

## Bart de Langhe

Leeds School of Business  
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### EMPLOYMENT

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

### EDUCATION

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

### SELECTED AWARDS, GRANTS, AND HONORS

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

### PEER-REVIEWED JOURNAL PUBLICATIONS

de Langhe, Bart and Stefano Puntoni (2015), “Productivity Metrics and Consumers’ Misunderstanding of Time Savings,” *Journal of Marketing Research*, forthcoming.

- de Langhe, Bart and Stefano Puntoni (2015), “Bang for the Buck: Gain-loss Ratio as a Driver of Judgment and Choice,” *Management Science*, 61, 1137-1163.
- de Langhe, Bart, Stijn M.J. van Osselaer, Stefano Puntoni, and Ann L. McGill (2014), “Fooled by Heteroscedastic Randomness: Local Consistency Breeds Extremity in Price-Based Quality Inferences,” *Journal of Consumer Research*, 41, 978-994.
- de Langhe, Bart, Stijn M.J. van Osselaer, and Berend Wierenga (2011), “The Effects of Process and Outcome Accountability on Judgment Process and Performance,” *Organizational Behavior and Human Decision Processes*, 115, 238-252.
- de Langhe, Bart, Stefano Puntoni, Daniel Fernandes, and Stijn M.J. van Osselaer (2011), “The Anchor Contraction Effect in International Marketing Research,” *Journal of Marketing Research*, 48, 366-380.
- Puntoni, Stefano, Bart de Langhe, and Stijn M.J. van Osselaer (2009), “Bilingualism and the Emotional Intensity of Advertising Language,” *Journal of Consumer Research*, 35, 1012-1025.

## **CONFERENCE PRESENTATIONS**

- Fifty Shades of “Medium”; Society for Judgment and Decision Making conference; Long Beach, CA, 2014.
- Navigating by the Stars; Association for Consumer Research conference; Baltimore, MD, 2014.
- Fooled by Heteroscedastic Randomness; Behavioral Decision Research in Management conference; London, UK, 2014.
- Fooled by Heteroscedastic Randomness; Society for Judgment and Decision Making conference; Toronto, Canada; 2013.
- Payoff Ratio and Risky Decision Making; Society for Judgment and Decision Making conference; Minneapolis, MN; 2012.
- Payoff Ratio and Risky Decision Making; Association for Consumer Research conference; Vancouver, Canada; 2012.
- Payoff Ratio and Risky Decision Making; Behavioral Decision Research in Management conference; Boulder, CO; 2012.
- Payoff Ratio versus Expected Value; Society for Consumer Psychology conference; Las Vegas, NV; 2012. (symposium chair)
- Covariation Learning, Quality Expectation, and Product Valuation under Homoscedastic and Heteroscedastic Uncertainty; Association for Consumer Research conference; Jacksonville, FL; 2010.
- Price as a Cue for Quality: Cue-Outcome Learning under Homoscedastic and Heteroscedastic Uncertainty; European Marketing Academy Doctoral Colloquium; Copenhagen, Denmark; 2010.

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

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

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

### **INVITED TALKS**

**2014** Stanford University; University of Michigan  
**2013** Catholic University Louvain; Erasmus University Rotterdam; Ghent University  
**2011** Catholic University Louvain  
**2010** Hong Kong University of Science and Technology; Johns Hopkins University; London Business School; New York University; University of Colorado at Boulder; University of Chicago; Columbia University; INSEAD; Tilburg University

### **TEACHING**

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

Buyer Behavior (MKTG 3250)  
 Customer Analytics (MSBX 5310)

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

Research Methodology  
 Bachelor Internship Supervision

### **SERVICE TO THE UNIVERSITY**

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

### **SERVICE TO THE PROFESSION**

Editorial Review Board; *Journal of Consumer Research*; 2015-present  
 Ad Hoc Reviewer; *Marketing Science*; *International Journal of Research in Marketing*; *Organizational Behavior and Human Decision Processes*; *Management Science*; *Journal of Behavioral Decision Making*  
 Program Committee; Association for Consumer Research conference; Chicago; 2013  
 Program Committee; Society for Consumer Psychology; St. Pete Beach; 2016  
 Competitive paper reviewer; La Londe Consumer Behavior Conference; La Londe, 2013, 2015  
 Program Committee; European conference of the Association for Consumer Research; Barcelona; 2013  
 Planning Committee; Behavioral Decision Research in Management conference (BDRM); Boulder; 2012  
 Program Committee; Society for Consumer Psychology International conference; Florence; 2012  
 Competitive paper reviewer; Association for Consumer Research conference  
 Competitive paper reviewer; Society for Consumer Psychology conference

Competitive paper reviewer; European Marketing Academy conference

### **PROFESSIONAL ORGANIZATIONS**

Association for Consumer Research (ACR)  
Association for Psychological Science (APS)  
Society for Consumer Psychology (SCP)  
Society for Judgment and Decision Making (SJDM)

### **MEDIA MENTIONS**

Science Daily; Times Online; Financial Times; Radio 1 (the Netherlands); Radio 5 (the Netherlands);  
NRC Handelsblad; The Denver Post; KGO Radio San Francisco