

## **Bart de Langhe**

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### **EMPLOYMENT**

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

### **EDUCATION**

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

### **SELECTED AWARDS, GRANTS, AND HONORS**

- Templeton Foundation, Varieties of Understanding research project, “The interplay of objective and subjective understanding in financial decision making”; with Philip Fernbach and J.D. Trout; 2014-2016 (\$187,017)
- Sterling-Rice Research Grant; 2011 (\$2,500), 2012 (\$2,500), 2013 (\$2,500), 2016 (\$1,250)
- Frascona Teaching Award Nomination; Leeds School of Business; 2012, 2013, 2014, 2016
- Nomination MOA Marketing Research Award (best contribution to marketing research in the Netherlands); 2012
- AMA Sheth Doctoral Consortium Fellow, Texas Christian University, 2010

## **PEER-REVIEWED JOURNAL PUBLICATIONS**

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

## **WORKING PAPERS (AVAILABLE ON REQUEST)**

- Reinholtz, Nicholas, Philip M. Fernbach, and Bart de Langhe, “Do People Understand the Benefit of Diversification.”
- Long, Andrew, Philip M. Fernbach, and Bart de Langhe, “Circle of Incompetence: Sense of Understanding as an Improper Guide to Investment Risk.”

## **CONFERENCE PRESENTATIONS**

- The Interplay of Subjective and Objective Understanding in Financial Decision-Making; Capstone Conference, Varieties of Understanding, New Perspectives from Psychology, Philosophy, and Theology; New York, NY, 2016.
- Navigating by the Stars; Association for Consumer Research conference; Baltimore, MD, 2014.

Fooled by Heteroscedastic Randomness; Behavioral Decision Research in Management conference; London, UK, 2014.

Fooled by Heteroscedastic Randomness; Society for Judgment and Decision Making conference; Toronto, Canada; 2013.

Payoff Ratio and Risky Decision Making; Society for Judgment and Decision Making conference; Minneapolis, MN; 2012.

Payoff Ratio and Risky Decision Making; Association for Consumer Research conference; Vancouver, Canada; 2012.

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

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

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

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

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

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

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

## **INVITED TALKS**

- 2016** Carnegie Mellon University; TBD  
 INSEAD; TBD  
 ESADE; TBD  
 Universidade Católica Portuguesa; TBD  
 Universidade Nova de Lisboa; TBD  
 Tilburg University; Understanding and Financial Decision-Making  
 Vrije Universiteit Amsterdam; Understanding and Financial Decision-Making  
 London Business School; Partitioning  
 University of Pennsylvania; Understanding and Financial Decision-Making  
 Nanyang Technological University; Understanding and Financial Decision-Making  
 National University of Singapore; Understanding and Financial Decision-Making  
 University of Chicago; Bang for the Buck
- 2014** University of Michigan; Navigating by the Stars

Stanford University; Navigating by the Stars

- 2013** Catholic University Louvain; Navigating by the Stars  
Erasmus University Rotterdam; Navigating by the Stars  
Ghent University; Navigating by the Stars
- 2011** Catholic University Louvain
- 2010** Hong Kong University of Science and Technology; Fooled by Heteroscedasticity  
Johns Hopkins University; Fooled by Heteroscedasticity  
London Business School; Fooled by Heteroscedasticity  
New York University; Fooled by Heteroscedasticity  
University of Colorado at Boulder; Fooled by Heteroscedasticity  
University of Chicago; Fooled by Heteroscedasticity  
Columbia University; Fooled by Heteroscedasticity  
INSEAD; Fooled by Heteroscedasticity  
Tilburg University; Fooled by Heteroscedasticity

## **TEACHING**

### **Leeds School of Business; University of Colorado at Boulder**

Buyer Behavior (MKTG 3250)  
Customer Analytics (MSBX 5310)  
Marketing Management (MBAC 6090)

### **Rotterdam School of Management; Erasmus University Rotterdam**

Research Methodology  
Bachelor Internship Supervision

## **SERVICE TO THE PROFESSION**

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

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

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

### Program Committee

Association for Consumer Research conference; 2013, 2016  
Society for Consumer Psychology conference; 2016, 2017  
Society for Consumer Psychology International conference; Florence; 2012  
European conference of the Association for Consumer Research; Barcelona; 2013

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

### Competitive paper reviewer

Association for Consumer Research conference  
Society for Consumer Psychology conference

European Marketing Academy conference  
 La Londe Consumer Behavior Conference; 2013, 2015

### **SERVICE TO THE UNIVERSITY**

Member; PhD Committee; Leeds School of Business; 2013-  
 Coordinator; Research Subject Pools; Leeds School of Business; 2015-  
 Coordinator; Marketing Research Seminar Series (MRSS); Leeds School of Business; 2012-2015  
 Coordinator; Distinguished Speaker Series (DSS); Leeds School of Business; 2012-2015  
 Representative; Undergraduate Curriculum Program Committee (UCPC); Leeds School of Business; 2012

### **PROFESSIONAL ORGANIZATIONS**

Association for Consumer Research (ACR)  
 Society for Consumer Psychology (SCP)  
 Society for Judgment and Decision Making (SJDMM)

### **SELECTED INTERVIEWS, MEDIA MENTIONS, AND POPULAR PRESS ARTICLES**

The Atlantic  
 Daily Mail (UK)  
 Denver Post  
 Esquire  
 Financial Times  
 Fast Company Co.Exist  
 Forbes.com  
 Harvard Business Review  
 Infotrak Radio  
 KGO Radio San Francisco  
 The List Show TV  
 The New York Times  
 NRC Handelsblad (Netherlands)  
 Psychologie Magazine (Netherlands)  
 Money  
 Radio 1 (Netherlands)  
 Radio 5 (Netherlands)  
 Thrillist  
 The Wall Street Journal