2015), "Tis Not, Tis Not – Tis So, Tis So: Rebuttal of Rebuttal by Iacobuci, Posovac, Kardes, Schneider, and Popovich (2015) on the Appropriateness of Median Splits." http://ssrn.com/abstract=2665437. See Commentary in Andrew Gelman blog November 24 and 25, 2015 http://andrewgelman.com/

22. Lynch, John G., Jr. (2015), "Mission Creep, Mission Impossible, or Mission of Honor? Consumer Behavior BDT Research in an Internet Age," *Journal of Marketing Behavior,* 1 (1), 37-52. DOI 10.1561/107.00000002

23. Jhang, Ji Hoon, and John G. Lynch, Jr. (2015) "Pardon the Interruption: Goal Proximity, Perceived Spare Time, and Impatience," *Journal of Consumer Research*, 41 (February), 1267-1283. https://doi.org/10.1086/679308

24. Fernbach, Philip M., Christina Kan, and John G. Lynch, Jr. (2015) "Squeezed: Coping with Constraint Through Efficiency and Prioritization," *Journal of Consumer Research*, 41 (February), 1204-1227. https://doi.org/10.1086/679118 Co-winner of 2018 JCR Award for outstanding article in 2015 JCR.

25. Fernandes, Daniel, John G. Lynch, Jr., and Richard G. Netemeyer (2014), "Financial Literacy, Financial Education, and Downstream Financial Behaviors," *Management Science,* 60 (8), 1861-1883.[b] https://doi.org/10.1287/mnsc.2013.1849 Online appendices available at http://ssrn.com/abstract=2333898. Summarized in *New York Times*, *Wall Street Journal*, *Time*, *Pacific Standard, USA Today.* 7th most cited paper published in *Management Science* 2014 to present.

26. Spiller, Stephen A., Gavan J. Fitzsimons, John G. Lynch, Jr., Gary H. McClelland (2013), "Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression," *Journal of Marketing Research,* 50 (April), 277-288. https://doi.org/10.1509/jmr.12.0420 3nd most cited paper any top marketing journal 2013 to present. Finalist, William O'Dell Award for Outstanding Article in 2013 *Journal of Marketing Research*.

27. Lynch, John G. (2012), "Business Journals Combat Coercive Citation," *Science,* 335 (March), p. 1169 DOI: 10.1126/science.335.6073.1169-a. Available at: http://www.sciencemag.org/content/335/6073/1169.1.full

28. Lynch, John G., Jr., Joseph W. Alba, Aradhna Krishna, Vicki Morwitz, and Zeynep Gurhan-Kanli (2012), "Knowledge Creation in Consumer Research: Multiple Routes, Multiple Criteria," *Journal of Consumer Psychology*, 22 (4), 473–485. https://doi.org/10.1016/j.jcps.2012.06.004

29. Lynch, John G., Jr. (2011), "Introduction to the *Journal of Marketing Research* Special Interdisciplinary Issue on Consumer Financial Decision Making," *Journal of Marketing Research*, 48 (Special Issue, November), Siv-Sviii. https://doi.org/10.1509/jmkr.48.SPL.Siv

30. Zhao, Xinshu, John G. Lynch, Jr., and Qimei Chen (2010), "Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis," *Journal of Consumer Research*, 37 (August), 197-206.[a,b] https://doi.org/10.1086/651257 Most cited paper published in any marketing journal 2010 to present. Recipient of 2013 *JCR* Award for Best Article in 2010 volume of *JCR*.

31. Lynch, John G., Jr., Richard Netemeyer, Stephen A. Spiller, and Alessandra Zammit (2009), "A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and Money," *Journal of Consumer Research,* 37 (June), 108-128. https://doi.org/10.1086/649907

32. Burson, Katherine, Richard P. Larrick, and John G. Lynch, Jr. (2009), "Six of One, Half Dozen of the Other: Expanding and Contracting Numerical Dimensions Produces Preference Reversals," *Psychological Science*, 20 (9), 1074-1078. https://doi.org/10.1111/j.1467-9280.2009.02394.x

33. Alexander, David L., John G. Lynch, Jr., and Qing Wang (2008), "As Time Goes By: Do Cold Feet Follow Warm Intentions for Really-New vs. Incrementally-New Products?" *Journal of Marketing Research,* 45 (June), 307-319. https://doi.org/10.1509/jmkr.45.3.307 Recipient of the 2009 Robert D. Buzzell MSI Best Paper Award from the corporate trustees of the Marketing Science Institute.

34. Lynch, John G., Jr. and Gal Zauberman (2007), "Construing Consumer Decision Making," *Journal of Consumer Psychology*, 17 (2), 107-112. https://doi.org/10.1016/S1057-7408(07)70016-5

35. Lo, Alison Kingchung, John G. Lynch, Jr., and Richard Staelin, (2007) "How to Attract Customers by Giving Them the Short End of the Stick," *Journal of Marketing Research,* 44 (February), 128-141. https://doi.org/10.1509/jmkr.44.1.128

36. Lynch, John G., Jr. (2006), "Accessibility-Diagnosticity and the Multiple Pathway Anchoring and Adjustment Model," *Journal of Consumer Research, 33* (June), 25-27. https://doi.org/10.1086/504129

37. Lynch, John G., Jr. and Wendy Wood (2006), "Special Issue Editor's Statement: Helping Consumers Help Themselves," *Journal of Public Policy and Marketing*, 25 (Spring), 1-7. https://doi.org/10.1509/jppm.25.1.1

38. Lynch, John G., Jr. and Gal Zauberman (2006), "When Do You Want It? Time, Decisions, and Public Policy," *Journal of Public Policy and Marketing*, 25 (Spring), 67-78.[a] https://doi.org/10.1509/jppm.25.1.67

39. Soman, Dilip, George Ainslie, Shane Frederick, Xiuping Li, John Lynch, Page Moreau, Andrew Mitchell, Daniel Read, Alan Sawyer, and Yaacov Trope, Klaus Wertenbroch, and Gal Zauberman (2005), "The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?" *Marketing Letters*, 16 (3/4), 347–360. https://doi.org/10.1007/s11002-005-5897-x

40. Zauberman, Gal and John G. Lynch, Jr. (2005) "Resource Slack and Discounting of Future Time versus Money," *Journal of Experimental Psychology: General*, 134 (1), 23-37. https://doi.org/10.1037/0096-3445.134.1.23 Summarized in *Psychology Today*, *New Scientist*, *Scientific American*, *NY Times*, *US News & World Report*, *Boston Globe*, others.

41. Ariely, Dan, John G. Lynch, Jr., and Manuel Aparicio (2004) "Learning by Collaborative and Individual-Based Recommendation Agents," *Journal of Consumer Psychology,* 14 (1&2), 81-95. DOI:10.1207/s15327663jcp1401&2_10

42. Diehl, Kristin, Laura J. Kornish, and John G. Lynch Jr. (2003), "Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity." *Journal of Consumer Research,* 30 (1), 56-71. https://doi.org/10.1086/374698

43. Wood, Stacy L. and John G. Lynch, Jr., (2002) "Prior Knowledge and Complacency in New Product Learning," *Journal of Consumer Research,* 29 (December), 416-426. https://doi.org/10.1086/344425

44. Owhoso, Vincent E., William F. Messier, Jr., and John G. Lynch, Jr., (2002) "Error Detection by Industry Specialized Teams During Sequential Audit Review," *Journal of Accounting Research*, 40 (June), 883-900. https://doi.org/10.1111/1475-679X.00075

45. Hutchinson, J. Wesley, Wagner A. Kamakura, and John G. Lynch, Jr., (2000) "Unobserved Heterogeneity as an Alternative Explanation for 'Reversal' Effects in Behavioral Research." *Journal of Consumer Research*, 27 (December), 323-344. https://doi.org/10.1086/317588

46. Lynch, John G., Jr. and Dan Ariely (2000), "Wine Online: Search Costs and Competition on Price, Quality, and Distribution," *Marketing Science*, 19 (1), 83-103. https://doi.org/10.1287/mksc.19.1.83.15183 Partially reproduced as Marketing Science Institute Report #99-104, "Electronic Shopping for Wine: How Search Costs Affect Consumer Price Sensitivity, Satisfaction with Merchandise, and Retention." Recipient of the2001 Robert D. Buzzell MSI Best Paper Award from the corporate trustees of the Marketing Science Institute. Summarized in *Wall Street Journal* and *Insights from MSI*, Fall 1999. Finalist for John D. C. Little Award, 2001, for the best paper published in *Marketing Science/Management Scien*ce in 2000. Finalist for INFORMS Society for Marketing Science 2009 Long Term Impact Award.

47. Lynch, John G., Jr. (1999), "Theory and External Validity," *Journal of the Academy of Marketing Science*, 27 (Summer), 367-376. https://doi.org/10.1177/0092070399273007

48. Alba, Joseph, John Lynch, Barton Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer, Stacy Wood (1997), "Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61 (July), 38-53. https://doi.org/10.1177/002224299706100303 [Winner of the 1998 Paul Root/MSI Award for greatest contribution to the practice of marketing in 1997 *Journal of Marketing*. Winner of 2005 Louis Stern Award for Outstanding 1997-2002 Article on Marketing Channels and Distribution. Reprinted in *Marketing Communications Classics*, (Eds. M. Fitzgerald and D. Arnott), London: Thompson Learning 2000, in "*Internet Marketing: Readings and Online Resources*, (Ed. Paul Richardson), New York: McGraw-Hill Irwin 2001, and as "Achat interactif a domicile: quels avantages pour les consommateurs, les distributeurs et les producteurs presents sur le marche electronique?" in *Recherche et Applications en*

Marketing, Vol. 13, N°3, 38-53. Partially reproduced as Marketing Science Institute Report #97-105, "Interactive Home Shopping and the Retail Industry." Summarized in Thomas Kiely, "Interactive Home Shopping: The Pleasures and Perils of Selling in Cyberspace," *Harvard Business Review*, September-October 1996, p. 12.]

49. Huber, Joel, John Lynch, Kim Corfman, Jack Feldman, Morris Holbrook, Don Lehmann, Bertrand Munier, David Schkade, and Itamar Simonson (1997), "Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility," *Marketing Letters*, 8 (June), 323-334. https://doi.org/10.1023/A:1007964630841

50. Mitra, Anusree, and John G. Lynch, Jr. (1996), "Advertising Effects on Prices Paid and Liking for Brands Selected," *Marketing Letters*, 7 (1), 19-29.[a] https://doi.org/10.1007/BF00557308

51. Mitra, Anusree, and John G. Lynch, Jr. (1995), "Toward a Reconciliation of Market Power and Information Theories of Advertising Effects on Price Elasticity," Journal *of Consumer Research*, 21 (March), 644-659. Winner of the 1995 Robert Ferber Award for best interdisciplinary article based on a doctoral dissertation published in *JCR*.) DOI: 10.1086/209425

52. Wright, Alice A. and John G. Lynch, Jr. (1995), "Communication Effects of Advertising vs. Direct Experience When Both Search and Experience Attributes are Present." *Journal of Consumer Research*, 21 (March), 708-718. DOI: 10.1086/209429

53. Sawyer, Alan G., John G. Lynch, Jr., and David L. Brinberg (1995), "A Bayesian Analysis of the Information Value of Manipulation and Confounding Checks in Theory Tests." *Journal of Consumer Research*, 21 (March), 581-595.[a] DOI: 10.1086/209420

54. Lynch, John G., Jr., Thomas E. Buzas, and Sanford V. Berg (1994), "Regulatory Measurement and Evaluation of Telephone Service Quality," *Management Science*, 40 (February), 169-194.[b] DOI: 10.1287/mnsc.40.2.169

55. Simmons, Carolyn J., Barbara Bickart, and John G. Lynch, Jr. (1993), "Capturing and Creating Public Opinion in Survey Research." *Journal of Consumer Research*, 20 (September), 316-329. DOI: 10.1086/209352

56. Brinberg, David L., John G. Lynch, Jr., and Alan G. Sawyer (1992), "Hypothesized and Confounded Explanations in Theory Tests: A Bayesian Analysis." *Journal of Consumer Research*, 19 (September), 139-154.[a,b] DOI: 10.1086/209293 (Finalist, 1993 *JCR* Award for Best Article 1990-92 & Finalist, 1995 *JCR* Award for Best Article 1992-1994.)

57. Berg, Sanford and John G. Lynch, Jr. (1992), "The Measurement and Encouragement of Telephone Service Quality," *Telecommunications Policy*, (April), 210-224. DOI: 10.1016/0308-5961(92)90049-U

58. Lynch, John G., Jr., Dipankar Chakravarti, and Anusree Mitra (1991), "Contrast Effects in Consumer Judgments: Changes in Mental Representations or in the Anchoring of Rating Scales?" *Journal of Consumer Research*, 18 (December), 284-297.[a] DOI: 10.1086/209260 (Winner of 1994 *JCR* Award for Best Article appearing in *JCR* in 1991-1993. Reprinted in M.L. Hogg (Ed.), *Consumer Behaviour (Vol. 2)*, London: Sage Publications, 2005.)

59. Simmons, Carolyn J. and John G. Lynch, Jr. (1991), "Inference Effects Without Inference Making? Effects of Missing Information on Discounting and Use of Presented Information," *Journal of Consumer Research*, 17 (March), 477-491. DOI: 10.1086/208572

60. Lynch, John G., Jr., and Chezy Ofir (1989), "Effects of Cue Consistency and Value on Base-Rate Utilization," *Journal of Personality and Social Psychology*, 56 (Feb.), 170-181.[a] DOI: 10.1037/0022-3514.56.2.170

61. Lynch, John G., Jr., Howard Marmorstein, and Michael F. Weigold (1988), "Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations," *Journal of Consumer Research*, 15 (September), 169-184. DOI: 10.1086/209155 (Winner of the JCR Award for Best Article appearing in JCR in 1988-1990.)

62. Feldman, Jack M. and John G. Lynch, Jr. (1988), "Self-Generated Validity and Other Effects of Measurement on Belief, Attitude, Intention, and Behavior," *Journal of Applied Psychology*, 73 (August), 421-435.[a] DOI: 10.1037/0021-9010.73.3.421 (Winner of the 2004 Paul D. Converse Award for Outstanding Contribution to the Science of Marketing. Reprinted in M.L. Hogg (Ed.), *Consumer Behaviour (Vol. 2)*, London: Sage Publications, 2005.)

63. Lynch, John G., Jr. (1985), "Uniqueness Issues in Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective," *Journal of Marketing Research*, 22 (February), 1-19.[b] DOI: 10.2307/3151546 (Winner of the 1990 William O'Dell Award for Outstanding Article in *JMR* in 1985.)

64. Ofir, Chezy and John G. Lynch, Jr. (1984), "Context Effects on Judgment Under Uncertainty," *Journal of Consumer Research*, 11 (September), 668-679. DOI: 10.1086/209003

65. Lynch, John G., Jr. (1983), "The Role of External Validity in Theoretical Research," *Journal of Consumer Research*, 10 (June), 109-111. DOI: 10.1086/208949

66. Lynch, John G., Jr. (1982), "On the External Validity of Experiments in Consumer Research," *Journal of Consumer Research*, 9 (December), 225-239.[b] DOI: 10.1086/208919

67. Lynch, John G., Jr. and Thomas K. Srull (1982), "Memory and Attentional Factors in Consumer Choice," *Journal of Consumer Research*, 9 (June), 18-37.[a] DOI: 10.1086/208893 (Winner of 2004 Paul D. Converse Award for Outstanding Contribution to the Science of Marketing. Reprinted in M.L. Hogg (Ed.), *Consumer Behaviour (Vol. 2)*, London: Sage Publications, 2005.)

68. Lynch, John G., Jr. (1979), "Why Additive Utility Models Fail as Descriptions of Choice Behavior," *Journal of Experimental Social Psychology*, 15 (July), 397-417. DOI: 10.1016/0022-1031(79)90046-5

69. Lynch, John G., Jr. and Jerry L. Cohen (1978), "The Use of Subjective Expected Utility Theory as an Aid to Understanding Variables that Influence Helping Behavior," *Journal of Personality and Social Psychology*, 36 (October), 1130-1151. DOI: 10.1037/0022-3514.36.10.1138

BOOKS

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BOOK CHAPTERS

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Lynch, John G., Jr. (2024), "A Conversation with Don Lehmann at the Theory + Practice in Marketing Conference" in John G. Lynch, Jr. (Ed), *The Research Contributions of Donald R. Lehmann to Marketing, Volume 3: Empirical Generalizations,* Springer Nature, Palgrave MacMillan, London.

Lynch, John G., Jr. (2016), "Volume 1: Consumer Information Processing Introduction" in John G. Lynch, Jr. (Ed), *Legends in Consumer Behavior: James Bettman*, *Volume 1: Consumer Information Processing: Decision Making*. New Delhi: Sage Publications, India.

Lynch, John G., Jr. and Florian Zettelmeyer (2011), "Effects of the Internet on Consumer Price Sensitivity," in Joseph W. Alba (Ed.), *Consumer Insights: Findings from Behavioral Research*. Cambridge, MA: Marketing Science Institute, pp. 29-32.

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CONFERENCE PROCEEDINGS

Lynch, John G., Jr. (2011), "Fellow's Address: Substantive Consumer Research," in *Advances in Consumer Research*, Vol. 38, ed. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research.

Lynch, John G., Jr. (1998), "Presidential Address: Reviewing." In Joseph W. Alba and J.Wesley Hutchinson (Eds.) *Advances in Consumer Research*, Vol. 25. Provo, Utah: Association for Consumer Research, 1-6.

Lynch, John G., Jr. (1984), "Comments on Intentions and Behavior." In Thomas Kinnear (Ed.), *Advances in Consumer Research*, Vol. 11, Ann Arbor, MI: Association for Consumer Research, 56-158.

Chakravarti, Dipankar and John G. Lynch, Jr. (1983), "A Framework for Exploring Context Effects in Consumer Judgment and Choice." In Richard P. Bagozzi and Alice M. Tybout (Eds.), *Advances in Consumer Research*, Vol. 10, Ann Arbor, MI: Association for Consumer Research, 289-297.[a]

Lynch, John G., Jr. (1982), "Comments on Theoretical and Empirical Perspectives on Memory." In Andrew Mitchell (Ed.), *Advances in Consumer Research*, Vol.9, Ann Arbor, MI: Association for Consumer Research, 354-356.

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Dubé, Jean-Pierre, and John Lynch (2024), "A Bipartisan Data-Privacy Law Could Backfire on Small Businesses − 2 Marketing Professors Explain Why." *The Conversation USA*, August 12, 2024. https://theconversation.com/a-bipartisan-data-privacy-law-could-backfire-on-small-businesses-2-marketing-professors-explain-why-234771 Translated into Japanese as "Privacy Regulations May Impact Niche Market Business Creation: Warning on New U.S. Bill" https://www.projectdesign.jp/posts/11112/preview/FDlNy3ffcSiNZOuH

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McShane, Blakely, Eric Bradlow, John Lynch, and Robert Meyer (2024). JM Buzz Deep Dive Moving Beyond Null Hypothesis Significance Testing (JM Buzz podcast with Dr. Christopher Bechler) https://www.listennotes.com/podcasts/the-jm-buzz/jm-buzz-deep-dive-moving-LjpZ9JBT0id/

Arora, Neeraj, Ron Berman, Elea McDonnell Feit, Dominique Hanssens, Alice Li, Mitchell Lovett, John Lynch, Carl Mela, Kenneth C, Wilbur (2023), "*MSI Blue Ribbon Panel Report: Charting the Future of Marketing Mix Modeling Best Practices*," New York, New York: Marketing Science Institute, July 2023.

Lynch, John, Yanwen Wang, and Muxin Zhai (2023), "Too Many Employees Cash Out Their 401(k)s When Leaving a Job." *Harvard Business Review*, March 7 https://hbr.org/2023/03/too-many-employees-cash-out-their-401ks-when-leaving-a-job Reprinted at Society for Human Resource Management website: https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/viewpoint-stop-employees-from-cashing-out-their-401ks-when-leaving-a-job.aspx Presented at University of Toronto Behavioral Economics in Action.

Lynch, John (2022), "The Perils of GMO Labeling." Summary of Journal of Marketing / Marketing Science Webinar. https://www.msi.org/articles/the-perils-of-gmo-labeling/

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https://www.ama.org/jm-webinar-creating-boundary-breaking-marketing-relevant-consumer-research/

Lynch, John (2019) "Rethinking Financial Education", Podcast Interview on *The Long View*, https://the-long-view.simplecast.com/episodes/john-lynch-_CXJlwOR

Lynch, John G., Jr. (2019), "Interdisciplinary Behavioral Science and Consumer Protection," Public Commentary for US Consumer Financial Protection Bureau Behavioral Law and Economics Symposium. Washington, DC. Available at: https://www.consumerfinance.gov/about-us/events/archive-past-events/cfpb-symposium-behavioral-economics/ and https://files.consumerfinance.gov/f/documents/cfpb_lynch-written-statement_symposium-behavioral-economics.pdf

Lynch, John G., Jr. (2017), "External Validity and the Replication Crisis: Reflections from the Replication Corner." https://warrington.video.ufl.edu/Mediasite/Play/72b52c844e534fb39c0ab130fd14f9251d Video of presentation for National Science Foundation *Workshop on Promoting Robust and Reliable Research Practice in the Science of Organizations*, hosted by the Management Department at the Warrington College of Business, University of Florida (https://nsf.gov/awardsearch/showAward?AWD_ID=1743044&HistoricalAwards=false).

Lynch, John G. (2017), "The Research-Teaching Link and the Role of Tenure Track Business Faculty." Video for Leeds School of Business Board of Alumni and Friends. https://www.youtube.com/watch?v=i2NEBuYHw0M&feature=youtu.be

Lynch, John G., Jr. (2016), "CB As I See It" in Michael Solomon, *Consumer Behavior: Buying, Having, and Being* (12th Edition), Pearson Education, p. 131.

Lynch, John G. Jr. (2011), "Meaningless Mediation." *Decision Science News,* Commentary published on various internet forums, e.g. http://www.sjdm.org/newsletters/11-oct.pdf and http://www.decisionsciencenews.com/2011/10/24/further-advice-for-navigating-the-waters-of-mediation-analysis/

Lynch, John et al. (2010), "Frivolous Journal Self-Citation." Public letter to Deans of all American Academy of Collegiate Schools of Business, co-signed by 26 journal editors. Web version posted on various Internet forums, e.g. http://ama-academics.communityzero.com/elmar?go=2371115

BOOK REVIEW

Lynch, John G., Jr. (1986) Book Review of *Validity and the Research Process* by David Brinberg and Joseph McGrath*, Journal of Marketing Research*, 23 (November), 394-396. DOI: 10.2307/3151816

CURRENT RESEARCH ACTIVITIES

CURRENT RESEARCH AREAS

Consumers' financial decision-making and role of financial knowledge
Financial education and effects on financial behavior
Student loans
Retirement plan saving and leakage
Payment methods
Effects of privacy regulation on firms and consumers

MEMBER

American Marketing Association (Fellow)
American Psychological Association, Division 23, Consumer Psychology (Fellow)
Association for Consumer Research (Fellow)
INFORMS
Society for Judgment and Decision-Making

WORKING PAPERS, ACTIVE

Amozegar, Mahdiyeh, John G. Lynch, and Alix Barasch, "Buy-Now-Pay-Later and Couples' Financial Decision Making: The Role of Financial Conflict and Purchase Justifiability"

Amozegar, Amozegar, Mahdiyeh, John G. Lynch, and Scott Shriver, "Buy Now, Pay Later (BNPL): Consumer Price Sensitivity and Retailer Incentives"

Fernandes, Daniel, John G. Lynch, and Lena Kim, "Brief Commentary: Publication Bias in Research on the Effects of Financial Education on Financial Behavior and Policy Implications (June 2026). Available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5772062

Kornish, Laura, John Lynch, and Donald Lichtenstein, "What's Wrong with Colleges Giving Discounts and Calling Them Scholarships?"

Wang, Yanwen, Muxin Zhai, and John G. Lynch, "The Effects of 401(k) Auto-Escalation: When, Why, and for Whom Does It Work?

WORKING PAPERS, DORMANT

De La Rosa, Wendy et al. "Increasing Interest in Claiming a Tax Credit Among Lower-Income People: Evidence from Two Large-Scale A/B/n Field Experiments." September 2024

Harvey, Joseph and Lynch, John G. and Fernbach, Philip and Jhang, Ji Hoon, Information Overload in Consumer Response to Annuities: Eye-Tracking and Behavioral Evidence (March 20, 2023). Consumer Financial Protection Bureau Office of Research Working Paper No. 23-01, Available at SSRN: https://ssrn.com/abstract=4394792

Kan, Christina, Phillip M. Fernbach, and John G. Lynch, Jr., and Matthew Meister, "Personal Budgeting in the Short Term and the Long Term"

Lynch, John G., Jr., Stephen A. Spiller, and Gal Zauberman, "Generation, Representation and Valuation of Choice Alternatives: A Psychological Model of Resource Slack with Applications to Intertemporal Choice"

André, Quentin, Nicholas Reinholtz, and John G. Lynch, Jr., "Restricted Use Funds and Budgeting Decisions"

Harvey, Joseph, and John G. Lynch, Jr., "Step by Step: Planning Fallacy for Multi-Step Tasks Results from Insufficient Consideration of Competing Activities and Not Difficulties with Focal Activity Itself"

Fernandes, Daniel, and John G. Lynch, Jr., "Mañana: Reminders as Tools for Accelerating or Delaying Task Completion"

KEYNOTE ADDRESSES

2025	NetSpar (Network for Studies on Pensions, Aging and Retirement) Attended by Queen Maxima of the Netherlands.
2024	State University of New York – Buffalo Marketing Insight Conference
2024	University of Houston Doctoral Consortium, Houston
2023	University College of Dublin Marketing Camp for Advanced Research, Dublin
2022	Theory + Practice in Marketing, Emory University, Atlanta
2018	CFP Board Academic Research Colloquium, Washington DC
2015	Financial Literacy & Well-Being Forum, University of Toronto & Financial Consumer Agency of Canada
2015	Pensions & Investments, Investment Summit Lineup Conference, NYC
2015	45th Annual Haring Doctoral Symposium, Indiana University
2013	American Marketing Association Doctoral Consortium, Ann Arbor
2013	La Londe Conference in Marketing Communications and Consumer Behavior
2012	Center for Financial Security Conference, University of Wisconsin-Madison

CONFERENCE PRESENTATIONS

1. "Why Be a Marketing Academic? Past, Present, and Future of Marketing Scholarship," Keynote panel with Gita Johar, Linda Price, and Jagdish Sheth. AMA-Sheth Doctoral Consortium, June 2026

2. Publication Bias in Research on the Effects of Financial Education on Financial Behavior: Policy Implications. Indiana University Marketing Research Camp, May 2026.

3. "Wilkie, Sherry, and the Gator Years." Notre Dame Mendoza School Conference Celebrating William Wilkie's and John Sherry's Contributions, May 2025.

4. "Financial Knowledge, Financial Education, and Financial Behavior." Keynote talk at Netspar Anniversary Congress on Pensions & Science, April 1, 2025. Attended by Queen Maxima of Netherlands.

5. "Russ Winer and the Future of Marketing: Practice and Scholarship." NYU Stern School Conference Celebrating Russ Winer's Contributions, November 2024

6. "Making a Relevant Contribution: The Role of Theory." Association for Consumer Research Doctoral Symposium, Paris, September 2024

7. "Inside Baseball: How Our Stereotypes of "Good Theory" Undermine Perceived Relevance of Marketing Scholarship." University at Buffalo Future of Marketing Conference, May 2024

8. "'Statistical Significance' and Statistical Reporting: Moving Beyond Binary." University of Houston 41st Annual Doctoral Symposium, April 2024.

9. "'Statistical Significance' and Statistical Reporting: Moving Beyond Binary." Cornell University Marketing Research Camp, November 2023

10. "Inside Baseball: How Our Stereotypes of "Good Theory" Undermine Perceived Relevance of Marketing Scholarship." Association for Consumer Research Conference, Seattle, October 2023

11. "Health and Financial Decision Making through the Lens of Consumer Well Being and Public Policy." Panel Discussion, Association for Consumer Research Conference, Seattle, October 2023

12. "Shaping Consumers' Risk Perception and Risk Preference to Bridge Attitude-Behavior Gaps" Roundtable at Association for Consumer Research Conference, Seattle, October 2023

13. "Financial Knowledge, Financial Behavior, and Financial Well-Being." University of Connecticut VOYA Financial Colloquium, Storrs, October 2023.

14. "Financial Knowledge, Financial Behavior, and Financial Well-Being." University College of Dublin Marketing Research Camp, Dublin, August 2023.

15. "The Future of Marketing and Consumer Research: A Marketing Science Institute Perspective on the Contributions of James Bettman." Duke University Conference Celebrating the Careers of Jim Bettman and Rick Staelin. @ 12:52 to 22:48 https://duke.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=53830faf-19b2-4c3e-b46a-b006011b3620

16. "Two Types of Theoretical Contributions in Marketing Research: Construct-to-Construct and Phenomenon-to-Construct Mapping." Texas A&M Marketing Camp, March 2023

17. "How Our Conception of Theory Limits Our Influence on Practice," Theory + Practice in Marketing Conference, May 2022

18. "Early Mistakes." Panel at American Marketing Association – Sheth Foundation Doctoral Consortium, Austin, June 2021

19. "Better Marketing for a Better World, and the Influence of "False Positive Psychology." Association for Consumer Research Knowledge Forum. October 2021.

20. "Research Integrity." Panel at American Marketing Association – Sheth Foundation Doctoral Consortium, Bloomington, August 2021

21. "Roundtable on Diversity, Equity, & Inclusion." Marketing Science Institute, August 2021.

22. "Restricting Consumer Access to Credit: Evidence For and Against." Panel at Marketing and Public Policy Conference, June 2021

23. "Better Marketing for a Better World," Panel at Better Marketing for a Better World Economic and Social Empowerment Forum, June 2021

24. "What Would I Do Differently?" Panel at Association for Consumer Research Doctoral Consortium, October 2020

25. "Creating Boundary-Breaking, Marketing-Relevant Consumer Research," Association for Consumer Research Knowledge Forum, October 2020.

26. "Marketing in the Healthcare Sector: Journal of Marketing Special Issue Introduction." American Marketing Association Summer Educators' Conference, August 2020.

27. "Consumer Financial Decision Making: Beyond the Individual." PhD Project Marketing Doctoral Student Association Conference, August 2020.

28. "Analyzing Counterbalanced Repeated Measures Designs," Association for Consumer Research Doctoral Consortium, Atlanta, October 2019

29. "Marketing for a Better World: Consumer Financial Decision Making," American Marketing Association Doctoral Consortium, New York, June 2019

30. "Consumer Financial Decision Making: Financial Literacy & Financial Education," Behavioral Science and Policy Conference, New York, June 2019

31. "Generous to a Fault: The Effect of Generosity of Employers Retirement Plan Contributions on Leakage," Boulder Summer Conference on Consumer Financial Decision Making, Boulder CO, May 2019

32. "Measurement and Meta-Analysis," LehmannFest, Columbia University, New York, May 2019

33. "boundedly Rational or Boundedly rational?" Wroe Alderson Symposium in Honor of Wes Hutchinson, Wharton School of Business, May 2019, University of Pennsylvania.

34. "Comments on Mochon et al., 'Scope Insensitivity in Debt Repayment," Booth School of Business Behavioral Finance and Decision-Making Conference, University of Chicago, March 2019, University of Chicago

35. "Using Data Analytics for Faculty Evaluations: A Case Study of University of Colorado Leeds Business School" to the Council of Chinese-American Deans and Presidents Forum, October 2018, Miami FL

36. "Marketing for a Better World." Association for Consumer Research, October 2018, Dallas, TX

37. "On a Need-to-Know Basis: How the Distribution of Responsibility Between Couples Shapes Financial Literacy and Financial Outcomes." CFP Board Academic Research Colloquium, February 2018, Arlington VA

38. "Research for Impact." Invited Presentation at American Marketing Association Doctoral Consortium, June 2017, Iowa City IA

39. "The Fascinating Field of Marketing II: Undertaking Research with Impact." Invited Presentation at American Marketing Association Doctoral Consortium, June 2016, South Bend, IN

40. "Financial Literacy and Financial Education: Just-in-Time or Just-Too-Late?" Common Cents Behavioral Design Immersion, April 2016, Mountain View CA

41. "Financial Literacy and Financial Education: Just-in-Time or Just-Too-Late?" Morningstar Institutional Conference, March 2016, Phoenix AZ

42. "Financial Literacy and Financial Behaviors: Implications for Individuals and Couples. Keynote at Financial Literacy and Well-Being Forum, Behavioural Economics in Action & Financial Consumer Agency of Canada, Nov 2015, Toronto.

43. "Financial Literacy, Financial Education, and Downstream Financial Behaviors – Implications for Student Loans." Invited address at Rocky Mountain Association of Student Financial Aid Administrators, Oct 2015, Westminster, CO.

44. "Connecting Theory to Practice in Research on Consumer Financial Decision Making," Association for Consumer Research North American Conference, Oct 2015, New Orleans, LA.

45. "Resource Slack: A Theory of Perceived Supply and Demand" Association for Consumer Research North American Conference, Oct 2015, New Orleans, LA.

46. "In Praise of Conceptual Replications," Invited address at Association for Consumer Research Doctoral Symposium, Oct 2015, New Orleans, LA.

47. "Looking for Theory in Consumer Research," Invited address at Academy of Marketing Science session on From Ideas to Impactful Marketing Theory: Issues and Approaches. May 2015, Denver, CO

48. "Resource Slack: A Theory of Perceived Supply and Demand." University of Maryland Decision Process Symposum, April 2015, College Park, MD.

49. "Financial Literacy, Financial Education, and Downstream Financial Behavior." Keynote address at Pensions and Investment' 401(k) Investment Lineup Summit, April 2015, New York, NY.

50. "Resource Slack: A Theory of Perceived Supply and Demand." Invited Presentation, Carlson School of Business Marketing Camp, University of Minnesota, April 2015, Minneapolis, MN.

51. "Resource Slack: A Theory of Perceived Supply and Demand." Keynote address, 45th Annual Haring Symposum Promoting Doctoral Research in Marketing, March 2015, Bloomington IN.

52. "Resource Slack: How Consumers Think about Supply and Demand for Time and Money." Invited presentation, Marketing Science Institute conference on "Behavioral Economics and Beyond: Insights and Applications," March 2015, Durham, NC.

53. "Financial Literacy, Financial Education, and Downstream Financial Behavior." Invited presentation, Defined Contribution Institutional Investors' Association, November 2014, New York, NY.

54. "Financial Literacy, Financial Education, and Downstream Financial Behavior" Keynote speech at National Endowment for Financial Education Forum on our work, September 2013, Washington, DC

55. "Infusing Academic Integrity into Doctoral Mentoring and Doctoral Programs," American Marketing Association, August 2013, Boston MA

56. "Substantive Consumer Research: The Case of Consumer Financial Decision Making." Keynote address, American Marketing Association Doctoral Consortium, June 2013, Ann Arbor, MI

57. "Resource Slack: A Theory of Perceived Supply and Demand." Keynote address, La Londe Conference on Marketing Communications and Consumer Behavior." June 2013, La Londe les Maures, France.

58. "Understanding Methods in Consumer Research: Phooey on Phormulae."Association for Consumer Research Doctoral Symposium, October 2012, Vancouver, Canada.

59. Just In Time Financial Education in the Form of Financial Decision Support Systems," President's Advisory Council on Financial Capability, July 2012, Washington DC.

60. "Information Remedies, Choice Architecture, Plain Vanilla Financial Products, and "Just In Time" Financial Education in the Form of Financial Decision Support Systems," Workshop on Financial Decision Making, Cognition, and Regulation, University of Colorado Law School, July 2012, Boulder CO.

61. "Interdisciplinary Research on Consumer Financial Decision Making," Keynote Address, Center for Financial Security Workshop, University of Wisconsin-Madison, June 2012, Madison WI.

62. "The Research Process," American Marketing Association Doctoral Consortium, University of Washington. June 2012, Seattle, WA.

63. "A Meta-Analytic and Psychometric Investigation of the Effect of Financial Literacy on Downstream Financial Behaviors." Marketing in Israel Conference, December 2011, Jerusalem.

64. "Consumer Decision Making, Financial Literacy, and Recommender Systems" Consumer Financial Protection Bureau Workshop on Consumer Financial Protection: The Role of Psychology, October 2011, Washington DC.

65. "Plenary Session Discussion Leader: Maximizing the Impact of Consumer Research" Thirty-Ninth Annual Conference, Association for Consumer Research," October 2011, St. Louis, MO.

66. Discussant, "Adding and Subtracting: Decision Making During Accumulation and Decumulation of Retirement Savings" Thirty-Ninth Annual Conference, Association for Consumer Research," October 2011, St. Louis, MO.

67. Discussant, "Health, Wealth, and Consumer Welfare" Thirty-Ninth Annual Conference, Association for Consumer Research," October 2011, St. Louis, MO.

68. "Crafting a Manuscript: Positioning and Introduction" American Marketing Association Sheth Doctoral Consortium, June 2011, Oklahoma City, OK.

69. "Giving Up in Complex Financial Decision Making: Attention, Distraction, Procrastination, and Delegation." New York, December 2010: Russell Sage Foundation Consumer Finance Working Group.

70. "Incentives to Publish (Lots)," American Marketing Association Pre-Conference on '"Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing." Boston, August 2010.

71. "A Psychological Model of Annuitization Decisions," Rand Behavioral Finance Forum, Washington, DC, May 2010.

72. "An Invitation to Research on Consumers' Financial Decision Making," Marketing and Public Policy Research Workshop, Fort Collins CO, May 2010.

73. "Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis." Berkeley Behavioral Marketing Camp, Berkeley CA, April 2010.

74. "Information Remedies, Choice Architecture, and Plain Vanilla Financial Products," Russell Sage Foundation Consumer Finance Working Group Meeting, New York, December 2009.

75. "Nudges versus Information Remedies to Improve Consumers' Financial Decision Making," Federal Reserve Conference on Consumer Protection in Financial Markets, Cleveland, OH, September 2009.

76. "A Recommender System to Nudge Consumers to Choose Mortgages and Houses That Match Their Risks and Tastes," American Marketing Association Marketing and Public Policy Conference, May 2009, Washington DC. (with S. Woodward)

77. "A 55-Year Old Virgin's View of Developing and Publishing Policy Relevant Research," Marketing and Public Policy Conference Pre-Conference Emerging Scholars Consortium, May 2009, Washington, DC.

78. "A Recommender System to Nudge Consumers to Choose Mortgages and Houses That Match Their Risks and Tastes," Rand Behavioral Finance Forum: US-UK Conference on Behavioral Finance & Public Policy, May 2009, Washington DC. (with S. Woodward)

79. "A Consumer Psychologist's Comments on 'Consumer Behaviors: Opportunities for Innovative Products'," Federal Reserve Community Affairs Research Conference, April 2009, Washington DC.

80. Discussant, "Revisiting Consumer Confidence: New Findings and Emerging Perspectives'" 36th Annual Conference, Association for Consumer Research, October 2008, San Francisco.

81. Discussant, "Time: It's a Personal Thing," Thirty-Sixth Annual Conference, Association for Consumer Research, October 2008, San Francisco, CA.

82. "Inside / Outside: Consumers' Financial Decision Making," Association for Consumer Research Doctoral Consortium, October 2008, San Francisco, CA.

83. " 'Yes…Damn' and Other Surprises with Time, Money, and Really New Products", Marketing Science Institute Immersion Conference, October 2008, Boston, MA.

84. "Metacognition and Diagnosticity," Kellogg Metacognition Conference, Northwestern University, September 2008, Evanston, IL

85. "Consumer Information Processing and Mortgage Disclosures," Federal Trade Commission Bureau of Economics Conference on Consumer Information and the Mortgage Market, May 2008, Washington, DC. http://www.ftc.gov/be/workshops/mortgage/presentations/Lynch_John.pdf

86. "Collaboration Snapshot: Resource Slack and Savings Behavior," Behavioral Finance Forum Annual Conference, March 2008, Coral Gables, FL. (with G. Zauberman, S. Spiller, and C. Bergquist)

87. "Butlers, Concierges, Spies, and Tipsters: Whose Interests Are Served by Assistive Technologies on the Internet?" Aspen Institute Stakeholder Marketing Consortium, Aspen, CO, September 2007. (with G. Häubl and K. Murray)

88. "Butlers, Concierges, Spies, and Tipsters," University of California-Riverside Sloan Center Networking Workshop, May 2007, Riverside CA. (with G. Häubl and K. Murray)

89. "Resource Slack and Savings Behavior," Behavioral Finance Forum Annual Conference, March 2007, Coral Gables, FL. (with G. Zauberman and S. Spiller)

90. "As Time Goes By: Warm Intentions and Cold Feet for Really-New and Incrementally-New Products?" Marketing Science Institute Conference on "Accelerating Market Acceptance in a Networked World, March 2007, Los Angeles, CA (with D. Alexander and Q. Wang).

91. "Managing Your Career as a Doctoral Student: Confessions and Counsel," Association for Consumer Research Doctoral Consortium, September 2006, Orlando, FL.

92. " 'Time and Decisions' or 'Research Ideas from Theory vs. Substance'," American Marketing Association Sheth Doctoral Consortium, July 2006, College Park MD.

93. " 'Yes…Damn' and Other Surprises with Time, Money, and Really New Products", American Marketing Association Sheth Doctoral Consortium, July 2005, Storrs CT.

94. "When Do You Want It? Time, Decisions, and Public Policy," *Journal of Public Policy and Marketing* Conference on Helping Consumers Help Themselves: Improving the Quality of Judgments and Choices, Duke University, May 2005.

95. "The Delayed Effects of Affective States on Memory-Based Decisions and Judgments." Thirty-Second Annual Conference, Association for Consumer Research, October 2004, Portland OR. (with N. Tavassoli and S. Wood)

96. "Self-Generated Validity Effects in Consumer Research." Discussant comments, Thirty-Second Annual Conference, Association for Consumer Research, October 2004, Portland OR.

97. "Consumer Activism: Boycotts, Brands and Marketing Communications." Discussant comments, Thirty-Second Annual Conference, Association for Consumer Research, October 2004, Portland OR.

98. "Memory and Consumer Decision Making." Association for Consumer Research Doctoral Consortium, October 2004, Portland, OR.

99. "A Stargazer's Guide to Spotting Large and Small Voids in the Heavens of Consumer Research." American Marketing Association Sheth Doctoral Consortium, June 2004, College Station, TX.

100. "Resource Slack and Propensity to Discount Delayed Investments of Time and Money." Sixth CU-Boulder Invitational Choice Symposium, June 2004, Estes Park, CO. (with G. Zauberman)

101. "Accessible but Nondiagnostic Memories about Memory and Consumer Choice," Converse Award address, 16th Paul D. Converse Symposium. May 2004, Monticello IL.

102. "Resource Slack and Propensity to Discount Delayed Investments of Time and Money." Ninth Behavioral Decision Research in Management Conference, April 2004, Durham, NC. (with G. Zauberman)

103. "Master of None." Invited address on receiving the Society for Consumer Psychology's Distinguished Scientific Achievement Award. Society for Consumer Psychology Winter Conference, February 2004, San Francisco, CA

104. "Issues in Online Consumer Behavior," Association for Consumer Research Doctoral Consortium, October 2003, Denver CO

105. "Resource Slack and Consumer Discount Rates for Time versus Money." American Marketing Association Sheth Doctoral Consortium, June 2003, Minneapolis, MN (with G. Zauberman)

106. "When Time is Not Like Money: The Role of Perceived Resource Slack in Revealed Time Preferences." European Marketing Academy, Invited Special Session, May 2003, Glasgow, UK (with G. Zauberman)

107. "Giving More Choice to Computers and Humans: The Impact of Search Agents, Variety and Size of Selection on Consumer Welfare." American Marketing Association Doctoral Consortium, June 2001, Coral Gables, Florida. (with K. Diehl)

108. "Giving More Choice to Computers and Humans: The Impact of Search Agents, Variety and Size of Selection on Consumer Welfare." Marketing Science Institute's Conference on Marketing, Corporate Social Initiatives, and the Bottom Line, March 2001, Chapel Hill, NC (with K. Diehl)

109. "Online Customer Loyalty." Marketing Science Institute Board of Trustee's Meeting, November 2000, San Diego, CA.

110. "The Impact of Search Agents, Variety and Size of Selection on Consumer Welfare." Thirty-First Annual Conference, Association for Consumer Research, October 2000, Salt Lake City, UT (with K. Diehl)

111. "Do Consumers Have Relationships with Companies or Brands? A Social Psychological Perspective." American Marketing Association Doctoral Consortium, August 2000, London, Ontario.

112. "Smart Agents, Competition, and Consumer Welfare." Marketing Science Institute Conference on The World According to e: e-Commerce and e-Customers, December 1999, Coral Gables, FL. (with K. Diehl and D. Ariely)

113. "Wine Online: Search Costs and Competition on Price, Quality, and Distribution." Thirtieth Annual Conference, Association for Consumer Research, October 1999, Columbus, OH. (with D. Ariely)

114. "Which Smart Agents are Smarter? An Analysis of Relative Performance of Collaborative Filtering and Individual-Based Smart Agents", Thirtieth Annual Conference, Association for Consumer Research, October 1999, Columbus, OH (with D. Ariely and M Aparicio)

115. "Experiments and Alternative Methods for Research on Electronic Commerce." American Marketing Association Doctoral Consortium, August 1999, Los Angeles.

116. "Interactive Home Shopping: Effects of Search Cost for Price and Quality Information on Consumer Price Sensitivity, Satisfaction with Merchandise Selected, and Retention." INFORMS College of Marketing Mini-Conference on Marketing Science and the Internet, MIT Sloan School, March 1998, Cambridge. (with D. Ariely)

117. "Interactive Home Shopping: Effects of Lowered Search Costs on Competition." Marketing Science Institute conference on "Research Frontiers in Interactive Marketing", September 1997, Boston.

118. “Information, Competition, and Consumer Price Sensitivity.” American Marketing Association Doctoral Consortium, August 1997, Cincinnati.

119. “Presidential Address: Reviewing.” Twenty-eighth Annual Conference, Association for Consumer Research, October 1997, Denver.

120. “Presidential Session: Ethics in Consumer Research.” Twenty-eighth Annual Conference, Association for Consumer Research, October 1997, Denver.

121. “New Insights into Advertising and Price Elasticity,” Twenty-seventh Annual Conference, Association for Consumer Research, Tucson, AZ, 1996 (with S. Wood and A. Mitra).

122. “Interactive Home Shopping: Who, What, When?” American Marketing Association Doctoral Consortium, Boulder, CO 1996.

123. “Rationality and Incomplete Information,” Third International Choice Symposium, Columbia University/New York University, Arden House, 1996.

124. “A Perspective on the Future of Electronic Shopping,” National Retail Federation’s 37th Annual Retail Information Systems Conference, Chicago, 1995 (with J. Alba, D. Hopping, and B. Weitz).

125. "The Effects of Advertising on Benefits Consumers Choose and on Their Price Sensitivity," Twenty-fifth Annual Conference, Association for Consumer Research, Boston, 1994 (with A. Mitra).

126. "Boundary Conditions on Value Lability,” Duke Invitational Symposium on Choice Modeling and Behavior, Durham, NC, 1993.

127. "Contextual Biases in Consumer Price Sensitivity: An Experimental Study of Reference Prices and Price Tiers," TIMS Marketing Science Conference, St. Louis, 1993 (with W. Hutchinson & S. Ramaswami).

128. "Reflection and Reification of Public Opinion in Survey Research," Twenty-second Annual Conference, Association for Consumer Research, Chicago, 1991 (with C. Simmons and B. Bickart).

129. "Advertising Effects on Consideration Set Size," Twenty-second Annual Conference, Association for Consumer Research, Chicago, 1991 (with A. Mitra).

130. "Contingent Inference Making," Twenty-second Annual Conference, Association for Consumer Research, Chicago, 1991 (with C. Simmons).

131. Discussant, "Substantive Theory in Social and Consumer Judgments: Implications for the Validity of Measurement." Twentieth Annual Conference, Association for Consumer

Research, New Orleans, 1989.

132. "Consumer Decision Making with Internal and External Information: The Effects of Advertising." Advertising and Consumer Psychology Conference, Toronto, 1989.

133. "Labile Hierarchies Among Beliefs, Attitudes, Intentions, and Behaviors." Invited Presentation, 2nd Annual Conference on Information Processing and Decision Making, SUNY Buffalo, 1988.

134. Discussant, "Anchoring and Adjustment." Eighteenth Annual Conference, Association for Consumer Research, Boston, October 1987.

135. "Psychological Perspectives on the Economics of Information." Special Topics Session, Eighteenth Annual Conference, Association for Consumer Research, Boston, October 1987 (with P. Bloom).

136. "Choosing Between Present and Remembered Brands: Use of Brand Attributes and Prior Evaluations." Special Topics Session, Seventeenth Annual Conference, Association for Consumer Research, Toronto, October 1986.

137. "An Independent Variable Approach to Consumer Research Methodology." National Marketing Teleconference Consortium, November 1984. (with R. Lutz, B. Sternthal, A. Tybout)

138. "Category-Based Transfer of Affect in the Evaluation of Novel Brands." Special Topics Session, Fifteenth Annual Conference, Association for Consumer Research, Washington, D.C., October 1984. (with J. Cohen)

139. Discussant, "Intentions and Behavior." Fourteenth Annual Conference, Association for Consumer Research, Chicago, IL, October 1983.

140. "The Sensitivity of Conjoint Analysis to Context Effects." Special Topics Session, Thirteenth Annual Conference, Association for Consumer Research, San Francisco, CA, October 1982. (with D. Chakravarti)

141. Discussant, "Theoretical and Empirical Perspectives on Memory." Twelfth Annual Conference, Association for Consumer Research, St. Louis, MO, October 1981.

142. Presented "Measures of Cognitive Process in the Study of Decision Making." Conference on Social Experimentation, Center for Econometrics and Decision Sciences, University of Florida, Gainesville, FL, January 1981. (with T. Srull)

143. Presented "A Method for Determining the Sequencing of Cognitive Processes in Judgment: Order Effects on Reaction Times." Competitive Paper Session, Eleventh Annual Conference, Association for Consumer Research, Arlington, VA, October 1980.

INVITED PRESENTATIONS

1. Indiana University, May 2026
2. College of William and Mary, April 2026
3. National University of Singapore, April 2026
4. Tulane University, November 2025
5. University of Zurich, October 2025
6. Notre Dame University, May 2025
7. Netspar (The Hague, Netherlands), April 2025
8. Southern Methodist University, March 2025 (virtual)
9. New York University, November 2024
10. University at Buffalo, May 2024
11. Tilburg University, Netherlands, April 2024
12. University of Maastricht, Netherlands, April 2024
13. University of Houston, April 2024
14. Cornell University, November 2023
15. Behavioral Economics in Action at Rotman, October 2023 (virtual)
16. University of Connecticut, October 2023
17. University College of Dublin, August 2023
18. University of Toronto, April 2023
19. Texas A&M University, March 2023
20. Georgia State University CMO Roundtable, March 2023 (virtual)
21. University of Texas-Austin, March 2023
22. UCLA, Los Angeles, April 2022
23. Duke University, Durham, March 2022
24. Yale University, New Haven, April 2022
25. University of Kansas, November 2021 (virtual)
26. University of Washington-Seattle, October 2020
27. Arison School of Business, Interdisciplinary Center (IDC), Herzliya, Israel, July 2020
28. Consumer Financial Protection Bureau, Washington DC, September 2019
29. Rotterdam School of Management, Rotterdam, Netherlands, September 2019
30. Columbia Business School, New York, May 2019
31. University of Pennsylvania, Philadelphia, PA, May 2019
32. Northwestern University, Evanston, IL, April 2019
33. Columbia Business School, New York, April 2019
34. University of Utah, Salt Lake City, UT, March 2018
35. University of Florida, Gainesville, FL, November 2017
36. Western University, Ontario, September 2017
37. University of Vienna, Vienna Austria, June 2017
38. University of Iowa, AMA Doctoral Consortium, June 2017
39. University of Miami, Coral Gables, FL, Oct. 2016
40. Notre Dame University, AMA Doctoral Consortium, June 2016
41. Rice University, May 2016
42. Common Cents Behavioral Design Immersion, Mountain View, CA, April 2016
43. HEC, Paris, March 2016
44. Boston College, Boston, December 2015

45. University of Toronto & Financial Consumer Agency of Canada, Toronto, Nov. 2015
46. Rocky Mountain Assn. Student Financial Aid Administrators, Westminster, Oct. 2015
47. University of Delaware (Marketing & Economics), Newark, September 2015
48. University of Maryland (Decision Processes), College Park, May 2015
49. University of Minnesota, Minneapolis, April 2015
50. Pensions & Investments 401(k) Investment Lineup Summit, New York, April 2015
51. Indiana University, Bloomington, March 2015
52. Marketing Science Institute / Duke University, Durham, March 2015
53. Defined Contribution Institutional Investors Association, New York, Nov. 2014
54. University of Pennsylvania, Philadelphia, October 2014
55. University of Illinois, Champaign-Urbana, September 2014
56. University of Washington-Seattle, May 2014
57. Dartmouth College, Tuck School of Business, March 2014
58. Harvard Business School, March 2014
59. US Consumer Financial Protection Bureau, December 2013
60. Ohio State University, Columbus, November 2013
61. National Endowment for Financial Education Forum, September 2013
62. Columbia Business School, New York, March 2013
63. University of California – San Diego, March 2013
64. University of Technology-Sydney, November 2012
65. National Endowment for Financial Education, November 2012
66. President's Council on Financial Capability, US Dept. of Treasury, July 2012
67. University of Wisconsin-Madison, June 2012
68. University of Michigan, March 2012
69. Hebrew University of Jerusalem, December 2011
70. City University of New York, November 2011
71. University of Arizona, Tucson, March 2011
72. University of Colorado Psychology, Boulder, November 2010
73. University of Wyoming, Laramie, September 2010
74. UCLA, Los Angeles, May 2010
75. University of Pennsylvania, Philadelphia, April 2010
76. Pennsylvania State University, State College, April 2010
77. University of California, Berkeley, April 2010
78. Carnegie-Mellon University, Pittsburgh, April 2010
79. Iowa State University, Ames, November 2009
80. University of Hawaii, Honolulu, April 2009
81. University of Central Florida, Orlando, April 2009
82. Northwestern University, Evanston, September 2008
83. Federal Trade Commission, Washington, DC , May 2008
84. University of Colorado, Boulder, April 2008
85. Australian Graduate School of Management, Sydney, November 2007
86. University of Technology-Sydney, Sydney, November 2007
87. University of Sydney, November 2007
88. Hong Kong University of Science and Technology, Hong Kong, May 2007
89. Emory University, Atlanta, April 2007
90. University of Colorado, Boulder, November 2006

91. New York University, New York, June 2006
92. University of Alberta, Edmonton, May 2006
93. Columbia University, New York, February 2006
94. University of Notre Dame, South Bend, January 2006
95. University of Missouri, Columbia, November 2005
96. Northwestern University, Evanston, September 2005
97. Singapore Management University, Singapore, July 2005
98. University of Chicago, Chicago, May 2005
99. Cornell University, Ithaca, March 2005
100. Yale University, New Haven, December 2004
101. Georgia Institute of Technology (Psychology), Atlanta, November 2004
102. University of California, Berkeley, September 2004
103. University of Illinois, Champaign-Urbana, May 2004
104. Tulane University, New Orleans, November 2003
105. INSEAD, Fontainebleau, France, June 2003
106. Univ. College of London, London Judgment & Decision-Making Society, May 2003
107. University of Maastricht, Netherlands, April 2003
108. Warwick Business School, Coventry, UK, February 2003
109. European Business School, London, UK, February 2003
110. London Business School, UK, January 2003
111. Tilburg University, Netherlands, December 2002
112. University of Iowa, Iowa City, May 2001
113. University of California Los Angeles, Los Angeles, March 2001
114. Indiana University, Bloomington, February 2000
115. University of California, Berkeley, September 1999
116. Wharton Electronic Commerce Forum, May 1999
117. Harvard University, Cambridge, February 1999
118. University of Pennsylvania, Philadelphia, January 1999
119. Yale University, New Haven, December 1998
120. University of Michigan, September 1998
121. Chinese-European International Business School, Shanghai, June 1998
122. Hong Kong University of Science and Technology, Clear Water Bay, June 1998
123. Cornell University, Ithaca, January 1998
124. New York University, New York, December 1996
125. University of Chicago, Chicago, March, 1995
126. University of Pittsburgh, Seven Springs, February 1995
127. University of Rochester, Rochester, May 1994
128. University of Colorado, Boulder, March 1993
129. Northwestern University, Evanston, February 1993
130. Columbia University, New York, June 1992
131. University of Colorado, Boulder, May 1992
132. University of South Carolina, Columbia, May 1992
133. University of Arizona, Tucson, March 1992
134. New York University, New York, April 1991
135. University of California, Berkeley, August 1990
136. Stanford University, Palo Alto, August 1990

137. Pennsylvania State University, State College, September 1989
138. McGill University, Montreal, March 1989
139. Duke University, Durham, June 1987
140. University of Tennessee, Knoxville, May 1987
141. American University, Washington, D.C., April 1987
142. University of Alabama, Tuscaloosa, December 1986
143. University of Houston, Houston, November 1985
144. University of Arizona, Tucson, October 1985
145. Ohio State University, Columbus, April 1985

GRANTS

2011-2013	"A Meta-Analytic and Psychometric Investigation of the Effect of Financial Literacy on Downstream Financial Behaviors." Grant from the National Endowment for Financial Education
2010-2011	"Giving Up in Complex Annuity Decision Making: Attention, Distraction, Procrastination, and Delegation." Grant from Russell Sage Foundation and Alfred P. Sloan Foundation.
2006-2007	"After the Box Has Been Opened: Determinants of Adoption and Use of Really New Products," Grant from the Marketing Science Institute.
2004-2005	"As Time Goes By: Warm Intentions and Cold Feet for Really New vs. Incrementally New Entertainment and Communication Technologies," Grant from CBS Television Network.
2002-2003	Leverhulme Trust Visiting Professorship Award to London Business School.
1998-2000	"Measuring Preferences and Positioning Really New Products" with S. Hoeffler. Grant from the Marketing Science Institute.
1997-98	"Interactive Home Shopping: Effects of Cost of Acquiring Price and Quality Information on Consumer Price Sensitivity, Satisfaction with Merchandise Selected, and Retention" with D. Ariely. Grant from the Marketing Science Institute.
1990	"A Weighted Index of Telephone Service Quality." Grant from the Florida Public Service Commission.
1988	"Development of a Weighting Scheme for Evaluating Regulated Local Telephone Companies." (with T. Buzas) Grant from the Public Utilities Research Center, University of Florida.
1981	"The Sensitivity of Conjoint Analysis to Context Effects on Consumer Preferences." (with D. Chakravarti) Grant from the Center for Econometrics and Decision Sciences, University of Florida.
1980	"Cognitive Processes in Consumer Decision Making." Grant from College of Business Administration, University of Florida.
1979	"The Cognitive Psychology of Consumer Decision Making." Grant from the Center for Econometrics and Decision Sciences, University of Florida.

TEACHING

COURSES TAUGHT

Building Theory and Testing Incomplete Theory – University of Zurich Ph.D.
Principles of Marketing, Undergraduate
Marketing Research & Analytics, Undergraduate
Consumer Behavior, Undergraduate
Senior Seminar in Marketing, Undergraduate
Market Intelligence, MBA
Consumer Behavior, MBA
Consumer Behavior, Ph.D.
Design of Market Research, Ph.D
Consumer Research Methods, Ph.D.
Marketing Strategy, Ph.D.
Grow Your Venture Programme – Duke-Wits Business School

CASES AND TEACHING MATERIALS

1. Lynch, John (2021), "Developing and Testing Hypotheses from the Consumer Financial Protection Bureau's National Financial Well Being Survey." A case using the CFPBs published survey instrument and data set to propose hypotheses about what personal variables predict key financial behaviors such as payday loan use. Students then test their hypotheses using appropriate statistical tests.

2. Lynch, John (2021), "Masters of Science in Business Administration (A), (B), (C), and (D)." Students conduct one on one interviews with undergraduate students to develop hypotheses and questions for a survey of juniors and seniors, design a survey based on their interviews, field the survey, and analyze results to develop recommendations on targeting, channels of communication, and messaging for a MSBA program.

3. Lynch, John, Richard Netemeyer, Daniel Fernandes, & Dee Wartmath (2020) "Consumers' Financial Well-Being & Overall Life Satisfaction." J*ournal of Consumer Research* Issues & Insights Teaching Series.

4. Lynch, John and Peter Truskey (2020), "Market Sizing: Medtronic Medical Devices." A market sizing case for a lung cancer diagnosis device and a "backward market research" case highlighting role of secondary data.

5. Lynch, John (2018), "Rachio Smart Sprinkler Controller (A)." A "backward market research" case that highlights the role of secondary data. Devise hypotheses about zip code level predictors of adoption of new technology, find measures available using secondary data. Plan analysis before data collection.

6. Lynch, John (2018), "Rachio Smart Sprinkler Controller (B)." Use data from sample of customer base on predictors of smart sprinkler adoption, build models to predict sales in extrapolation set of zip codes, including interactions in regression models.

7. Lynch, John, and Steve Clouthier (2015), "Kellogg's Natural Cereal Focus Groups." New product concept screening for natural cereal concepts with accompanying video. Highlights Lynch and Figura (2005) framework for revising concepts based on focus group inputs and role of usage situation.

8. Lynch, John (2014). "Tesla Motors." A case about direct vs. indirect channels of distribution. Tesla's direct sales model does not involve franchised dealers. Considers the legal arguments made by dealers' association for why Tesla should not be allowed to sell direct to consumer. Sets up discussion of double marginalization and effects on pricing of selling through an independent retailer. Updated September 2016.

9. Schneider, Abigail and John Lynch (2011), "Navigating Insurance Policies: Trimble Guidance Systems." A backward market research case in which students must design an experiment to test concepts for alternative forms of an insurance product for agricultural guidance systems.

10. Lynch, John (2008), "ENTITLE DIRECT Title Insurance." Students design quasi experiments to assess incremental volume from three forms of web promotion. Illustrates threats to internal validity, quasi -experimental design principles of interrupted time series, latin square designs.

11. Lynch, John (2006), "BBC World Service: Arab Language Television A." Students asked to design survey research to evaluate proposed launch of BBC World Service decision to launch a new Arabic language TV station. Illustrates issues of population definition, sampling, and cultural complexities in survey research.

12. Carlson, Kurt and John Lynch (2006), "Fuqua Weekend Executive MBA Marketing C." Companion to A and B cases. Students are given SPSS dataset with actual responses to survey to analyze to generate recommendations for marketing action.

13. Carlson, Kurt and John Lynch (2005), "Fuqua Weekend Executive MBA Marketing B." Companion to A case. Students are given a survey that was actually conducted and data from it plan data tables that would answer management questions.

14. Lynch, John and Kurt Carlson (2005), "Fuqua Weekend Executive MBA Marketing A." A backward market research case in which students must design a survey to discover key factors affecting likelihood that a prospective WEMBA student passes through stages of admissions funnel. Case requires both sample design and questionnaire design.

15. Lynch, John and Jim Figura (2005), "Thoughts on Qualitative Research: Using Focus Groups for New Product Concept Screening." Provides a framework for analysis of focus groups for new product concept screening.

16. Lynch, John (2004), "IBM Global Mobile Computing Segmentation: The Prometheus Project." Students exposed to outputs of a large global segmentation study, making decisions about which of eight revealed segments to target.

17. Lynch, John (2004), "Banner Advertising for Duke University's Executive MBA Programs." Students design quasi-experiment to evaluate effects of EMBA banner ads.

18. Lynch, John (2002), "Milan Food Case: Simple Random and Stratified Sampling in SPSS." Shows role of sample size, and sampling method, illustrates concept of sampling distribution of sample means.

19. Lynch, John (2002), "Wall Street Journal / Harris Interactive Survey of MBA Program Recruiters." Shows effects of sample biases and interplay between questionnaire design and sample bias.

20. Lynch, John (2000), "MBA Admissions at Fuqua." Applies "backward market research" concept (Andreasen 1985) to determine information needed and to analyze existing data on improving yield of daytime MBA program.

21. Lynch, John (2000), "Ethical Dilemmas in Managing Market Research." Highlights ethical responsibilities of managers in conducting and using market research.

22. Lynch, John and Kurt Carlson (2000), "Colgate Oral Care Focus Group Assignment." Highlights framework for revising new product concepts based on focus group inputs.

MASTERS THESIS COMMITTEES

University of Colorado

1. Allison Scott (Marketing, 2014)

University of Florida

1. Sarita Baghwat (Marketing, 1994)
2. Anita Kelley (Psychology, 1988)
3. David Dlugolecki (Psychology, 1986)
4. Alan Dick (Marketing, 1985)
5. Rene Spivak (Psychology, 1983)
6. Mary Ellen Adams (Marketing, 1982)

DOCTORAL THESIS COMMITTEES & CURRENT AFFILIATIONS

Legend
+ Winner of American Marketing Association John Howard Best Dissertation Award
* Winner of the annual Robert Ferber Award for Best Interdisciplinary Article in *Journal of Consumer Research* based on a Doctoral Dissertation
# Honorable Mention, Robert Ferber Award

1. Mahdiyeh Amozegar (Marketing, University of Colorado, chair, 2027 expected)
2. Brandon Christensen (Marketing, University of Colorado, 2025), Univ. of Arkansas
3. Jenna Barrett (Marketing, Maastricht University, 2024), Tilburg University
4. Matthew Meister (Marketing, University of Colorado, 2023), Univ. of Utah
5. Nicolas Light (Marketing, University of Colorado, 2021), University of Oregon
6. Joseph Harvey (Marketing, University of Colorado, co-chair, 2020), U.S. Consumer Financial Protection Bureau Office of Research
7. Justin Pomerance (Marketing, University of Colorado, 2020), University of New Hampshire
8. Sharaya Jones (Marketing, University of Colorado), 2020, George Mason University
9. Andrew Long (Marketing, University of Colorado, 2019), Louisiana State University
10. Lauren Min (Marketing, University of Colorado, 2018), University of Kansas
11. Quentin André (Marketing, INSEAD, 2018), University of Colorado-Boulder
12. Erin Percival Carter (Marketing, University of Colorado, 2017), University of Maine
13. Evan Weingarten (Marketing, Univ. of Pennsylvania, 2017), Univ. of Southern California
14. Julie Schiro (Marketing, Colorado, 2016), University College of Dublin
15. JeeHye Christine Kim (Marketing, INSEAD, 2016), Hong Kong Univ. of Science & Tech
16. Christina Kan (Marketing, Univ. of Colorado, chair, 2015), University of Connecticut
17. Yvonne Saini (Marketing, Wits Business School, Johannesburg, chair, 2015), Wits Bus Sch.
18. Jake Westfall (Psychology, Univ. of Colorado, 2015), Univ. of Texas-Austin
19. Abigail Schneider (Marketing, Univ. of Colorado, 2014), Regis University
20. An Tran (Marketing, Univ. of Colorado, chair, 2013), University of La Verne
21. Daniel Fernandes (Marketing, Erasmus Univ, 2013), Catholic U. of Lisbon
22. Ji Hoon Jhang (Marketing, Univ. of Colorado, chair, 2013), University of Central Arkansas
23. Haiyang Yang (Marketing, INSEAD, 2013), Johns Hopkins University
24. Stephen Spiller (Marketing, Duke, co-chair, 2011), UCLA
25. Kelly Herd (Marketing, Univ. of Colorado, 2011), Univ. of Connecticut
26. Ethan Pew (Marketing, Univ. of Colorado, 2010), Stony Brook U.
27. Caleb Warren (Marketing, Univ. of Colorado, 2010), Univ. of Arizona
28. Bram Van den Bergh (Marketing, Katholieke Universiteit Leuven, 2009), Erasmus Univ.
29. Fredrika Spencer (Marketing, Duke, 2009), UNC-Wilmington
30. Sarah Moore (Marketing, Duke, 2009), U. of Alberta *
31. Amy Dalton (Marketing, Duke, 2008), Hong Kong U. of Science & Technology
32. Robin Tanner (Marketing, Duke, 2008), U. of Wisconsin-Madison (now retired)
33. David Alexander (Marketing, Duke, Chair, 2008) U. of St. Thomas
34. Cong Li (Journalism & Mass Communications, U, of North Carolina, 2008), U. of Miami

Legend
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# Honorable Mention, Robert Ferber Award

35. Samuel Bond (Marketing, Duke, 2007), Georgia Tech
36. Dan Lieb (Marketing, Duke, 2007), industry
37. Kim-Chi Trinh (Management, Duke, 2006), Northwestern Univ.
38. Yael Zemack-Rugar (Marketing, Duke, 2006), University of Central Florida
39. Min Zhao (Marketing, UNC, 2006), Boston College
40. Selin Malkoc (Marketing, UNC, 2006), Ohio State University
41. Claudia Kubowicz Malhotra (Marketing, UNC, 2006), UNC-Chapel Hill
42. Robert Magee (Mass Communication, UNC, 2006), University of Mississippi
43. Sarit Moldovan (Marketing, Tel Aviv University, 2006), Open University of Israel
44. Alison Lo (Marketing, Duke, Co-chair, 2006), U. of Washington-Bothell
45. Joachim Vosgerau (Marketing, INSEAD, 2005), Bocconi Univ.
46. Rosallina Ferraro (Marketing, Duke, 2005). U of Maryland #
47. Jonathan Levav (Marketing, Duke, Co-Chair, 2003), Stanford U.
48. Jacqueline Conard (Marketing, Duke, 2003), Belmont U.
49. Kristin Diehl, (Marketing, Duke, Co-chair, 2002), U. of Southern California #
50. Kiersten Elliott Maryott (Marketing, Duke, Co-chair, 2002), U. of Pittsburgh
51. Kimberly Dillon Grantham (Marketing, Duke, Co-chair, 2001), U. of Georgia
52. Gal Zauberman (Marketing, Duke, Co-chair, 2000), Yale U. #
53. Lisa Abendroth (Marketing, Duke, Co-chair, 2000), U of St. Thomas (retired)
54. Steve Hoeffler (Marketing, Duke, Co-chair, 2000), Vanderbilt U.
55. Marlene Morris Towns (Marketing, Duke, 2000), Georgetown U.
56. Tiffany Barnett (Marketing, Duke, 1999), U. of Illinois
57. Dan Ariely (Marketing, Duke, Co-chair, 1998), Duke U. +,#
58. Stacy Wood (Marketing, UF, Co-chair, 1998), North Carolina State U.
59. Russ Morgan (Marketing, Duke, 1997), Duke U.
60. Frances Hollman (Marketing, UF, 1997, Co-chair), industry
61. Vincent Owhoso (Accounting, UF, 1997), U. Northern Kentucky
62. Lisa Austen (Accounting, UF, 1997), U. Texas-Austin
63. Prasad Naik (Marketing, UF, 1996), UC- Davis
64. Corinne Faure (Marketing, UF, 1995), Grenoble U.
65. Sandy Jap (Marketing, UF, 1995), Emory U.
66. Luk Warlop (Marketing, UF, 1995), BI Norwegian Business School
67. Jeffrey Payne (Accounting, UF, 1995), U. Kentucky
68. Michel Tuan Pham (Marketing, UF, 1994), Columbia U. (Co-Chair)
69. Amitabh Mungale (Marketing, UF, 1994), Rutgers
70. Dean Foreman (Economics, UF, 1994), industry
71. Carolyn Brown (Pharmacy Health Care Administration, UF, 1994), U. Texas-Austin
72. Manuel Pontes (Marketing, UF, 1993), Rowan State U.
73. Dennis Weisman (Economics, UF, 1993), Kansas State U.
74. Ron Worsham (Accounting, UF, 1993), Brigham Young U.

Legend
+ Winner of American Marketing Association John Howard Best Dissertation Award
* Winner of the annual Robert Ferber Award for Best Interdisciplinary Article in *Journal of Consumer Research* based on a Doctoral Dissertation
# Honorable Mention, Robert Ferber Award

75. A. V. Muthukrishnan (Marketing, UF, 1992, Co-Chair), HKUST +, #
76. Seshan Ramaswami (Marketing, UF, 1992), Singapore Management U.
77. Susan Broniarczyk (Marketing, UF, 1992), U. Texas-Austin +
78. Jeffrey Glor (Psychology, UF, 1991), industry
79. Cynthia Copp-Cuccia (Accounting, UF, 1991), U. Oklahoma
80. Shankar Ganesan (Marketing, UF, 1991), Notre Dame U.
81. Andrew Cuccia (Accounting, UF, 1990), U. Oklahoma
82. Kevin McKillop (Psychology, UF, 1990), Washington College
83. Alice Wright (Marketing, UF, 1990), industry
84. Anusree Mitra (Marketing, UF, Chair, 1990), American U. *
85. Michael Weigold (Psychology, UF, 1989), U. Florida
86. Jhinuk Chowdhury (Marketing, UF, 1990) U. North Texas
87. Alan Dick (Marketing, UF, 1989) SUNY-Buffalo
88. Artegal Camburn (Organizational Behavior, UF, 1988), deceased
89. Steven Kachelmeier (Accounting, UF, 1988), U. Texas-Austin
90. Amardeep Assar (Marketing, UF, 1987, Co-Chair), industry
91. Prakash Nedungadi (Marketing, UF, 1987, Co-Chair), Indiana U., deceased *
92. Amitava Chattopadhyay (Marketing, UF, 1986), INSEAD *
93. Carolyn Simmons (Consumer Psychology, UF, 1986, Co-Chair), Washington & Lee (Retired)
94. Raymond Burke (Psychology, UF, 1985), Indiana U.
95. Alain D'Astous (Marketing, UF, 1985), HEC-Montreal
96. Jill Scheppler (Psychology, UF, 1984), industry
97. Nancy McCown Burnap (Psychology, UF, 1983), industry
98. R. David Plumlee (Accounting, UF, 1982), U. Utah
99. G. Rexal Walker (Psychology, UF, 1981), industry
100. Paul Miniard (Marketing, UF, 1981), Florida International U.
101. Peter Dickson (Marketing, UF, 1981), Florida International U.

POST DOCTORAL RESEARCH ASSOCIATES AT COLORADO

1. Phil Fernbach (2011-2012), placement University of Colorado (Full Professor)
2. Adrian Ward (2013-2015), placement University of Texas-Austin (Associate Professor)
3. Nicholas Reinholtz (2014-2016), placement University of Colorado (Assistant Professor)

SERVICE

PUBLIC SERVICE

US Consumer Financial Protection Bureau
Academic Research Council 2017-2020. 1st marketing academic to serve

SERVICE TO PROFESSIONAL ASSOCIATIONS

American Marketing Association
Special Issue Co-Editor: Journal of Marketing Special Issue on **Analyzing** Trade-Offs and Advancing Solutions to Society's Challenges Using an Integrated Multiple Stakeholders Perspective
Selection Committee, AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award, 2017-2020, 2025
Selection Committee Chair, 2023, *Journal of Marketing*, Shelby Hunt / Harold Maynard Award
Selection Committee, 2021, *Journal of Marketing* / Paul Root Award, 2021, 2019
Journal of Marketing Ad Hoc Research Transparency Task Force 2021-2022
American Marketing Association Ad Hoc Task Force on Statistical Reporting
Journal of Marketing Advisory Board 2018-2022
Journal of Marketing Research Advisory Board
Selection Committee, 2021 AMA Weitz-Winer-Odell Award for long term contribution to marketing theory, method, or practice
Editor-in-Chief, Special Interdisciplinary Issue of *Journal of Marketing Research* on Consumer Financial Decision Making, 2010-11
Editorial Board Member, *Journal of Marketing*, 2000-2022
Editorial Board Member, *Journal of Marketing Research*, 1990-93, 2003-2009
Advisory Board, *Journal of Marketing,* 2022-
Advisory Board, *Journal of Marketing Research,* 2010-2012, 2020-
Guest Co-Editor, Special Issue of *Journal of Public Policy and Marketing* on "Helping Consumers Help Themselves: Improving the Quality of Judgments and Choice," 2006.
Track Chair, Buyer Behavior Track, 1994 AMA Summer Educator's conference, 1991 Winter Educators' Conference.

Association for Consumer Research
ACR / PhD Project Mentoring Program, 2022, 2023
ACR Chair of ACR Fellows Committee, 2021
ACR Representative to the *Journal of Consumer Research* Policy Board, 2006-10
President, Association for Consumer Research, 1997.
Program Co-Chair, Conference of the Association for Consumer Research, 1995.
Program Committee, 1987, 1989, 1993, 2002 Conferences of the Association for Consumer Research.
Publications Committee, Association for Consumer Research, 1990.

Better Marketing for a Better World (bmbw.org)
Advisory Board Member, 2022-

Journal of Consumer Research
Policy Board President, 2009-10
Editorial Board Member, 1985 to 1990, 1997-2023
Associate Editor, 1993-96

International Journal of Research in Marketing
Editorial Board, 2002-2004
Co-Editor, Replication Corner, 2012-2016

Journal of Marketing Behavior
Co-Editor, Replication Corner, 2016-2017

Marketing Letters
Co-Editor, Replication Corner, 2020-

Marketing Science Institute
Executive Director, 2022-24
Academic Board of Trustees, 1999-2004.
Organizer of MSI/Duke "Conference on Customer Relationship Management: Customer Behavior, Organizational Challenges, and Econometric Models," January 2002.
Member, Services Marketing & Consumer Goods Steering Groups, 1991-1993.

Social Science Research Network
Editor, *Behavioral Marketing* Abstract Journal of the Marketing Research Network, Part of the Social Science Research Network, 2002-2016.

Society for Consumer Psychology
Editorial Board Member, *Journal of Consumer Psychology*, 1992-2017
Scientific Affairs Committee, 2005, 2014, 2015
Interim Co-Editor, *Journal of Consumer Psychology*, Dec. 1992 -- June 1993,
Associate Editor, *Journal of Consumer Psychology,* 1991-92.

Strategic Management Journal
Guest Co-Editor, Special Issue on Question-Focused Innovations in Research Methods

Behavioral Science and Policy
Associate Disciplinary Editor, Decision, Marketing, & Management Sciences

Netspar – Network for Studies on Pensions, Aging, and Retirement
Scientific Council 2014-2019

U.S. Consumer Financial Protection Bureau
Academic Research Council 2017-2020

Ad Hoc Reviewer: *Marketing Science, Management Science, Marketing Letters, Personality and Social Psychology Bulletin, Journal of Personality and Social Psychology, Accounting Review, Social Cognition, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology,* National Science Foundation, Marketing Science Institute.

EXTERNAL REVIEWS

Columbia Graduate School of Business Marketing Faculty
Northwestern University Kellogg Graduate School of Management Marketing Dept.
Stanford GSB Marketing Faculty
University of California-Berkeley Haas Marketing Faculty
University of Chicago-Booth Marketing PhD Program

UNIVERSITY OF COLORADO

University of Colorado System Review Committee for Award for Use of AI for Scholarly & Creative Work
Leeds School of Business Dean Search Committee (2022-23)
College of Engineering & Applied Sciences Dean Search Committee (2020)
Distinguished Professor Selection Committee (2019-)
VCAC (Vice-Chancellor's Advisory Committee) (2014-15)
Grand Challenge Steering Committee (2014-15)
University of Colorado System Retirement Vendor Review Committee (2014-15)
Law School Dean's External Review Committee (2011-12)
Institute for Cognitive Sciences Internal Review Committee (2011-12)
Member, Provost Search Committee (2009-10)

LEEDS SCHOOL OF BUSINESS & MARKETING DIVISION

Director, Leeds Research Initiative for Global Business & Citizen Well-Being (2025-)
Diverse Doctorates in Business Task Force, 2020-2022
Senior Associate Dean for Faculty and Research, 2017-2018, 2019-20. Key initiatives:

- Increased perceived fairness of annual research reviews by creating Academic Analytics "rulers" ranking faculty relative to own subfield on key metrics
- Created per capita version of UT-Dallas Rankings. (CU in top 25 worldwide)
- Revised faculty bylaws and key policy documents
- Founded Diverse Doctorates in Business program
- Extended model of division research support via continuing ed revenue
- Extended parental leave for non-tenure track faculty via course bank + sick days
- Increased leadership roles for non-tenure track faculty

Chair, Marketing Division (2015-2016)
Co-Chair, Leeds School Student Success Task Force (2015-16)

Member, Marketing Communications Director Search Committee (2015)
Co-Chair, Boulder Summer Conference on Consumer Financial Decision Making (2010=2018)
Director, Center for Research on Consumers' Financial Decision Making (2009-2018)
Chair, Full Professors Committee (2011-2015)
Co-Chair, Masters in Business Analytics Program Design Task Force (2012-14)
Chair, Research Policies and Procedures Committee (2009-11)
Member, Leeds School Personnel Action Committee (2009-11; 2023-24)
Marketing Division Executive Committee (2011-2016; 2020-present)
Marketing Division Recruiting Committee (2010-2015, 2020 - present)
Marketing PhD Committee (2009-2015)

DUKE UNIVERSITY

Distinguished Professorships Advisory Committee (2006-2009, Chair 2007-08)
Chair, Fuqua School of Business Dean Search Committee (2000-2001)
Provost's Academic Priorities Committee (1998-2000)
Institutional Review Board (1999-2000)

FUQUA SCHOOL OF BUSINESS

Duke University-Wits Business School Partnership (2008-2010)
Global Partners Task Force (2007-2008)
Chair, Brand Task Force (2005-2006)
Dean's Executive Committee (2001-2002, 2003-2006)
Chair, Executive MBA Committee (2003-2004)
Research Committee, Teradata Center for Customer Relationship Management (2001-05)
Marketing Area Coordinator (2000 -2002)
Behavioral Lab Task Force (1998-2002)
Strategic Planning Committee (1999-2000)
MBA Curriculum Committee (1996-99, Chair 1998-99)
Executive Education Committee (1996-97, 1999)

UNIVERSITY OF FLORIDA

Academic Advisory Committee, 1994.
University Sabbatical Committee, 1990.
Institutional Review Board, 1983-1985.

UNIVERSITY OF FLORIDA COLLEGE OF BUSINESS ADMINISTRATION

Chair, CBA Promotion and Tenure Committee, 1994 & 1995. Member 1993-95.
CBA Strategic Planning Committee, 1995.
MBA Program Assessment Committee 1995.
Graduate Committee, 1983-1985, 1991-1993.
Marketing Department Doctoral Coordinator, 1983-1985, 1991-1993.
CBA Faculty Advisory Committee, 1990-1992.

Search Committee, Russell Berrie Eminent Scholar Chair, 1990-1991.
Chair, CBA Sabbatical Committee, 1988-89.
CBA Research Committee, 1985-86, 1987-89.
CBA Sabbatical Committee, 1987-88.
Undergraduate Curriculum Committee, 1981-1983.

SERVICE TO BUSINESS COMMUNITY

Past Member, Learn and Earn Advisory Board
Past Member, Common Cents Lab Advisory Board
Past Member, Scientific Council, Network for Studies on Pensions, Aging, Retirement
Past Member of Morningstar Behavioral Science Advisory Board
Past Member of Board of Advisors, ENTITLE DIRECT
Past Member, Research Advisory Council, CredAbility.org
Past Member of Academic Board of Advisors, IBM Personal Computing Division
Past Member of Lenovo Marketing Advisory Board
Past Member of Board of Advisors, Merscom LLC (acquired by Playdom)
Past Member of Board of Advisors, Copernicus Marketing Consulting

EXPERT WITNESS CONSULTING

Holland & Knight, LLP. Regulation, consumer protection, insurance
Wheeler Trigg O'Donnell LLP. Class action, survey research, insurance
Cleary Gottleib Steen and Hamilton LLC. Class action, automobiles
Consumer Financial Protection Bureau. Enforcement action, abusive sales practices, for-profit college
Munger, Tolles & Olson, LLP. Class action, consumer deception, computers
Alston & Bird, LLP. Class action, consumer deception, automobiles
Skadden, Arps, Slate, Meagher, & Flom, LLP. Class action, consumer deception, computers
Sedgwick, Detert, Moran, & Arnold, LLP. Class action, consumer deception, automobiles
Richardson, Patrick, Westbrook, & Brickman, LLP. Class action, consumer deception, insurance
Quinn, Emanuel, Urquhart, Oliver, & Hedges, LLP. Class action, consumer deception, medical device
Brown, Raysman, Millstein, Felder, and Steiner, LLP. Consumer confusion, trademark infringement, web advertising
Jenner & Block, LLP. Consumer deception, telecommunications services