

JOHN G. LYNCH, JR.

Leeds School of Business
University of Colorado-Boulder
419 UCB
Boulder, CO80309-0419, USA

Office Phone: +303-492-8413
Office Fax: +303-492-5962
Home Phone: +919-971-5201
Email: john.g.lynch@colorado.edu

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

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

University of Colorado-Boulder, Leeds School of Business
- 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

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
- Graduate Research Professor of Marketing, 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)

HONORS AND AWARDS

- 2023 Association for Consumer Research Simonson Mentorship Award
- 2022 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 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 four-time recipient)
- 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, University 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. Netemeyer, Richard, Donald R. Lichtenstein, John G. Lynch, Jr., and David Dobolyi (2024) “EXPRESS: 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*, 0(ja). <https://doi.org/10.1177/07439156241228197>
2. McShane, Blakely B., Eric T. Bradlow, John G. Lynch, Jr., and Robert J. Meyer (2024), “EXPRESS: Statistical Significance” and Statistical Reporting: Moving Beyond Binary,” *Journal of Marketing*, 0(ja). <https://doi.org/10.1177/00222429231216910> Covered in JM Buzz Podcast: <https://lnkd.in/gz8MYdtS>
3. 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>
4. 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](#), [BenefitsPro](#), [Buffalo News](#), [Business Insider](#), [Financial Planning Magazine](#), [Guam Daily Post](#), [National Association of Plan Advisors](#), [Plan Sponsor](#).
5. 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>
6. 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>

7. 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>
8. 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/>
9. 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](#)
10. 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](https://doi.org/10.1108/JSM-07-2017-0219)
11. 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>
12. Madrian, Brigitte, Hal E. Herschfield, 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>
13. 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](https://doi.org/10.1016/j.ijresmar.2016.02.003).
14. 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](https://doi.org/10.1509/jmr.15.0101) Summarized in *Wall Street Journal*, November 2, 2015.
15. 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](https://doi.org/10.1002/smj.2465)

16. 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>
17. 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/>
18. 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 10.1561/107.000000002](https://doi.org/10.1561/107.000000002)
19. 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>
20. 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.
21. 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*. 4th most cited paper published in any marketing journal 2014 to present.
22. 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> Most cited paper published in any marketing journal 2013. Finalist, William O'Dell Award for Outstanding Article in 2013 *Journal of Marketing Research*.
23. Lynch, John G. (2012), "Business Journals Combat Coercive Citation," *Science*, 335 (March), p. 1169 [DOI: 10.1126/science.335.6073.1169-a](https://doi.org/10.1126/science.335.6073.1169-a). Available at: <http://www.sciencemag.org/content/335/6073/1169.1.full>

24. 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>
25. 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>
26. 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*.
27. 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>
28. 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>
29. 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.
30. Lynch, John G., Jr. and Gal Zauberan (2007), "Construing Consumer Decision Making," *Journal of Consumer Psychology*, 17 (2), 107-112. [https://doi.org/10.1016/S1057-7408\(07\)70016-5](https://doi.org/10.1016/S1057-7408(07)70016-5)
31. 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>
32. 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>
33. 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>

34. 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>
35. 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>
36. 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.
37. 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](https://doi.org/10.1207/s15327663jcp1401&2_10)
38. 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>
39. 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>
40. 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>
41. 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>
42. 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 the 2001 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 Science* in 2000. Finalist for INFORMS Society for Marketing Science 2009 Long Term Impact Award.

43. 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>
44. 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.]
45. 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>
46. 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>
47. 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](https://doi.org/10.1086/209425)
48. 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](https://doi.org/10.1086/209429)
49. 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](https://doi.org/10.1086/209420)
50. 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](https://doi.org/10.1287/mnsc.40.2.169)

51. 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](https://doi.org/10.1086/209352)
52. 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](https://doi.org/10.1086/209293) (Finalist, 1993 *JCR* Award for Best Article 1990-92 & Finalist, 1995 *JCR* Award for Best Article 1992-1994.)
53. 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](https://doi.org/10.1016/0308-5961(92)90049-U)
54. 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](https://doi.org/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.)
55. 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](https://doi.org/10.1086/208572)
56. 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](https://doi.org/10.1037/0022-3514.56.2.170)
57. 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](https://doi.org/10.1086/209155) (Winner of the *JCR* Award for Best Article appearing in *JCR* in 1988-1990.)
58. 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](https://doi.org/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.)
59. 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](https://doi.org/10.2307/3151546) (Winner of the 1990 William O'Dell Award for Outstanding Article in *JMR* in 1985.)

60. 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](https://doi.org/10.1086/209003)
61. 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](https://doi.org/10.1086/208949)
62. Lynch, John G., Jr. (1982), "On the External Validity of Experiments in Consumer Research," *Journal of Consumer Research*, 9 (December), 225-239. [DOI: 10.1086/208919](https://doi.org/10.1086/208919)
63. Lynch, John G., Jr. and Thomas K. Srull (1982), "Memory and Attentional Factors in Consumer Choice," *Journal of Consumer Research*, 9 (June), 18-37. [DOI: 10.1086/208893](https://doi.org/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.)
64. 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](https://doi.org/10.1016/0022-1031(79)90046-5)
65. 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](https://doi.org/10.1037/0022-3514.36.10.1138)

BOOKS

- Lynch, John G., Jr. (Ed.) (2023), *Legends in Marketing: Donald Lehmann, Volume 3: Empirical Generalizations and Meta-Analysis*. New Delhi, Sage Publications, India.
- Lynch, John G., Jr. (Ed.) (2016) *Legends in Consumer Behavior: James Bettman, Volume 1: Consumer Information Processing: Decision Making*. New Delhi: Sage Publications, India.
- Corfman, Kim P. and John G. Lynch, Jr. (Eds.) (1996), *Advances in Consumer Research*, Volume 23. Provo, UT: Association for Consumer Research.

BOOK CHAPTERS

- Lynch, John G., Jr. (2024), "Don Lehman's Contributions to Understanding Empirical Generalization Through Meta-Analysis," in John G. Lynch, Jr. (Ed), *Legends in Marketing: Donald Lehmann, Volume 3: Empirical Generalizations and Meta-Analysis*. New Delhi: Sage Publications, India.
- Lynch, John G., Jr. (2024), "A Conversation with Don Lehmann at the Theory + Practice in Marketing Conference" in John G. Lynch, Jr. (Ed), *Legends in Marketing: Donald Lehmann, Volume 3: Empirical Generalizations and Meta-Analysis*. New Delhi: Sage Publications, India.
- 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.
- Lynch, John G., Jr. (2004), "Accessible but Nondiagnostic Memories about Memory and Consumer Choice," in Abbie Griffin and Cele Otnes (Eds.), *16th Paul D. Converse Symposium*. Chicago: American Marketing Association.
- Buzas, Thomas E., Sanford V. Berg, and John G. Lynch, Jr. (1991), "Service Quality," in B. Cole (Ed.) *After the Breakup: Assessing the New Post AT&T Divestiture Era*. New York: Columbia University Press, 268-276.^a
- Alba, Joseph W., J. Wesley Hutchinson, and John G. Lynch, Jr. (1991), "Memory and Decision Making," in *Handbook of Consumer Theory and Research*, eds. Harold H. Kassarijian and Thomas S. Robertson, New York: Prentice-Hall, 1-49. ^{a, b}

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.
- Lynch, John G., Jr. (1981), "A Method for Determining the Sequencing of Cognitive Processes in Judgment: Order Effects on Reaction Times." In Kent B. Monroe (Ed.) *Advances in Consumer Research*, Vol. 8, Ann Arbor, MI: Association for Consumer Research, 134-139.

PUBLISHED COMMENTARY

- 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/>

- Kozinets, Rob, John Lynch, and Debbie MacInnis (2020), “*Journal of Marketing* Webinar: Creating Boundary-Breaking, Marketing-Relevant Consumer Research.” Available at: <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](https://doi.org/10.2307/3151816)

CURRENT RESEARCH ACTIVITIES

CURRENT RESEARCH AREAS

Consumers' financial decision-making and role of financial knowledge
Perceived constraint and consumer planning and budgeting
Retirement plan leakage
Health care access via telemedicine

WORKING PAPERS

Lynch, John G., Jr. and Stijn M.J. van Osselaar, and Patricia Torres, "Inside Baseball: How Our Stereotypes of "Good Theory" Undermine Perceived Relevance of Marketing Scholarship. (Prior version by Lynch, John G. and van Osselaar, Stijn M. J., Two Types of Theoretical Contributions in Consumer Research: Construct-to-Construct versus Phenomenon-to-Construct Mapping (October 29, 2022). Available at SSRN: <https://ssrn.com/abstract=4311119>)

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

- 2024 State University of New York – Buffalo Marketing Insight Conference (forthcoming, May)
- 2024 University of Houston Doctoral Consortium, Houston (forthcoming, April)
- 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. “‘Statistical Significance’ and Statistical Reporting: Moving Beyond Binary.” Cornell University Marketing Research Camp, November 2023
2. “Inside Baseball: How Our Stereotypes of “Good Theory” Undermine Perceived Relevance of Marketing Scholarship.” Association for Consumer Research Conference, Seattle, October 2023
3. “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
4. “Shaping Consumers’ Risk Perception and Risk Preference to Bridge Attitude-Behavior Gaps” Roundtable at Association for Consumer Research Conference, Seattle, October 2023

5. “Financial Knowledge, Financial Behavior, and Financial Well-Being.” University of Connecticut VOYA Financial Colloquium, Storrs, October 2023.
6. “Financial Knowledge, Financial Behavior, and Financial Well-Being.” University College of Dublin Marketing Research Camp, Dublin, August 2023.
7. “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>
8. “Two Types of Theoretical Contributions in Marketing Research: Construct-to-Construct and Phenomenon-to-Construct Mapping.” Texas A&M Marketing Camp, March 2023
9. “How Our Conception of Theory Limits Our Influence on Practice,” Theory + Practice in Marketing Conference, May 2022
10. “Early Mistakes.” Panel at American Marketing Association – Sheth Foundation Doctoral Consortium, Austin, June 2021
11. “Better Marketing for a Better World, and the Influence of “False Positive Psychology.” Association for Consumer Research Knowledge Forum. October 2021.
12. “Research Integrity.” Panel at American Marketing Association – Sheth Foundation Doctoral Consortium, Bloomington, August 2021
13. “Roundtable on Diversity, Equity, & Inclusion.” Marketing Science Institute, August 2021.
14. “Restricting Consumer Access to Credit: Evidence For and Against.” Panel at Marketing and Public Policy Conference, June 2021
15. “Better Marketing for a Better World,” Panel at Better Marketing for a Better World Economic and Social Empowerment Forum, June 2021
16. “What Would I Do Differently?” Panel at Association for Consumer Research Doctoral Consortium, October 2020
17. “Creating Boundary-Breaking, Marketing-Relevant Consumer Research,” Association for Consumer Research Knowledge Forum, October 2020.
18. “Marketing in the Healthcare Sector: Journal of Marketing Special Issue Introduction.” American Marketing Association Summer Educators’ Conference, August 2020.

19. “Consumer Financial Decision Making: Beyond the Individual.” PhD Project Marketing Doctoral Student Association Conference, August 2020.
20. “Analyzing Counterbalanced Repeated Measures Designs,” Association for Consumer Research Doctoral Consortium, Atlanta, October 2019
21. “Marketing for a Better World: Consumer Financial Decision Making,” American Marketing Association Doctoral Consortium, New York, June 2019
22. “Consumer Financial Decision Making: Financial Literacy & Financial Education,” Behavioral Science and Policy Conference, New York, June 2019
23. “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
24. “Measurement and Meta-Analysis,” LehmannFest, Columbia University, New York, May 2019
25. “boundedly Rational or Boundedly rational?” Wroe Alderson Symposium in Honor of Wes Hutchinson, Wharton School of Business, May 2019, University of Pennsylvania.
26. “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
27. "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
28. “Marketing for a Better World.” Association for Consumer Research, October 2018, Dallas, TX
29. “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
30. “Research for Impact.” Invited Presentation at American Marketing Association Doctoral Consortium, June 2017, Iowa City IA
31. “The Fascinating Field of Marketing II: Undertaking Research with Impact.” Invited Presentation at American Marketing Association Doctoral Consortium, June 2016, South Bend, IN
32. “Financial Literacy and Financial Education: Just-in-Time or Just-Too-Late?” Common Cents Behavioral Design Immersion, April 2016, Mountain View CA

33. “Financial Literacy and Financial Education: Just-in-Time or Just-Too-Late?” Morningstar Institutional Conference, March 2016, Phoenix AZ
34. “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.
35. “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.
36. “Connecting Theory to Practice in Research on Consumer Financial Decision Making,” Association for Consumer Research North American Conference, Oct 2015, New Orleans, LA.
37. “Resource Slack: A Theory of Perceived Supply and Demand” Association for Consumer Research North American Conference, Oct 2015, New Orleans, LA.
38. “In Praise of Conceptual Replications,” Invited address at Association for Consumer Research Doctoral Symposium, Oct 2015, New Orleans, LA.
39. “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
40. “Resource Slack: A Theory of Perceived Supply and Demand.” University of Maryland Decision Process Symposium, April 2015, College Park, MD.
41. “Financial Literacy, Financial Education, and Downstream Financial Behavior.” Keynote address at Pensions and Investment’ 401(k) Investment Lineup Summit, April 2015, New York, NY.
42. “Resource Slack: A Theory of Perceived Supply and Demand.” Invited Presentation, Carlson School of Business Marketing Camp, University of Minnesota, April 2015, Minneapolis, MN.
43. “Resource Slack: A Theory of Perceived Supply and Demand.” Keynote address, 45th Annual Haring Symposium Promoting Doctoral Research in Marketing, March 2015, Bloomington IN.
44. “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.

45. “Financial Literacy, Financial Education, and Downstream Financial Behavior.” Invited presentation, Defined Contribution Institutional Investors’ Association, November 2014, New York, NY.
46. “Financial Literacy, Financial Education, and Downstream Financial Behavior” Keynote speech at National Endowment for Financial Education Forum on our work, September 2013, Washington, DC
47. “Infusing Academic Integrity into Doctoral Mentoring and Doctoral Programs,” American Marketing Association, August 2013, Boston MA
48. “Substantive Consumer Research: The Case of Consumer Financial Decision Making.” Keynote address, American Marketing Association Doctoral Consortium, June 2013, Ann Arbor, MI
49. “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.
50. “Understanding Methods in Consumer Research: Phooey on Phormulae.” Association for Consumer Research Doctoral Symposium, October 2012, Vancouver, Canada.
51. Just In Time Financial Education in the Form of Financial Decision Support Systems,” President’s Advisory Council on Financial Capability, July 2012, Washington DC.
52. “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.
53. “Interdisciplinary Research on Consumer Financial Decision Making,” Keynote Address, Center for Financial Security Workshop, University of Wisconsin-Madison, June 2012, Madison WI.
54. “The Research Process,” American Marketing Association Doctoral Consortium, University of Washington. June 2012, Seattle, WA.
55. “A Meta-Analytic and Psychometric Investigation of the Effect of Financial Literacy on Downstream Financial Behaviors.” Marketing in Israel Conference, December 2011, Jerusalem.
56. “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.

57. “Plenary Session Discussion Leader: Maximizing the Impact of Consumer Research” Thirty-Ninth Annual Conference, Association for Consumer Research,” October 2011, St. Louis, MO.
58. 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.
59. Discussant, “Health, Wealth, and Consumer Welfare” Thirty-Ninth Annual Conference, Association for Consumer Research,” October 2011, St. Louis, MO.
60. “Crafting a Manuscript: Positioning and Introduction” American Marketing Association Sheth Doctoral Consortium, June 2011, Oklahoma City, OK.
61. “Giving Up in Complex Financial Decision Making: Attention, Distraction, Procrastination, and Delegation.” New York, December 2010: Russell Sage Foundation Consumer Finance Working Group.
62. “Incentives to Publish (Lots),” American Marketing Association Pre-Conference on “Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing.” Boston, August 2010.
63. “A Psychological Model of Annuitization Decisions,” Rand Behavioral Finance Forum, Washington, DC, May 2010.
64. “An Invitation to Research on Consumers’ Financial Decision Making,” Marketing and Public Policy Research Workshop, Fort Collins CO, May 2010.
65. “Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis.” Berkeley Behavioral Marketing Camp, Berkeley CA, April 2010.
66. “Information Remedies, Choice Architecture, and Plain Vanilla Financial Products,” Russell Sage Foundation Consumer Finance Working Group Meeting, New York, December 2009.
67. “Nudges versus Information Remedies to Improve Consumers’ Financial Decision Making,” Federal Reserve Conference on Consumer Protection in Financial Markets, Cleveland, OH, September 2009.
68. “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)
69. “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.

70. “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)
71. “A Consumer Psychologist’s Comments on ‘Consumer Behaviors: Opportunities for Innovative Products’,” Federal Reserve Community Affairs Research Conference, April 2009, Washington DC.
72. Discussant, “Revisiting Consumer Confidence: New Findings and Emerging Perspectives” 36th Annual Conference, Association for Consumer Research, October 2008, San Francisco.
73. Discussant, “Time: It’s a Personal Thing,” Thirty-Sixth Annual Conference, Association for Consumer Research, October 2008, San Francisco, CA.
74. “Inside / Outside: Consumers’ Financial Decision Making,” Association for Consumer Research Doctoral Consortium, October 2008, San Francisco, CA.
75. “‘Yes...Damn’ and Other Surprises with Time, Money, and Really New Products”, Marketing Science Institute Immersion Conference, October 2008, Boston, MA.
76. “Metacognition and Diagnosticity,” Kellogg Metacognition Conference, Northwestern University, September 2008, Evanston, IL
77. “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
78. “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)
79. “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)
80. “Butlers, Concierges, Spies, and Tipsters,” University of California-Riverside Sloan Center Networking Workshop, May 2007, Riverside CA. (with G. Häubl and K. Murray)
81. “Resource Slack and Savings Behavior,” Behavioral Finance Forum Annual Conference, March 2007, Coral Gables, FL. (with G. Zauberman and S. Spiller)
82. “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).
83. “Managing Your Career As a Doctoral Student: Confessions and Counsel,” Association for Consumer Research Doctoral Consortium, September 2006, Orlando, FL.
 84. “ ‘Time and Decisions’ or ‘Research Ideas from Theory vs. Substance’ ,” American Marketing Association Sheth Doctoral Consortium, July 2006, College Park MD.
 85. “ ‘Yes...Damn’ and Other Surprises with Time, Money, and Really New Products”, American Marketing Association Sheth Doctoral Consortium, July 2005, Storrs CT.
 86. “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.
 87. “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)
 88. “Self-Generated Validity Effects in Consumer Research.” Discussant comments, Thirty-Second Annual Conference, Association for Consumer Research, October 2004, Portland OR.
 89. “Consumer Activism: Boycotts, Brands and Marketing Communications.” Discussant comments, Thirty-Second Annual Conference, Association for Consumer Research, October 2004, Portland OR.
 90. “Memory and Consumer Decision Making.” Association for Consumer Research Doctoral Consortium, October 2004, Portland, OR.
 91. “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.
 92. “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. Zauberaman)
 93. “Accessible but Nondiagnostic Memories about Memory and Consumer Choice,” Converse Award address, 16th Paul D. Converse Symposium. May 2004, Monticello IL.
 94. “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. Zauberaman)

95. “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
96. “Issues in Online Consumer Behavior,” Association for Consumer Research Doctoral Consortium, October 2003, Denver CO
97. “Resource Slack and Consumer Discount Rates for Time versus Money.” American Marketing Association Sheth Doctoral Consortium, June 2003, Minneapolis, MN (with G. Zauberan)
98. “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. Zauberan)
99. “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)
100. “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)
101. “Online Customer Loyalty.” Marketing Science Institute Board of Trustee’s Meeting, November 2000, San Diego, CA.
102. “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)
103. “Do Consumers Have Relationships with Companies or Brands? A Social Psychological Perspective.” American Marketing Association Doctoral Consortium, August 2000, London, Ontario.
104. “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)
105. “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)
106. “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)
107. "Experiments and Alternative Methods for Research on Electronic Commerce." American Marketing Association Doctoral Consortium, August 1999, Los Angeles.
 108. "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)
 109. "Interactive Home Shopping: Effects of Lowered Search Costs on Competition." Marketing Science Institute conference on "Research Frontiers in Interactive Marketing", September 1997, Boston.
 110. "Information, Competition, and Consumer Price Sensitivity." American Marketing Association Doctoral Consortium, August 1997, Cincinnati.
 111. "Presidential Address: Reviewing." Twenty-eighth Annual Conference, Association for Consumer Research, October 1997, Denver.
 112. "Presidential Session: Ethics in Consumer Research." Twenty-eighth Annual Conference, Association for Consumer Research, October 1997, Denver.
 113. "New Insights into Advertising and Price Elasticity," Twenty-seventh Annual Conference, Association for Consumer Research, Tucson, AZ, 1996 (with S. Wood and A. Mitra).
 114. "Interactive Home Shopping: Who, What, When?" American Marketing Association Doctoral Consortium, Boulder, CO 1996.
 115. "Rationality and Incomplete Information," Third International Choice Symposium, Columbia University/New York University, Arden House, 1996.
 116. "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).
 117. "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).
 118. "Boundary Conditions on Value Liability," Duke Invitational Symposium on Choice Modeling and Behavior, Durham, NC, 1993.

119. "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).
120. "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).
121. "Advertising Effects on Consideration Set Size," Twenty-second Annual Conference, Association for Consumer Research, Chicago, 1991 (with A. Mitra).
122. "Contingent Inference Making," Twenty-second Annual Conference, Association for Consumer Research, Chicago, 1991 (with C. Simmons).
123. Discussant, "Substantive Theory in Social and Consumer Judgments: Implications for the Validity of Measurement." Twentieth Annual Conference, Association for Consumer Research, New Orleans, 1989.
124. "Consumer Decision Making with Internal and External Information: The Effects of Advertising." Advertising and Consumer Psychology Conference, Toronto, 1989.
125. "Labile Hierarchies Among Beliefs, Attitudes, Intentions, and Behaviors." Invited Presentation, 2nd Annual Conference on Information Processing and Decision Making, SUNY Buffalo, 1988.
126. Discussant, "Anchoring and Adjustment." Eighteenth Annual Conference, Association for Consumer Research, Boston, October 1987.
127. "Psychological Perspectives on the Economics of Information." Special Topics Session, Eighteenth Annual Conference, Association for Consumer Research, Boston, October 1987 (with P. Bloom).
128. "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.
129. "An Independent Variable Approach to Consumer Research Methodology." National Marketing Teleconference Consortium, November 1984. (with R. Lutz, B. Sternthal, A. Tybout)
130. "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)
131. Discussant, "Intentions and Behavior." Fourteenth Annual Conference, Association for Consumer Research, Chicago, IL, October 1983.

132. "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)
133. Discussant, "Theoretical and Empirical Perspectives on Memory." Twelfth Annual Conference, Association for Consumer Research, St. Louis, MO, October 1981.
134. 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)
135. 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. State University of New York – Buffalo, May 2024 (forthcoming)
2. Tilburg University, Netherlands, April 2023 (forthcoming)
3. University of Maastricht, Netherlands, April 2024 (forthcoming)
4. Cornell University, November 2023
5. Behavioral Economics in Action at Rotman, October 2023 (virtual)
6. University of Connecticut, October 2023
7. University College of Dublin, August 2023
8. University of Toronto, April 2023
9. Texas A&M University, March 2023
10. Georgia State University CMO Roundtable, March 2023 (virtual)
11. University of Texas-Austin, March 2023
12. UCLA, Los Angeles, April 2022
13. Duke University, Durham, March 2022
14. Yale University, New Haven, April 2022
15. University of Kansas, November 2021 (virtual)
16. University of Washington-Seattle, October 2020
17. Arison School of Business, Interdisciplinary Center (IDC), Herzliya, Israel, July 2020
18. Consumer Financial Protection Bureau, Washington DC, September 2019
19. Rotterdam School of Management, Rotterdam, Netherlands, September 2019
20. Columbia Business School, New York, May 2019
21. University of Pennsylvania, Philadelphia, PA, May 2019
22. Northwestern University, Evanston, IL, April 2019
23. Columbia Business School, New York, April 2019
24. University of Utah, Salt Lake City, UT, March 2018
25. University of Florida, Gainesville, FL, November 2017
26. Western University, Ontario, September 2017

27. University of Vienna, Vienna Austria, June 2017
28. University of Iowa, AMA Doctoral Consortium, June 2017
29. University of Miami, Coral Gables, FL, Oct. 2016
30. Notre Dame University, AMA Doctoral Consortium, June 2016
31. Rice University, May 2016
32. Common Cents Behavioral Design Immersion, Mountain View, CA, April 2016
33. HEC, Paris, March 2016
34. Boston College, Boston, December 2015
35. University of Toronto & Financial Consumer Agency of Canada, Toronto, Nov. 2015
36. Rocky Mountain Assn. of Student Financial Aid Administrators, Westminster CO, Oct. 2015
37. University of Delaware (Marketing & Economics), Newark, September 2015
38. University of Maryland (Decision Processes), College Park, May 2015
39. University of Minnesota, Minneapolis, April 2015
40. Pensions & Investments 401(k) Investment Lineup Summit, New York, April 2015
41. Indiana University, Bloomington, March 2015
42. Marketing Science Institute / Duke University, Durham, March 2015
43. Defined Contribution Institutional Investors Association, New York, Nov. 2014
44. University of Pennsylvania, Philadelphia, October 2014
45. University of Illinois, Champaign-Urbana, September 2014
46. University of Washington-Seattle, May 2014
47. Dartmouth College, Tuck School of Business, March 2014
48. Harvard Business School, March 2014
49. US Consumer Financial Protection Bureau, December 2013
50. Ohio State University, Columbus, November 2013
51. National Endowment for Financial Education Forum, September 2013
52. Columbia Business School, New York, March 2013
53. University of California – San Diego, March 2013
54. University of Technology-Sydney, November 2012
55. National Endowment for Financial Education, November 2012
56. President's Council on Financial Capability, US Dept. of Treasury, July 2012
57. University of Wisconsin-Madison, June 2012
58. University of Michigan, March 2012
59. Hebrew University of Jerusalem, December 2011
60. City University of New York, November 2011
61. University of Arizona, Tucson, March 2011
62. University of Colorado Psychology, Boulder, November 2010
63. University of Wyoming, Laramie, September 2010
64. UCLA, Los Angeles, May 2010
65. University of Pennsylvania, Philadelphia, April 2010
66. Pennsylvania State University, State College, April 2010
67. University of California, Berkeley, April 2010
68. Carnegie-Mellon University, Pittsburgh, April 2010
69. Iowa State University, Ames, November 2009
70. University of Hawaii, Honolulu, April 2009
71. University of Central Florida, Orlando, April 2009

72. Northwestern University, Evanston, September 2008
73. Federal Trade Commission, Washington, DC , May 2008
74. University of Colorado, Boulder, April 2008
75. Australian Graduate School of Management, Sydney, November 2007
76. University of Technology-Sydney, Sydney, November 2007
77. University of Sydney, November 2007
78. Hong Kong University of Science and Technology, Hong Kong, May 2007
79. Emory University, Atlanta, April 2007
80. University of Colorado, Boulder, November 2006
81. New York University, New York, June 2006
82. University of Alberta, Edmonton, May 2006
83. Columbia University, New York, February 2006
84. University of Notre Dame, South Bend, January 2006
85. University of Missouri, Columbia, November 2005
86. Northwestern University, Evanston, September 2005
87. Singapore Management University, Singapore, July 2005
88. University of Chicago, Chicago, May 2005
89. Cornell University, Ithaca, March 2005
90. Yale University, New Haven, December 2004
91. Georgia Institute of Technology (Psychology), Atlanta, November 2004
92. University of California, Berkeley, September 2004
93. University of Illinois, Champaign-Urbana, May 2004
94. Tulane University, New Orleans, November 2003
95. INSEAD, Fontainebleau, France, June 2003
96. Univ. College of London, London Judgment & Decision-Making Society, May 2003
97. University of Maastricht, Netherlands, April 2003
98. Warwick Business School, Coventry, UK, February 2003
99. European Business School, London, UK, February 2003
100. London Business School, UK, January 2003
101. Tilburg University, Netherlands, December 2002
102. University of Iowa, Iowa City, May 2001
103. University of California Los Angeles, Los Angeles, March 2001
104. Indiana University, Bloomington, February 2000
105. University of California, Berkeley, September 1999
106. Wharton Electronic Commerce Forum, May 1999
107. Harvard University, Cambridge, February 1999
108. University of Pennsylvania, Philadelphia, January 1999
109. Yale University, New Haven, December 1998
110. University of Michigan, September 1998
111. Chinese-European International Business School, Shanghai, June 1998
112. Hong Kong University of Science and Technology, Clear Water Bay, June 1998
113. Cornell University, Ithaca, January 1998
114. New York University, New York, December 1996
115. University of Chicago, Chicago, March, 1995
116. University of Pittsburgh, Seven Springs, February 1995
117. University of Rochester, Rochester, May 1994

118. University of Colorado, Boulder, March 1993
119. Northwestern University, Evanston, February 1993
120. Columbia University, New York, June 1992
121. University of Colorado, Boulder, May 1992
122. University of South Carolina, Columbia, May 1992
123. University of Arizona, Tucson, March 1992
124. New York University, New York, April 1991
125. University of California, Berkeley, August 1990
126. Stanford University, Palo Alto, August 1990
127. Pennsylvania State University, State College, September 1989
128. McGill University, Montreal, March, 1989
129. Duke University, Durham, June, 1987
130. University of Tennessee, Knoxville, May 1987
131. American University, Washington, D.C., April 1987
132. University of Alabama, Tuscaloosa, December 1986
133. University of Houston, Houston, November 1985
134. University of Arizona, Tucson, October 1985
135. Ohio State University, Columbus, April 1985

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

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

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

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 variable 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.” *Journal 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 (Andreasen 1985) concept 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, 2025 expected)
2. Brandon Christensen (Marketing, University of Colorado, 2025 expected)
3. Jenna Barrett (Marketing, Maastricht University, 2024 expected)
4. Matthew Meister (Marketing, University of Colorado, 2023), Univ. San Francisco
5. Jocelyn Grabke (Marketing, Northwestern University, 2023 expected)
6. Nicolas Light (Marketing, University of Colorado, 2021), University of Oregon
7. Joseph Harvey (Marketing, University of Colorado, 2020), U.S. Consumer Financial Protection Bureau Office of Research
8. Justin Pomerance (Marketing, University of Colorado, 2020), University of New Hampshire
9. Sharaya Jones (Marketing, University of Colorado), 2020, George Mason University
10. Andrew Long (Marketing, University of Colorado, 2019), Louisiana State University
11. Lauren Min (Marketing, University of Colorado, 2018), University of Kansas
12. Quentin André (Marketing, INSEAD, 2018), University of Colorado-Boulder
13. Erin Percival Carter (Marketing, University of Colorado, 2017), University of Maine
14. Evan Weingarten (Marketing, Univ. of Pennsylvania, 2017), Arizona State University
15. Julie Schiro (Marketing, Colorado, 2016), University College of Dublin
16. JeeHye Christine Kim (Marketing, INSEAD, 2016), Hong Kong Univ. of Science & Tech
17. Christina Kan (Marketing, Univ. of Colorado, chair, 2015), University of Connecticut
18. Yvonne Saini (Marketing, Wits Business School, Johannesburg, chair, 2015), Wits Bus Sch.
19. Jake Westfall (Psychology, Univ. of Colorado, 2015), Univ. of Texas-Austin
20. Abigail Schneider (Marketing, Univ. of Colorado, 2014), Regis University
21. An Tran (Marketing, Univ. of Colorado, chair, 2013), University of La Verne
22. Daniel Fernandes (Marketing, Erasmus Univ, 2013), Catholic U. of Lisbon
23. Ji Hoon Jhang (Marketing, Univ. of Colorado, chair, 2013), University of Central Arkansas
24. Haiyang Yang (Marketing, INSEAD, 2013), Johns Hopkins University
25. Stephen Spiller (Marketing, Duke, co-chair, 2011), UCLA
26. Kelly Herd (Marketing, Univ. of Colorado, 2011), Univ. of Connecticut
27. Ethan Pew (Marketing, Univ. of Colorado, 2010), Stony Brook U.
28. Caleb Warren (Marketing, Univ. of Colorado, 2010), Univ. of Arizona
29. Bram Van den Bergh (Marketing, Katholieke Universiteit Leuven, 2009), Tilburg U.
30. Fredrika Spencer (Marketing, Duke, 2009), UNC-Wilmington
31. Sarah Moore (Marketing, Duke, 2009), U. of Alberta *
32. Amy Dalton (Marketing, Duke, 2008), Hong Kong U. of Science & Technology
33. Robin Tanner (Marketing, Duke, 2008), U. of Wisconsin-Madison (now retired)
34. David Alexander (Marketing, Duke, Chair, 2008) U. of St. Thomas
35. Cong Li (Journalism & Mass Communications, U. of North Carolina, 2008), U. of Miami

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

36. Samuel Bond (Marketing, Duke, 2007), Georgia Tech
37. Dan Lieb (Marketing, Duke, 2007), industry
38. Kim-Chi Trinh (Management, Duke, 2006), Northwestern Univ.
39. Yael Zemack-Rugar (Marketing, Duke, 2006), University of Central Florida
40. Min Zhao (Marketing, UNC, 2006), Boston College
41. Selin Malkoc (Marketing, UNC, 2006), Ohio State University
42. Claudia Kubowicz Malhotra (Marketing, UNC, 2006), UNC-Chapel Hill
43. Robert Magee (Mass Communication, UNC, 2006), University of Mississippi
44. Sarit Moldovan (Marketing, Tel Aviv University, 2006), Open University of Israel
45. Alison Lo (Marketing, Duke, Co-chair, 2006), U. of Washington-Bothell
46. Joachim Vosgerau (Marketing, INSEAD, 2005), Bocconi Univ.
47. Rosallina Ferraro (Marketing, Duke, 2005). U of Maryland #
48. Jonathan Levav (Marketing, Duke, Co-Chair, 2003), Stanford U.
49. Jacqueline Conard (Marketing, Duke, 2003), Belmont U.
50. Kristin Diehl, (Marketing, Duke, Co-chair, 2002), U. of Southern California #
51. Kiersten Elliott Maryott (Marketing, Duke, Co-chair, 2002), U. of Pittsburgh
52. Kimberly Dillon Grantham (Marketing, Duke, Co-chair, 2001), U. of Georgia
53. Gal Zauberman (Marketing, Duke, Co-chair, 2000), Yale U. #
54. Lisa Abendroth (Marketing, Duke, Co-chair, 2000), U of St. Thomas (retired)
55. Steve Hoeffler (Marketing, Duke, Co-chair, 2000), Vanderbilt U.
56. Marlene Morris Towns (Marketing, Duke, 2000), Georgetown U.
57. Tiffany Barnett (Marketing, Duke, 1999), U. of Illinois
58. Dan Ariely (Marketing, Duke, Co-chair, 1998), Duke U. +,#
59. Stacy Wood (Marketing, UF, Co-chair, 1998), North Carolina State U.
60. Russ Morgan (Marketing, Duke, 1997), Duke U.
61. Frances Hollman (Marketing, UF, 1997, Co-chair), industry
62. Vincent Owhoso (Accounting, UF, 1997), U. Northern Kentucky
63. Lisa Austen (Accounting, UF, 1997), U. Texas-Austin
64. Prasad Naik (Marketing, UF, 1996), UC- Davis
65. Corinne Faure (Marketing, UF, 1995), Grenoble U.
66. Sandy Jap (Marketing, UF, 1995), Emory U.
67. Luk Warlop (Marketing, UF, 1995), BI Norwegian Business School
68. Jeffrey Payne (Accounting, UF, 1995), U. Kentucky
69. Michel Tuan Pham (Marketing, UF, 1994), Columbia U.
70. Amitabh Mungale (Marketing, UF, 1994), Rutgers
71. Dean Foreman (Economics, UF, 1994), industry
72. Carolyn Brown (Pharmacy Health Care Administration, UF, 1994), U. Texas-Austin
73. Manuel Pontes (Marketing, UF, 1993), Rowan State U.
74. Dennis Weisman (Economics, UF, 1993), Kansas State U.
75. 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

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

POST DOCTORAL RESEARCH ASSOCIATES AT COLORADO

1. Phil Fernbach (2011-2012), placement University of Colorado (Associate 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

SERVICE TO PROFESSIONAL ASSOCIATIONS

American Marketing Association

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

Selection Committee, AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award, 2017-2020

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

Advisory Board, *Journal of Marketing*, 2022-

Editorial Board Member, *Journal of Marketing Research*, 1990-93, 2003-2009

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

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

UNIVERSITY OF COLORADO

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

Diverse Doctorates in Business Task Force, 2020-2022
Senior Associate Dean for Faculty and Research, 2017-2018, 2019-20
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-)
Director, Center for Research on Consumers' Financial Decision Making (2009-)
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 & Hart, LLP. Regulation, consumer protection, insurance
Wheeler Trigg O'Donnell LLP, Class action, survey research, insurance
Cleary Gottlieb Steen and Hamilton LLC. Class action, automobiles
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