

Matt Meister

University of Colorado Boulder
Leeds School of Business
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Education

University of Colorado Boulder – Boulder, CO
Ph.D., Marketing (expected graduation 2023)

Ivey Business School at Western University – London, Ontario
H.B.A., *with distinction*, Business Administration (2018)

University of Waterloo – Waterloo, Ontario
Economics (2014 – 2016, transferred to Western University)

Research Interests

Consumer-generated online ratings
Consumer information search
Consumer financial decision making

Research in Progress

Meister, Matt, and Nicholas S. Reinhardt. “User-Generated Star Ratings Are Not Inherently Comparative.” *Preparing for resubmission to Management Science*.

Meister, Matt and Joe Gladstone. “Is a (Money) Problem Shared a Problem Halved? How Talking About Money Reduces Financial Stress.” *Preparing for submission to Journal of Marketing Research*.

Kan, Christina, Philip M. Fernbach, John G. Lynch, and Matt Meister. “Component Effects of Budget Tracking on Consumer Spending.” *Preparing for submission to Journal of Consumer Research*.

Meister, Matt, and Nicholas S. Reinhardt. “Manipulate Prices to Manipulate Ratings.” *Data collection ongoing*.

Meister, Matt and Quentin André. “Good Reviews Are Good, Bad Reviews Can Be Bad: Consumer Responses to Reviews.” *Data collection ongoing*.

Meister, Matt and John G. Lynch. "A Memory Explanation for Planning Adjustment." *Data collection ongoing*.

Conference Presentations

Meister, Matt and Nicholas S. Reinhardt. "User-Generated Star Ratings Are Not Inherently Comparative." *Society for Consumer Psychology* (2022: Virtual).

Meister, Matt and Joe Gladstone. "Is a (Money) Problem Shared a Problem Halved? How Talking About Money Reduces Financial Stress". (poster). *Society for Consumer Psychology* (2022: Virtual).

Meister, Matt and Nicholas S. Reinhardt. "Four Stars: Out of Five, But of What?" (poster). *Society for Judgment and Decision Making* (2021: Virtual).

Meister, Matt and Joe Gladstone. "Is a (Money) Problem Shared a Problem Halved? How Talking About Money Reduces Financial Stress". *Association for Consumer Research* (2021: Virtual).

Meister, Matt and John G. Lynch. "A Memory Explanation for Planning Adjustment,". *Society for Consumer Psychology* (2021: Virtual).

Meister, Matt and Nicholas S. Reinhardt. "Online Reviews: An Accurate Source of Product Attribute Information(?)" (poster). *Society for Judgment and Decision Making* (2020: Virtual).

Meister, Matt and John G. Lynch. "A Memory Explanation for Planning Adjustment,". *Association for Consumer Research* (2020: "Paris").

Meister, Matt and John G. Lynch. "A Query Theory Explanation for Planning Adjustment," (poster). *Society for Consumer Psychology* (2020: Huntington Beach).

Teaching Experience

As Instructor:

Digital Marketing Tools (MKTG 2700 – 300; University of Colorado Boulder)
Spring 2021
Average FCQ evaluation: 4.96/5

As Teaching Assistant:

Customer Analytics (MSBX 5310; University of Colorado Boulder)

Spring 2020 (2 sections)
Digital Marketing (MKTG 3700; University of Colorado Boulder)
Spring 2020 (2 sections)
Digital Marketing (MBAX 6350; University of Colorado Boulder)
Spring 2020 (1 section)

Affiliations

Association for Consumer Research
European Marketing Academy
Center for Research on Consumer Financial Decision Making
Society for Judgment and Decision Making
Society for Consumer Psychology

Service

Reviewer, Society for Consumer Psychology (2021)

Recognition

Gerald Hart Doctoral Research Fellowship (2019, 2020)

Research Skills

R programming (Machine learning, simulation, ggplot2 and various analyses)
Python (web scraping, data wrangling)

Doctoral Coursework

Psychological Approaches to Research in Marketing	Lawrence Williams
Judgement and Decision Making	Peter McGraw
Marketing Strategy	Donald R. Lichtenstein
Quantitative Marketing Research	Scott Shriver
Design and Analysis of Experiments in Business	Nick Reinholtz
General Statistics and Data Analysis	Eric Pederson, Josh Correll
Quasi-Experimental Designs	Allison Atteberry
Structural Equation Modeling	Naomi Friedman
Cognitive Psychology Research Methods	Albert Kim
Social Psychology Proseminar	CU Social Psychology