

## Justin Nathaniel Pomerance

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Leeds School of Business  
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### Education

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| Ph.D. | <b>Currently Enrolled:</b> University of Colorado, Boulder,<br>Business Administration (Marketing)<br><br>Expected: Certificate of Quantitative Methods for Behavioral Sciences |
| B.A.  | Middlebury College, 2013 ( <i>Magna cum Laude</i> )<br>Economics ( <i>Highest Honors</i> )  |

### Dissertation

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#### *Two Essays Toward a Deeper Understanding of the Pain of Paying*

Essay 1: Toward a Conceptual Review and Theoretical Framework for the Pain of Payment

Essay 2: The Perception, not the Payment: How Cognitive Appraisal Influences Pain of Payment and Subsequent Spending

### Research

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#### Under Review

**Pomerance, Justin**, Nicholas Reinholtz and Avni Shah, “Beyond Paper or Plastic: Mental Representations of Financial Resources Influence Pain of Payment.”

#### In Preparation

Campbell, Margaret C., **Justin Pomerance** and Caleb Warren, “Moderating the Progress Bias: The Role of Regulatory Focus.” (all authors contributing equally)

Hattula, Johannes, **Justin Pomerance** and Leaf Van Boven, “How Similarity Affects Managers’ Belief Updating towards Market Research Results in Consumer Preference Predictions.”

McGraw, Peter, Anika Stuppy and **Justin Pomerance**, “Editing Entertainment: Length Constraints, Product Quality, And The Motion Picture Industry.”

## Early Stage

**Justin Pomerance** and Leaf Van Boven, “Party Over Product: the Role of Politics in Choosing Consumption Decisions for the Self and for Others.”

## Conferences

AMA Sheth Foundation Doctoral Consortium (2019: New York)

**Justin Pomerance** and Leaf Van Boven, “Party Over Product: the Role of Politics in Choosing Consumption Decisions for the Self and for Others.”

Poster at the *Society for Consumer Psychology Conference, 2019 (Savannah)*

**Pomerance, Justin** and Nicholas Reinholtz, “Beyond Paper or Plastic: Mental Representations of Financial Resources Influence Pain of Payment.”

*Poster at the Society for Consumer Psychology Conference, 2017 (Dallas TX)*

*Special session, chaired by **Justin Pomerance** and Nicholas Reinholtz, to the Association for Consumer Research Conference, 2018 (Dallas TX).*

*Leeds School of Business MRSS Speaker Series*

Summer Institute on Bounded Rationality in Berlin, Summer 2017

Michaelson, Laura and **Justin Pomerance**, “Impacts of the 2008 Financial Crisis on Social Trust.”

*Poster at the Consumer Financial Decision Making Conference, 2017 (Boulder CO)*

McGraw, Peter, Anika Stuppy and **Justin Pomerance**, “Editing Entertainment: Length Constraints, Product Quality, And The Motion Picture Industry.”

*ISMS Marketing Science Conference, 2017 (Los Angeles CA) Accepted to the*

*European Marketing Association Conference, 2017 (University of Groningen, The Netherlands)*

*MSI Working paper Series*

Campbell, Margaret C., **Justin Pomerance** and Caleb Warren, “Moderating the Progress Bias: The Role of Regulatory Focus.”

*Special session, chaired by **Justin Pomerance** and Margaret C. Campbell, at the Society for Consumer Psychology Conference, 2017 (San Francisco CA).*

## Research Assistantships

Research Assistant, Nicholas Reinholtz (Fall 2017–Spring 2019)

Research Assistant, Bart de Langhe (Fall 2016)

Research Assistant, Peter McGraw (Spring 2015)  
Research Assistant, Meg Campbell (Fall / Spring 2015, Fall 2017–Spring 2019)  
Research Assistant, Yanwen Wang (Fall 2015)  
Research Assistant, Leaf van Boven (2014 – 2015)

### **Selected Doctoral Coursework**

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General Statistics	Charles Judd, Josh Correll
Quasi Experimental Design	Allison Atteberry
Multi-level Modeling	Allison Atteberry
Consumer and Managerial Decision Making	Peter McGraw
Advanced Research Methods	Angela Bryan
Multivariate Methods	James Nelson
Psychological Approaches to Marketing	Lawrence Williams
Applications of Social Psychology	Leaf Van Boven
Design of Experiments in Business	Nick Reinholz
Empirical Models in Marketing	Yacheng Sun

### **Research Interests**

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Pain of payment  
Economic psychology  
Goal pursuit

### **Teaching**

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Digital Marketing: Instructor (Spring 2017, Spring 2018)  
*Nominated for Frasca Teaching Excellence Award 2017 (listed below)*  
*Winner of 2017–2018 Graduate Student Teaching Excellence Award (listed below)*  
*Winner of Spring 2018 PhD Teaching Award (listed below)*

Fundamentals of Data Analytics: Teaching Assistant (Nick Reinholtz, Summer 2018)  
Digital Marketing: Teaching Apprentice (Laura Kornish; Spring 2017)  
MBA Digital Marketing: Teaching Apprentice (Laura Kornish; Fall 2016)  
BASE Business: Guest Lecturer and Data Analyst (Mary Beth Lewis, Spring 2016, 2017; Heather Adams, Fall 2016)

### **Recognition**

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AMA Sheth Foundation Doctoral Consortium (2019: New York)  
Spring 2018 PhD Teaching Award  
2017-2018 Graduate Student Teaching Excellence Award

University Fellowship (2017)

Gerald Hart Doctoral Research Fellowship, Summer 2016, Summer 2018

Frascona Excellence in Teaching Award Nomination (not eligible to win as PhD Student), Spring 2017

### **Service**

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President of Doctoral Business Student Association, 2017–2018, 2018–2019

Trainee Reviewer, Journal of Consumer Research (two-time)

Reviewer, Society for Consumer Psychology Conference (2017, 2018)