

# **DONALD R. LICHTENSTEIN**

## **Vita**

### **ADDRESS**

#### ***Home Address:***

**5219 Pierre Street  
Boulder, Colorado 80304**

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#### ***School Address:***

**Leeds School of Business  
419 UCB  
University of Colorado  
Boulder, Colorado 80309**

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### **ACADEMIC EMPLOYMENT**

August 1998 to 2009, July 2015 to Present	Professor of Marketing (with tenure), Leeds School of Business, University of Colorado
January 2009 to July 2015	Professor and Chair of the Marketing Division Leeds School of Business, University of Colorado
September 1999 to August 2002	Associate Dean of Faculty and Academic Programs and Professor of Marketing (with tenure), Leeds School of Business, University of Colorado
May 1991 to August 1998	Associate Professor of Marketing (with tenure), College of Business Administration, University of Colorado (Sabbatical leave at Georgia State University, 1994-1995)
June 1988 to May 1991	Assistant Professor of Marketing, College of Business Administration, University of Colorado
August 1984 to June 1988	Assistant Professor of Marketing, College of Business Administration, Louisiana State University
August 1980 to August 1984	Instructor and Research Assistant, College of Business Administration, University of South Carolina

## **EDUCATION**

Bachelor of Science                      1978 University of Alabama, Major: Marketing

Ph.D.    1984 University of South Carolina, Major: Marketing

## **HONORS AND AWARDS**

### ***Undergraduate***

Elton B. Stephens Marketing Scholarship

Beta Gamma Sigma

Marketing Merit Award

### ***Graduate***

Alpha Mu Alpha Marketing Honorary

Two Time Recipient of the Purchasing Managers' Association of the Carolinas and Virginia Scholarship

1981-82 Marketing Ph.D. Candidate Teaching Award

1983 Doctoral Consortium Representative

1984 University Dissertation Research Grant

### ***Faculty***

Finalist for the College of Business Frasca Teaching Excellence Award (University of Colorado, 1993)

Recipient of the American Marketing Association Hugh G. Wales National Award for Outstanding Faculty Advisor of the Year (1994)

*Journal of Consumer Research* Outstanding Reviewer Award (2001, 2004, 2007)

*Journal of Marketing* Outstanding Reviewer Award (2012)

Selected to Participate in the University of Colorado Emerging Leader's Program (2001-2002)

Recipient of the 2004 Fordham Life-Time Achievement Award in Behavioral Pricing Research.

The National Society of Leadership and Success Excellence in Teaching Award (2010)

Leeds School William Baughn Distinguished Service Award (2010)

Provost Professor of Marketing (2011-2013)

Inaugural co-recipient of the DRS Award given by Louisiana State University to former faculty that embody "productivity, collegiality, and fun" (2013).

## **PROFESSIONAL AFFILIATIONS**

- Association for Consumer Research

## **TEACHING EXPERIENCE**

### ***University of Colorado***

- Principles of Marketing in the Minor Program (Megasection-Undergraduate)
- Marketing Analysis (Undergraduate)
- Principles of Marketing (Megasection - Undergraduate)
- Marketing Research (Undergraduate)
- Marketing Research (MBA)
- Pricing/Sales Promotion Seminar (Ph.D.)
- Introductory Seminar in Marketing (Ph.D)

### ***Georgia State University***

- Principles of Marketing (Megasection - Undergraduate)
- Consumer Behavior Seminar (Ph.D)

### ***Louisiana State University***

- Principles of Marketing (Undergraduate)
- Marketing Research (Undergraduate)
- Marketing Research (MBA)

### ***University of South Carolina***

- Marketing Management (Undergraduate)
- Consumer Behavior (Undergraduate)
- Principles of Marketing (Undergraduate)

## **SELECTED COLLEGE/UNIVERSITY OF COLORADO SERVICE**

### ***University of Colorado***

Member of the following dissertation committees: Dave Mason (1992, accounting), Ken Chapman (1994-96, marketing), Charles Brooks (1995-96, marketing), Lisa Moet (1995-97, accounting), Sally Widener (1998-99, accounting), Peggy Sue Lorang (1998-2000, Chair, marketing), Gina Mohr (2008-09, marketing).

Member of Research Committee (1988-1991, 1998-1999)

Faculty Advisor for the Undergraduate Chapter of the American Marketing Association (1991-1994)

Chair of the Marketing Recruiting Committee (1991)

Co-Chair of the Marketing Speaker Series (1991-1992)

Member of the College of Business Faculty Appointments Committee (1991)  
Member of the University Library Committee (1992-1994)  
Recording Secretary for the College Faculty (1993-1994)  
Member of the Undergraduate Committee to Restructure Majors (1993-1994)  
College Core Committee to Integrate the Undergraduate Curriculum (1995-1998)  
Developed and Coordinated the College of Business Subject Pool (1996)  
Member of the College of Business Ethics Committee (1996)  
Member of the College of Business Entrepreneurship Committee (1996)  
Member of the College of Business Budget Committee (1997)  
Member of the College of Business Resource Allocation Review Committee (1997)  
Member of the Marketing Department Ph.D. Committee (1997 to 1999)  
College of Business FTEP Technology Liaison (1998 to 1999)  
Participant in the FTEP Technology & Summer Teaching Program (1998)  
Chair of Steve Engel's Personnel Committee for Reappointment (1996, 1997, 1998)  
Member of the College of Business Technology Committee (1998 to 1999)  
Member of the College of Business Research Committee (1989-1992, 1998 to 1999, 2011-2015)  
College of Business Freshman Seminar Professor (1998)  
Member of Professor Edward Gac's Personnel Committee (1998-1999)  
Faculty Representative to the Haring Symposium at the Univ. of Indiana (1999)  
Member of the University Administrator Appraisal Committee (1999)  
Member of the College of Business Post-Tenure Review Committee (1999)  
Member of Dean's Faculty Policy Committee (1999)  
Member of College Personnel Committee (1999)  
Member of Special Programs Committee (1999)  
Member of the Leeds School Bylaws Committee (2005-2006)  
Member of CESR (Curriculum Emphasis on Social Responsibility) Steering Committee (2007-2009).  
Member and Chair of the UCPC (Undergraduate Curriculum and Policy Committee) (2006-2009)  
Member of the Dean's Personnel Committee (2007-2009)

### **ACADEMIC SERVICE**

Editorial Review Board Member for the Journal of Marketing (1996-2002, 2011- present), Ad Hoc Reviewer (1990-1996, 2002-2011).  
Editorial Review Board Member for the Journal of Consumer Research (1999-present), Ad Hoc Reviewer (1988-1999).  
Editorial Review Board Member for the Journal of Business Research (1994-2006), Ad Hoc Reviewer (1986-1994).  
Editorial Review Board Member for the Journal of Public Policy & Marketing (1998-2001), Ad Hoc Reviewer (1997-1998).  
Editorial Review Board for Marketing Letters (2008-2010), Ad Hoc Reviewer 1998-2008).  
Ad Hoc Reviewer for Journal of Marketing Research (1989-Present).  
Ad Hoc Reviewer for Marketing Science (2006-2007).  
Reviewer for the 1993 American Marketing Association Dissertation Award

Member of the Association for Consumer Research Program Committee (1992-1993, 1996-1997, 1998-1999, 2006)  
Special Session Co-chair for a session entitled "Correlates of Deal Proneness and Deal-Responsive Behavior" at the 1996 Association for Consumer Research Conference  
Arrangements co-chair for the 1997 Association for Consumer Research Conference  
Reviewer for 1997 Sheth Dissertation Awards  
Member of the Association for Consumer Research Publications Committee (1998)  
Co-Chair for the 2003 ACR Doctoral Consortium  
Co-Chair on Boulder Summer Conference on Consumer Financial Decision Making (2010, 2011, 2012, 2013, 2014, 2015).

### **PRESENTATIONS**

Presented a paper entitled "An Assessment of the Moderating Effects of Market Mavenism and Value Consciousness on Price-Quality Perception Accuracy" at the 1989 Association for Consumer Research Conference.

Presented a paper entitled "The Relationship Between Perceived and Objective Price-Quality" at the Working Series at the University of Georgia and also for the University of Colorado Marketing Department Faculty (1989).

Presented a paper entitled "The Role of Specific-Item Causal Dispersion in Attribution Focus and Confidence Determination" at the 1987 Association for Consumer Research Conference.

Presented a paper entitled "The Measurement and Moderating Role of Confidence in Attributions" at the 1987 Association for Consumer Research Conference.

Presented a paper entitled "Measurement and Structure of Kelley's Covariance Theory: A Replication" at the 1988 American Marketing Association Summer Educators Conference.

Presented a paper entitled "Using a Theoretical Perspective to Examine the Psychological Construct of Coupon Proneness" at the 1990 Association for Consumer Research Conference.

Presented a paper entitled "A Multidimensional View of Price Salience: A Field Study" at the Sharing Scholarship Series at the University of South Carolina and also for the University of Colorado College of Business Faculty (1991).

Made a presentation entitled "Consumer Price-Quality Perceptions" to the University of Colorado Alumni Directors' Summer Conference (1991).

Presented a paper entitled "Price Perceptions and Consumer Shopping Behavior: A Field Study" at Colorado State University (1992).

Presented a paper entitled "Assessing the Domain Specificity of Deal Proneness: A Field Study" at the University of Florida and also for the University of Colorado College of Business Faculty (1992). Presented revisions of this paper at Louisiana State University (1994), the University of

South Carolina (1994), the University of Arkansas (1995), the University of Georgia (1995), Georgia State University (1995).

Presented a paper entitled "Psychological Correlates of Deal Proneness: A Domain-Specific Analysis at the Association of Consumer Research Conference" (1996).

Presented a paper entitled "Toward an Understanding of Inefficient Consumer Mutual Fund Investment Decisions: Implications for Public Policy" at the University of Colorado (1997).

Presented a paper entitled "A Range Theory of Price Perception" at the University of Florida, Emory University, and the University of North Carolina (1998).

Made a presentation entitled "Trends in Pricing Research" at the 1999 Albert Haring Symposium at the University of Indiana (1999).

Made a presentation entitled "Teaching the Large Class" as part of a roundtable discussion at the American Marketing Association's Summer Educator's Conference (1999).

Made a presentation entitled "Increasing Customer-Corporation Identification by Partnering with Nonprofits: Beneficial Effects for Customer, Corporation, and Nonprofit" at the University of Colorado, the University of Florida, and Duke University (2000). Also presented a later version of this paper entitled "Perceptions of Corporate Giving on Customer-Corporation Identification: Beneficial Effects for Customer, Corporation, and Nonprofit" at the Marketing Science Institute Conference on Marketing, Corporate Social Initiatives, and the Bottom Line in 2001, to the University of Colorado Division of Marketing in 2002, to the University of South Carolina Marketing Department, to the University of Virginia McIntire School of Commerce, to London Business School (2003), to the University of North Carolina (2004), and to the Duke University MBA Student Social Impact and Marketing Clubs (2004).

Presented a paper entitled "The Influence of Travel Configuration on Consumer Trip-Chained Store Choice" Duke University (2004).

Made an invited presentation entitled "Price Perceptions, Merchant Incentives, and Consumer Welfare" at the 2004 Fordham Pricing Conference.

Made a presentation entitled "Is Organizational Identification Infectious?: The Effect of Manager-, Employee-, and Customer-Company Identification on Company Financial Performance" at Duke University (2005).

Made a presentation entitled "The Relationship Between Manager-, Employee-, and Customer-Company Identification: Implications for Retail Store Financial Performance" at Iowa State University (2008).

Made a presentation entitled "'Was \$199.99, Sale \$39.99,' How Good of a Deal? The Moderating Role of Product Category on Consumer Perceptions" at Korea University (2011).

## **INDUSTRY EXPERIENCE**

August 1978 to August 1980                      Distribution Services, Western Electric Company, Atlanta, Georgia

## **CONSULTING ACTIVITIES**

Miller-Penniman, Inc.- Developed a sales plan for the introduction of satellite dishes to John Deere dealers in Louisiana (1985).

Traq Technologies, Inc.- Evaluated the viability of the Traq Technology marketing plan for entry into the point-of-sale computer market, and also performed an economic impact analysis for the location of Traq in Denham Springs, Louisiana (1986).

Picadilly Cafeterias- Participated in a management training seminar (1987).

Louisiana Association of Business and Industry- Developed territorial boundaries for its salespeople (1987).

Zigarelli and Associates- Evaluated the company's data collection procedures (1988); served as a consultant for the designing of a survey and specification of a sampling procedure for a study on public perception of a proposed sales tax to support the construction of a baseball stadium in Denver (1990).

May Company- Served as a consultant regarding a legal suit (alleging deceptive price advertising) filed against the company by the Colorado State Attorney General (1989).

Westin Hotels & Resorts- Participated in an educational seminar and made a presentation to sales and marketing executives entitled "Pricing for Profit" (1990).

Arnold & Porter and Shook, Hardy, and Bacon Law Firms- served as a consultant (and potential expert witness) regarding the effect of advertising on product use decisions (1991-1992, 1996).

Sutherland, Asbill & Brennan- Served as a consultant for brand infringement litigation (1993).

Hydrosphere, Inc.- Served as a consultant (and potential expert witness) for brand infringement litigation (1995-1996).

Dunlap & Coddling, P.C.- Served as a consultant (and potential expert witness) for brand infringement litigation (1998).

Competition Bureau, Canada – Served as an expert witness for deceptive advertising litigation (1998, 2002-2004).

Attorney General, State of Colorado – Served as an expert in deceptive advertising litigation (2000-2001).

Attorney General, State of Colorado – Served as an expert in deceptive marketing practice litigation (2004).

Attorney General, State of Colorado – Served as an expert in deceptive marketing practice litigation (2007).

Mastbaum & Moffat, P.C.- Served as a consultant (and potential expert witness) for brand infringement litigation (2002).

Attorney General, State of Colorado – Served as an expert in a matter involving potential invasion on privacy issues on Colorado consumers and research collected in the matter (2010).

Fegre & Benson – Served as consultant (and potential expert witness) in a deceptive marketing case (2005).

Storage Tek – Served as a marketing consultant (2005).

Akin, Gump, Strauss, Hauer, & Feld – served as an expert in a deceptive marketing case (2006).

Frie, Arndt & Danborn, P.C. – served as an expert in a deceptive marketing case (2006).

Holland & Hart – served as a consulting expert on a brand infringement case (2007, 2009).

Overturf McGath Hull & Doherty, P.C. – served as an expert in a deceptive marketing case (2007-08).

Levine Sullivan Koch & Schulz, L.L.P. – served as an expert in a deceptive marketing case (2007-08).

Fagre & Benson – Served as an expert witness in a deceptive marketing case (2009).

Fish and Richardson, PC, and Fee, Smith, Sharp & Vitullo, LLP – Served as an expert in a deceptive marketing case (2009).

Olivas & Silverman, PC – Served as an expert in a deceptive marketing case (2009).

Montgomery, Kolodny, Amatuzio & Dusbabek, LLP – Served as an expert in a deceptive marketing case for arbitration (2010).

Hutchinson, Black and Cook, LLC – Served as an expert in a brand infringement case (2010, 2014).



Hill & Robbins, P.C. – Served as an expert in a case involving “fair notice” to consumers (2010).

Mariscal, Weeks, McIntyre & Friedlander, and U-Haul Company of California – Served as an expert in class action litigation (2011).

Sheppard Mullin Richter & Hampton LLP (2012-2013) – Served as an expert in a deceptive marketing case.

Whatley-Kallas (2014) - Served as an expert in a deceptive marketing case.

Sherman & Howard (2015)- Served as an expert in a brand infringement marketing case.

### **NONREFEREED PUBLICATIONS**

Lichtenstein, Donald R. (1997), “To Buy or Not to Buy? Consumer Responsibility,” in CU Business Portfolio, (Spring), p. 4.

Netemeyer, Richard G., Scot Burton, and Donald R. Lichtenstein (1999), “Vanity,” in Peter Earl and Simon Kemp (eds.), The Elgar Companion to Consumer Research and Economic Psychology, Northampton, MA: Edward Elgar Publishing, Inc., 605-609.

Lichtenstein, Donald R. (2005), “Price Perceptions, Merchant Incentives, and Consumer Welfare,” Journal of Product and Brand Management, Vol 14, 357-361.

### **NATIONALLY REFEREED PROCEEDINGS**

Bearden, William O., Donald R. Lichtenstein, and Jesse E. Teel (1983), "Reassessment of the Dimensionality, Internal Consistency, and Validity of the Consumer Alienation Scale," in Murphy et al. (Eds.), 1983 Educators' Conference Proceedings, Chicago: American Marketing Association, 35-40.

Lichtenstein, Donald R. and William B. Simmons (1985), "The Role of Confidence in Consumer Attributions: An Exploratory Analysis," in B. Hartman and J. Rinqest, (Eds.), Proceedings of the American Institute for Decision Sciences, Las Vegas, NV, 508-510.

Lichtenstein, Donald R., Daniel L. Sherrell, and Joseph F. Hair (1986), "Advertising Message Effects on Attitude Towards the Ad and the Deal," in S.M. Lee, L. Digman, and M.J. Schniederjans, (Eds.), Proceedings of the Decision Sciences Institute, 831.

Lichtenstein, Donald R. (1988), "The Role of Specific-Item Causal Dispersion in Attribution Focus and Confidence Determination," in Michael J. Houston (Ed.), Advances in Consumer Research, Provo, UT: Association for Consumer Research, Vol. 15, 89-95.

Lichtenstein, Donald R. and Scot Burton (1988), "The Measurement and Moderating Role of Confidence in Attributions," in Michael J. Houston (Ed.), Advances in Consumer Research, Provo, UT: Association for Consumer Research, Vol. 15, 468-475.

Burton, Scot and Donald R. Lichtenstein (1988), "The Reliability of Measures of the Latitude of Price Acceptance," in Gary Frazier et al. (Eds.), Proceedings of the 1988 AMA Summer Educators Conference, Chicago, IL: American Marketing Association, 320-325.

O'Hara, Bradley S. and Donald R. Lichtenstein (1988), "Measurement and Structure of Kelley's Covariance Theory: A Replication," in Gary Frazier et al. (Eds.), Proceedings of the 1988 AMA Summer Educators Conference, Chicago, IL: American Marketing Association, 117-122.

Burton, Scot, Donald R. Lichtenstein, and Edward Blair (1988), "Cognitive Processes Used to Answer Expenditure Questions," in American Statistical Association 1988 Proceedings of the Section of Survey Research Methods, Alexandria, VA: American Statistical Association, 155-160.

Lichtenstein, Donald R. and Scot Burton (1990), "An Assessment of the Moderating Effects of Market Mavinism and Value Consciousness on Price-Quality Perception Accuracy," in Goldberg et al. (Eds.), Advances in Consumer Research, Provo, UT: Association for Consumer Research, Vol 17, 53-59.

Burton, Scot and Donald R. Lichtenstein (1990), "Assessing the Relationship Between Perceived and Objective Price-Quality: A Replication," in Goldberg et al. (Eds.), Advances in Consumer Research, Provo, UT: Association for Consumer Research, Vol 17, 715-722.

Lichtenstein, Donald R., Richard G. Netemeyer, and Scot Burton (1991), "Using a Theoretical Perspective to Examine the Psychological Construct of Coupon Proneness," in Rebecca H. Holman and Michael R. Solomon (Eds.), Advances in Consumer Research, Provo, UT: Association for Consumer Research, Vol. 18, 501-508.

Rao, Akshay, Donald R. Lichtenstein, and Scot Burton (1991), "The Influence of Objective Price-Quality Variations on Price Acceptability, Price Predictions and Price-Quality Judgments," in the Proceedings of the 1991 American Marketing Association Winter Educators Conference.

Lichtenstein, Donald R., Scot Burton, and Richard G. Netemeyer (1997), "Psychological Correlates of a Proneness to Deals: A Domain-Specific Analysis," in Merrie Brucks and Deborah J. MacInnis (Eds.), Advances in Consumer Research, Provo, UT: Association for Consumer Research, Vol. 24, 274-280.

Minette E. Drumwright, Donald R. Lichtenstein, and Bridgette Braig (2001), "Corporate Volunteerism" in "The Role of Markeitng in the Development and Distribution of Social Capital," Marketing & Public Policy Conference Proceedings, Ronald Paul Hill and Charles R. Taylor, eds., Chicago: American Marketing Association, 57-59.

Janiszewski, Chris, Donald R. Lichtenstein, and Julia Belavsky (2004), "Advertised Reference Prices as Anchors," presented at the Association for Consumer Research meetings in Portland, abstract.

## **REFEREED JOURNAL PUBLICATIONS**

Bearden, William O., Donald R. Lichtenstein, and Jesse E. Teel (1984), "Comparison of Price, Coupon, and Brand Effects on Consumer Reactions to Retail Newspaper Advertisements," Journal of Retailing, 60 (Summer), 11-34.

Shuptrine, F. Kelly and Donald R. Lichtenstein (1985), "Measuring Readability Levels of Undergraduate Marketing Textbooks," Journal of Marketing Education, 7 (Fall), 38-45.

Lichtenstein, Donald R. and William O. Bearden (1986), "Measurement and Structure Kelley's Covariance Theory," Journal of Consumer Research, 13 (September), 290-296.

Burton, Scot and Donald R. Lichtenstein (1988), "The Effects of Ad Claims and Ad Context on Attitude Toward the Advertisement," Journal of Advertising, 17, 3-11. (\*Finalist for the Best Article Award)

Lichtenstein, Donald R. (1988), "At What Level of Abstraction Should Attributions Be Operationalized and Conceptualized?" Basic and Applied Social Psychology, 9 (June), 85-97.

Lichtenstein, Donald R. and William O. Bearden (1988), "An Investigation of Consumer Evaluations of Reference Price Discount Claims," Journal of Business Research, 17, 189-200.

Lichtenstein, Donald R., Peter H. Bloch, and William C. Black (1988), "Correlates of Price Acceptability," Journal of Consumer Research, 15 (September), 243-252.

Lichtenstein, Donald R., Scot Burton, and Bradley S. O'Hara (1989), "The Effect of Marketplace Attributions on Consumer Evaluations of Reference Price Discount Claims," Psychology & Marketing, Vol 6, No 3, 163-180.

Bloch, Peter H., William C. Black, and Donald R. Lichtenstein (1989), "Involvement with the Equipment Component of Sport: Links to Recreational Commitment," Leisure Sciences, 11, 187-200.

Lichtenstein, Donald R. and William O. Bearden (1989), "Contextual Influences on Perceptions of Merchant-Supplied Reference Prices," Journal of Consumer Research, 16 (June), 55-66.

Lichtenstein, Donald R. and Scot Burton (1989), "The Relationship Between Perceived and Objective Price-Quality," Journal of Marketing Research, 26 (November), 429-443.

Lichtenstein, Donald R., Richard G. Netemeyer, and Scot Burton (1990), "Distinguishing Coupon Proneness From Value Consciousness: An Acquisition-Transaction Utility Theory Perspective," Journal of Marketing, 54 (July), 54-67.

Netemeyer, Richard G., Srinivas Durvasula, and Donald R. Lichtenstein (1991), "A Cross-National Validation of the Concept and Measure of Consumer Ethnocentrism," Journal of Marketing Research, 28 (August), 320-327.

Lichtenstein, Donald R., Scot Burton, and Eric Karson (1991), "The Effect of Semantic Cues on Consumer Perceptions of Reference Price Advertisements," Journal of Consumer Research, 18 (December), 380-391.

Lichtenstein, Donald R., Nancy M. Ridgway, and Richard G. Netemeyer (1993), "Price Perceptions and Consumer Shopping Behavior: A Field Study," Journal of Marketing Research, 30 (May), 234-245. (\*Synopsis reprinted in Stores Magazine.)

Burton, Scot, Donald R. Lichtenstein, and Paul M. Herr (1993), "An Examination of the Effects of Information Consistency and Distinctiveness in a Reference Price Advertisement Context," Journal of Applied Social Psychology, 23 (December), 2074-2092.

Low, George M. and Donald R. Lichtenstein (1993), "The Effect of Double Deals on Consumer Attitudes," Journal of Retailing, 69 (Winter), 453-466.

Burton, Scot, Donald R. Lichtenstein, Abhijit Biswas, Katerine Fraccostoro (1994), "The Role of Attributions in Consumer Perceptions of Retail Advertisements Promoting Price Discounts," Marketing Letters, 5 (April), 131-140.

Netemeyer, Richard G., Scot Burton, and Donald R. Lichtenstein (1995), "Trait Aspects of Vanity: Measurement and Relevance to Consumer Behavior," Journal of Consumer Research, 21 (March), 612-626.

Burton, Scot, Richard G. Netemeyer, Donald R. Lichtenstein (1995), "Gender Differences for Appearance-Related Attitudes and Behaviors: Implications for Consumer Welfare," Journal of Public Policy & Marketing, 14 (Spring), 60-75.

Lichtenstein, Donald R., Richard G. Netemeyer, and Scot Burton (1995), "Assessing the Domain Specificity of Deal Proneness: A Field Study," Journal of Consumer Research, 22 (December), 314-326.

Tepper, Kelly, Donald R. Lichtenstein, and Corliss Green (1996), "Influences on Consumer Response to Preferred Customer Programs," Pricing Strategy and Practice, 4, 14-24.

Lichtenstein, Donald R., Scot Burton, and Richard G. Netemeyer (1997), "An Examination of Deal Proneness Across Sales Promotion Types: A Consumer Segment Analysis," Journal of Retailing, Vol. 73 (2), 283-297.

Burton, Scot, Donald R. Lichtenstein, Judith Garretson, and Richard G. Netemeyer (1998), "A Scale for Measuring Attitudes Toward Private Label Products and an Examination of its Psychological and Behavioral Correlates," Journal of the Academy of Marketing Science, Vol 26, No. 4, 293-306.

Janiszewski, Chris and Donald R. Lichtenstein (1999), "A Range Theory Account of Price Perception," Journal of Consumer Research, 25 (March), 353-368.

Lichtenstein, Donald R., Patrick J. Kaufmann, and Sanjai Bhagat (1999), "Why Consumers Choose Managed Mutual Funds Over Index Funds: Hypotheses from Consumer Behavior," Journal of Consumer Affairs, Vol 33, No. 1, 187-205.

Burton, Scot, Donald R. Lichtenstein, and Richard G. Netemeyer (1999), "Exposure to Sales Flyers and Increased Purchases in Retail Supermarkets," Journal of Advertising Research, (September/October 1999), 7-14.

Loroz, Peggy Sue and Donald R. Lichtenstein (2004), "The Moderating Role of Perceived Behavior-Outcome Covariation on Consumer Estimates of Health Risk," Journal of Public Policy & Marketing, 23 (Spring), 54-64.

Brooks, Charles M., Patrick J. Kaufmann, and Donald R. Lichtenstein (2004), "The Influence of Travel Configuration on Consumer Trip-Chained Store Choice," Journal of Consumer Research, 31 (September), 241-248. (Lead Article)

Lichtenstein, Donald R., Minnette Drumwright, and Bridgette Braig (2004), "The Effect of Corporate Social Responsibility on Customer Donations to Corporate-Supported Nonprofits," Journal of Marketing, 68 (October), 16-32.

Amir, On, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Uri Gneezy, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, and Jose Silva (2005), "Psychology, Behavioral Economics, and Public Policy," Marketing Letters, 16, 443-454.

Maxham, James G. III, Richard G. Netemeyer, and Donald R. Lichtenstein (2008), "The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Financial Performance," Marketing Science, 27 (March-April), 147-167. (Lead Article)

Brooks, Charles M., Patrick J. Kaufmann, and Donald R. Lichtenstein (2008), "Trip Chaining Behavior in Multi-Destination Shopping Trips: A Field Experiment," Journal of Retailing, 84 (April), 29-38.

Janiszewski, Chris, Donald R. Lichtenstein, and Julia Belyavsky (2008), "Judgments about Judgments: The Dissociation of Consideration Price and Transaction Commitment Judgments," Journal of Experimental Psychology: Applied, Vol. 14, No. 2, 151-164.

Suk, Kwanho, Song Oh Yoon, Donald R. Lichtenstein, and Sie Yeoun Song (2010), "The Effect of Reference Point Diagnosticity on Attractiveness and Intentions Ratings," Journal of Marketing Research, 47 (October), 983-995.

Netemeyer, Richard G., James G. Maxham III, and Donald R. Lichtenstein (2010), "Do Managers "Set the Tone" for Performance?: The Effects of Store Managers Attitudes and Behaviors on Store Employees, Store Customers, and Store Performance," *Journal of Applied Psychology*, Vol 95, No. 3, 530-545.

Lichtenstein, Donald R., Richard G. Netemeyer, James G. Maxham III (2010), "The Relationship Between Manager-, Employee-, and Customer-Company Identification: Implications for Retail Store Financial Performance," *Journal of Retailing*, Vol 86, No. 1, 85-93. (Honorable Mention for the 2010 Davidson Best Paper Award.)

Mohr, Gina S., Donald R. Lichtenstein, and Chris Janiszewski (2012), "The Effect of Marketer-Suggested Serving Size on Consumer Responses: The Unintended Consequences of Consumer Attention to Calorie Information" *Journal of Marketing*, Vol. 76, No. 1, 59-75.

Suk, Kwanho, Jiheon Lee, and Donald R. Lichtenstein (2012), "The Effects of Price Order on Consumer Choice," *Journal of Marketing Research*, 49 (October), 708-717.

Kan, Christina, Donald R. Lichtenstein, Susan Jung Grant, and Chris Janiszewski (2014), "Strengthening the Influence of Advertised Reference Prices Through Information Priming," *Journal of Consumer Research*, 40 (April), 1078-1096.

de Langhe, Bart, Philip Fernbach, and Donald R. Lichtenstein, "Navigating by the Stars: Investigating the Actual and Perceived Validity of Online User Ratings," forthcoming in April, 2016 at the *Journal of Consumer Research*.

de Langhe, Bart, Philip Fernbach, and Donald R. Lichtenstein, "Star Wars: Response to Winer/Fader, Simonson, and Kozinets," forthcoming in April, 2016 at the *Journal of Consumer Research* (nonrefereed).

### **Work in Progress**

Koo, Jieun Koo, Kwanho Suk, and Donald R. Lichtenstein, "Is \$0 Better than Free? Consumer Response to Numerical Versus Verbal Framing of a Free Sales Promotion."

Kan, Christina, Donald R. Lichtenstein, and Chris Janiszewski, "The Toxic Effect of Physical Proximity to a Sale Product on Demand for Substitute Products."