

ELLIE J. KYUNG

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APPOINTMENTS & EMPLOYMENT

Babson College

Associate Professor, Marketing Division (2022-present)

The Wharton School, University of Pennsylvania

Visiting Scholar (2021-2022)

Tuck School of Business, Dartmouth College

Associate Professor of Business Administration (2016-2021)

Faculty Director of the Tuck Behavioral Lab (2010-2021)

Assistant Professor of Business Administration (2010-2016)

Monitor Group, New York, NY (*now Monitor Deloitte*)

Co-Director of Applied Interface Research Lab, Marketspace (2002-2005)

Consultant, Market2Consumer (1998-2000), Marketspace (2000-2002)

EDUCATION

Leonard N. Stern School of Business, New York University

Ph.D., Marketing (2010), M.Phil., Marketing (2008)

Yale University

B.A., *cum laude*, Distinction in Major, Economics, International Studies (1998)

HONORS & AWARDS

2021	Best Talk Award , Numerical Markers Conference
2021	Tuck Teaching Excellence Award , awarded by students in Tuck Class of 2021
2019	Outstanding Reviewer Award , <i>Journal of Consumer Research</i>
2017	Dartmouth Public Voices Fellow , Dartmouth College
2016-2017	Paul E. Raether T'73 Faculty Fellow , Tuck School of Business
2010	NYU Stern Graduate Program Commencement Representative (MBA & Ph.D.) , New York University
2009-2010	Milton Reynolds Fellowship , New York University (<i>Competitive funding</i>)
2009-2010	C. W. Nichols Fellowship , New York University (<i>Competitive funding</i>)
2008	Letter of Commendation for Teaching Excellence , New York University
2007	Robert W. Shoemaker Fellowship , New York University (<i>Competitive funding</i>)
2005-2010	Doctoral Fellowship in Marketing , New York University, 2005-2010

RESEARCH INTERESTS

Effects of Memory and Mental Representation on Consumer Judgments
Psychology of Magnitude Judgments: Distance (*temporal, physical, social*), Intensity, Size, Speed
Scale Design and Response Bias
Digital Interface Design (*implications based on the interests above*)

PUBLICATIONS (*denotes equal author contribution, °denotes student co-author)

Longoni Chiara, Luca Cian, and Ellie J. Kyung (Forthcoming), “[AI in the Government: Responses to Failures](#),” *Journal of Marketing Research*.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2022), “[How Political Ideology Shapes Health Risk Perceptions: Group versus Individual Risk from Covid-19](#),” *Journal for the Association for Consumer Research*, <https://www.journals.uchicago.edu/doi/abs/10.1086/719672>.
[Web Appendix](#) / [Data & Code](#)

Yael Shani-Feinstein[°], Ellie J. Kyung*, and Jacob Goldenberg (2022), “[Moving Fast versus Moving Slow: The Effect of Perceived Speed on Decision-Making](#),” *Journal of Consumer Research*, <https://doi.org/10.1093/jcr/ucac004>.
[Web Appendix](#) / [Data & Code](#)

Thomas, Manoj* and Ellie J. Kyung* (2019), “[Slider Scale or Text Box: How Response Format Shapes Responses](#),” *Journal of Consumer Research*, 45 (6), 1274-1293.
Marketing Science Institute Report (2018), 18-122-08.
[Web Appendix](#)

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2017), “[When Bigger is Better \(and When It is Not\): Implicit Bias in Numeric Judgments](#),” *Journal of Consumer Research*, 44 (1), 62-79.
[Web Appendix](#)

Kyung, Ellie J.* and Manoj Thomas* (2016), “[When Remembering Disrupts Knowing: Blocking Implicit Price Memory](#),” *Journal of Marketing Research*, 53 (6), 937-953.
[Web Appendix](#)

Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2014), “[Construal Level and Temporal Judgments of the Past: The Moderating Role of Knowledge](#),” *Psychonomic Bulletin and Review*, 21 (3), 734-739.

Galak, Jeff, Joseph P. Redden, Yang Yang[°], and Ellie J. Kyung (2014), “[How Perceptions of Temporal Distance Influence Satiation](#),” *Journal of Experimental Social Psychology*, 52, 118-123.

Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2010), “[Reconstruction of Things Past: Why Do Some Memories Feel So Close and Others So Far Away?](#)” *Journal of Experimental Social Psychology*, 46 (1), 217-220.

Menon, Geeta, Ellie J. Kyung, and Nidhi Agrawal (2009), "[Biases in Social Comparison: Optimism or Pessimism?](#)" *Organizational Behavior and Human Decision Processes*, 108 (1), 39-52.

Rayport, Jeffrey F., Bernard J. Jaworski, and Ellie J. Kyung (2005), "[Best Face Forward: Improving Companies' Service Interfaces with Customers](#)," *Journal of Interactive Marketing*, 19 (4), 67-80.

WORKING PAPERS IN PROGRESS

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna, "**The Scale Orientation Effect: The Intuitiveness of Horizontal and Vertical Scales**," under revision for 2nd round review, *Journal of Consumer Research*.

Ding, Yu^o and Ellie J. Kyung, "**Time Flies...But Only When the Speed is 'Just Right': How Animation Speed Affects Perceived Waiting Time and the Online Customer Experience**," under revision for 2nd round review, *Journal of Consumer Research*.

Shalev, Edith, Meyrav Shoham, Coby Morvinski, and Ellie J. Kyung, "**How Aggregate Reviewer Sentiment Affects Consumer Followership: The Diverging Roles of Likeability versus Credibility**," under revision for 2nd round review, *Journal of Consumer Research*.

Pleskac, Tim, Ellie J. Kyung, Gretchen Chapman, and Oleg Urminsky, "**Comparing Single- vs. Double-blind Review of Scientific Abstracts for a High Stakes International Conference**," under review.

Kyung, Ellie J., "**Examining the 'Privacy Paradox': The Role of Perceived Constraints.**"

SELECTED WORK IN PROGRESS

"Understanding Patient and Provider Barriers and Facilitators of Lung Cancer Screening in a Rural Population to Facilitate Education and Implementation of a Targeted Marketing Campaign to Increase Enrollment," with Rian M. Hasson, Karen Schiffendecker, Shani Bardach, Tom Bird, Maureen Boardman, Kathleen Carluzzo, Regina-Anne Cooper, Cara DeLura Shaun Golding, Kayla Fay, Sean Halloran, Matthew Haselton, Molly Housman, Linda Kinney, Amanda Perry, Sam Youkillis, and Logan Stahler.

"'Quantum of Human' in Artificial Intelligence for Patient Care" with Chiara Longoni, Luca Cian, and Prasad Vana.

"The Slider Scale versus Text Box Effect: Moderation by Interface Considerations" with Manoj Thomas.

"Shades of Gray: Scales and Truthful Disclosure" with Sarah Memmi and Manoj Thomas.

"The Effect of Mental Representation on Perceived Speed" with Yael Shani-Feinstein, and Jacob Goldenberg.

"Effect of Construal Mindsets on Medical Malpractice Judgments" with Hal Arkes.

POPULAR PRESS

Menon, Geeta and Ellie J. Kyung (June 9, 2020), "[When More Information Leads to More Uncertainty](#)," *Harvard Business Review* (lead digital article).

Ellie Kyung (October 19, 2017), "[Hate Today's Politics? How to Teach Kids About Tolerance](#)," *SheKnows* (re-featured June 3, 2020).

GRANTS

- 2020 **Dartmouth** COVID-19 Spark Funding (\$10,000)
- 2018-2020 **National Science Foundation**, "Collaborative Research: Comparing Single- vs. Double-Blind Review of Scientific Abstracts for Accuracy and Bias" (proposal #1824205)
PIs: **Ellie Kyung** (Dartmouth College: \$190,183), Tim Pleskac (University of Kansas: \$109,817) with Gretchen Chapman and Oleg Urminsky
- 2013-2016 **3M** Non-Tenured Faculty Award (\$45,000)

CONFERENCE PRESENTATIONS

Longoni, Chiara, Luca Cian, and Ellie J. Kyung (2022), Artificial Intelligence in the Government: Responses to Failures and Social Impact, *ACM Conference on Artificial Intelligence, Ethics, and Society*, Oxford, UK.

Longoni, Chiara, Luca Cian, and Ellie J. Kyung (2022), "Artificial Intelligence in the Government: Responses to Failures and Social Impact," *Society for Consumer Psychology*, online.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2022), "The Scale Orientation Effect: The Intuitiveness of Horizontal and Vertical Scales," *Society for Judgment and Decision Making*, online.

Longoni, Chiara, Luca Cian, and Ellie J. Kyung (2021), "Artificial Intelligence in the Public Sector," *Association for Consumer Research*, online.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2021), "The Scale Orientation Effect: The Intuitiveness of Horizontal and Vertical Scales," *Numerical Markers in Judgments, Choices, and Consumption*, Eller College of Management, University of Arizona, Tucson, AZ.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2021), "The Scale Incongruence Effect: When do Horizontal versus Vertical Scales Feel More Intuitive?" *Winter American Marketing Association Winter Academic Conference*, online.

Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2019), "Slow and Steady Versus Fast and Furious: The Effect of Speed on Decision Making," *Society of Judgment and Decision Making*, Montreal, Canada.

Pleskac, Timothy, Ellie J. Kyung, Gretchen Chapman, and Oleg Urminsky (2019), "Comparison of Single- and Double-blind Review of Scientific Abstracts for a High Stakes International Conference," *Society for Judgment and Decision Making*, Montreal, Canada.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2019), "Left-Right or Top-Down" The Effect of Horizontal Versus Vertical Orientation on Consumer Judgments," *Association for Consumer Research*, Atlanta, GA.

Ding, Yu and Ellie J. Kyung (2019), "Time Flies...But Only When the Speed is 'Just Right': How Animation Speed Affects Perceived Waiting Time," *Association for Consumer Research*, Atlanta, GA.

Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2019), "Left-Right or Top-Down" The Effect of Horizontal Versus Vertical Orientation on Consumer Judgments," *Society for Consumer Psychology*, Savannah, GA.

Thomas, Manoj and Ellie J. Kyung (2018), "Visualizing Price Magnitude: How Slider Scales Change Willingness-to-Pay," *Association for Consumer Research*, Dallas, TX.

Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2018), "Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making," *Association for Consumer Research*, Dallas, TX.

Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2018), "Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making," *Behavioral Decision Research in Management Conference*, Harvard Business School, Boston, MA.

Thomas, Manoj and Ellie J. Kyung (2018), "How Slider Scales Change Willingness-to-Pay: Recalibrating the Mental Number Line," *Behavioral Decision Research in Management Conference*, Harvard Business School, Boston, MA.

Thomas, Manoj and Ellie J. Kyung (2018), "How Slider Scales Systematically Bias Willingness-to-Pay: Implicit Recalibration of Monetary Magnitudes," *Association for Consumer Research European Conference*, Ghent, Belgium.

Shalev, Edith, Meyrav Shoham, and Ellie J. Kyung (2018), "The Reviewer Halo Effect: When What You Write Becomes Who You Are," *Association for Consumer Research European Conference*, Ghent, Belgium.

Thomas, Manoj and Ellie J. Kyung (2018), "How Slide Scales Systematically Bias Willingness-to-Pay: Implicit Recalibration of Monetary Magnitudes," *Society for Consumer Psychology*, Dallas, TX.

Shalev, Edith, Meyrav Shoham, and Ellie J. Kyung (2018), "The Reviewer Halo Effect: Why Where Consumers Read Reviews Matters," *Society for Consumer Psychology*, Dallas, TX.

Thomas, Manoj and Ellie J. Kyung (2017), "The Slider Scale Effect: Implicit Recalibration of Bids," *New Directions in Pricing Management Research and Practice*, University of Illinois, Chicago, IL.

Thomas, Manoj and Ellie J. Kyung (2017), "The Slider Scale Effect: Implicit Recalibration of Bids," *The Effect of Numerical Markers on Consumer Judgment and Decision Making*, Moore School of Business, University of South Carolina, Columbia, SC.

Kyung, Ellie, Manoj Thomas, and Aradhna Krishna (2015), "Proactive Interference for Numeric Associations: The Rating Polarity Effect," *Society for Consumer Psychology*, St. Pete's Beach, FL.

Kyung, Ellie, Manoj Thomas, and Aradhna Krishna (2015), "The Rating Polarity Effect: Overcoming the Surreptitious Influence of Implicit Numerical Associations on Consumer Judgments," *Association for Consumer Research*, New Orleans, LA.

- Kyung, Ellie (2015), "Speeding Away from the Here and Now: Velocity and Mental Representation," *Society for Consumer Psychology*, Phoenix, AZ.
- Shalev, Edith and Ellie Kyung (2015), "When Does the Opinion of "Anonymous" Affect Consumer Attitudes? The Role of Opinion Fluency," *Society for Consumer Psychology*, Phoenix, AZ.
- Kyung, Ellie (2014), "Speeding Away from the Here and Now: Velocity and Mental Representation," *Association for Consumer Research*, Baltimore, MD.
- Kyung, Ellie (2013), "Behind the 'Privacy Paradox': Decreasing Disclosure by Viewing Information as a Constrained Resource," *Society for Judgment and Decision Making*, Toronto, Canada.
- Kyung, Ellie and Manoj Thomas (2013), "Knowing without Remembering: How Articulation Reduces the Accuracy of Numeric Comparisons," *Society for Judgment and Decision Making*, Toronto, Canada.
- Kyung, Ellie (2013), "Behind the 'Privacy Paradox': Decreasing Disclosure by Viewing Information as a Constrained Resource," *Association for Consumer Research*, Chicago, IL.
- Kyung, Ellie and Manoj Thomas (2013), "Knowing without Remembering: How Articulation Reduce the Accuracy of Numeric Comparisons," *Society for Consumer Psychology*, San Antonio, TX.
- Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2012), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," *Society for Consumer Psychology*, Las Vegas, NV.
- Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," *Society for Judgment and Decision Making*, Seattle, WA.
- Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," *Association for Consumer Research*, St. Louis, MO.
- Thomas, Manoj and Ellie J. Kyung (2011), "When Recall Disrupts Memory: Evidence for Implicit Reference Prices," *Association for Consumer Research*, St. Louis, MO.
- Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2011), "Malleable Memories: The Moderating Effect of Knowledge on Construal Mindsets When Reconstructing History," *Society for Consumer Psychology*, Atlanta, GA.
- Kyung, Ellie J. (2010), "Examining the 'Privacy Paradox': The Role of Perceived Constraints," *Association for Consumer Research*, Jacksonville, FL.
- Menon, Geeta, Ellie J. Kyung, and Nidhi Agrawal (2009), "Biases in Social Comparison: Optimism or Pessimism?," *Association for Consumer Research*, Pittsburgh, PA.
- Menon, Geeta, Ellie J. Kyung, and Nidhi Agrawal (2009), "Biases in Social Comparison: Optimism or Pessimism?," *Society for Consumer Psychology*, San Diego, CA.
- Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2008), "Reconstructing History: Construing Past Events to Influence Judgments of Recency and Culpability," *Society for Judgment and Decision Making*, Chicago, IL.

Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2007), “Reconstructing History: Construing Past Events to Influence Judgments of Recency and Culpability,” *Association for Consumer Research*, Memphis, TN.

CHAired SYMPOSIA

“All My Children: Fostering Diverse Approaches to Consumer Well-Being Research,” co-chair, *Association for Consumer Research*, Jacksonville, FL.

“On Being Better (or Worse) than Others: Illuminating and Eliminating Biases in Social Comparison,” chair, *Association for Consumer Research*, Pittsburgh, PA.

“The Other Side of Social Comparison: Imputing Information About Others,” co-chair, *Society for Consumer Psychology*, San Diego, CA.

INVITED DISCUSSANT

“Overestimating the Valuations and Preferences of Others,” invited panelist for presentation by Alice Moon, Data Colada Seminar Series (2020).

“Reporting Statistical Results,” Society for Consumer Psychology Research Skills Workshop (2020), Huntington Beach, CA.

“Beyond Construal: Examining Broad Implications of Psychological Distance and Consumer Judgment,” Society for Consumer Psychology (2011), Atlanta, GA.

“Unlikely Bedfellows: The Yin and Yang of a Relationship,” (*discussion on research collaborations between behavioral and quantitative researchers*), Association for Consumer Research Doctoral Consortium (2010), Jacksonville, FL.

INVITED PRESENTATIONS

Nanyang Technological University, May 2022

Indian Institute of Management Bangalore, May 2022

Stanford University, Graduate School of Business, April 2022

Baruch College, Zicklin School of Business, November 2021

Babson College, September 2021

Erasmus University, Rotterdam School of Management, May 2021

University of Alberta, Alberta School of Business, April 2021

Tilburg University, School of Economics and Management, April 2021

University of Connecticut, School of Business, March 2021

University of Pennsylvania, The Wharton School, Marketing Camp, February 2021

Northeastern University, D’Amore-McKim School of Business, February 2021

University of Massachusetts Amherst, Isenberg School of Management, October 2020

Tuck Marketing Camp, May 2020 (*postponed due to Covid-19*)
China Europe International Business School, April 2020 (*postponed due to Covid-19*)
University of Houston, Bauer College of Business, October 2018
University of Pennsylvania, The Wharton School, Decision Process Seminar, March 2018
IDC Herzliya, Arison School of Business, November 2017
Northeast Marketing Conference, MIT Sloan School of Management, October 2017
University of Michigan, Ross School of Business, March 2017
Kellogg School of Management, Marketing Camp, September 2016
Tuck Marketing Camp, May 2015
Carnegie Mellon University, Center for Behavioral and Decision Research, April 2015
3M, November 2014
Northeast Marketing Conference, Harvard Business School, October 2012
ACR Doctoral Consortium, Jacksonville, FL, October 2010
Cornell University, Johnson Graduate School of Management, November 2009
University of Michigan, Ross School of Business, November 2009
University of Southern California, Marshall School of Business, November 2009
University of Toronto, Rotman School of Management, October 2009
Dartmouth College, Tuck School of Business, October 2009
Drexel University, LeBow College of Business, October 2009
New York University, Trope Lab, December 2006

BOOK CHAPTERS (*while working at Monitor Group*)

Rayport, Jeffrey F., Bernard J. Jaworski, and Ellie J. Kyung (2005), "The Interface Audit," in *Best Face Forward: Why Companies Must Improve Their Service Interfaces with Customers*, Boston, MA: Harvard Business School Press, 207-228.

Rayport, Jeffrey, Bernie Jaworski, Ellie J. Kyung, and Dorsey McGlone (2004), "Human and Financial Capital," in *Introduction to e-Commerce*, 2nd ed., New York, NY: McGraw-Hill/Irwin, marketSpaceU, 367-410.

Jaworski, Bernard J., Jeffrey Rayport, Nancy Michels, Ellie J. Kyung, Jennifer Baron, Marco Smit, Rafi Mohammed (2001), "Market Communications and Branding," in *e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketSpaceU, 169-211.

CASE STUDIES (*while working at Monitor Group*)

Rayport, Jeffrey, Madeline Choquette, Dickson Louie, and Ellie J. Kyung (2002), "iVillage.com," in *Cases in e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketSpaceU, 283-301.

Rayport, Jeffrey, Dickson Louie, and Ellie J. Kyung (2002), "E-LOAN," in *Cases in e-Commerce*,

New York, NY: McGraw-Hill/Irwin, marketSpaceU, 391-409.

Rayport, Jeffrey, Dickson Louie, and Ellie J. Kyung (2002), "CBS MarketWatch," in *Cases in e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketSpaceU, 573-593.

Pennings, Melissa, Ellie J. Kyung, Silvia Springolo (January 2003), "Driving Revenue through Usability: A Comparative Analysis of QVC.com versus HSN.com," *MarketSpace Case Study*, 1-14.

Kyung, Ellie J. (September 2002), "A Study in Selling Simplicity: TechTarget," *MarketSpace Case Study*, 1-21.

Kyung, Ellie J. (April 2002), "The Challenge to Position for Transition: Eastman Kodak," *MarketSpace Case Study*, 1-10.

TEACHING EXPERIENCE

Tuck School of Business, Dartmouth College

Tuck Teaching Excellence Award for Electives, awarded by the Tuck Class of 2021

First female professor at Tuck to win the teaching award for electives

Marketing (2011-2019, MBA required core)

Recent instructor ratings: **5.1** (2019*), **5.4** (2018), **5.2** (2017), **5.2** (2016) / **6.0**;

Mean Marketing Core instructor rating for the previous 20 years at Tuck excluding my ratings: 3.8 / 6.0

**Note: 2019 involved managing substantial curriculum and logistics changes when the core course sequencing changed, overseeing course administration for all four sections of first year MBA students, and training a new faculty member to teach the course.*

Time in the Consumer Mind (2012-2021, MBA elective Research-to-Practice Seminar)

Mean instructor rating 2012-present: **5.8** / **6.0**

Includes **four ratings of 6.0** (2021, 2020, 2017, 2012)

Leonard N. Stern School of Business, New York University

Consumer Behavior (2008, undergraduate elective)

Instructor rating: **6.6** / **7.0**; *Received Letter of Commendation for Teaching Excellence*

FIELD LEADERSHIP *(appointed positions)*

2022

Conference Co-Chair, with Manoj Thomas and Kelly Goldsmith, Society of Consumer Psychology

Utilized individual submission only, blinded-review process to minimize reviewer bias and network effects

Instituted collection of demographic data during the submission and conference registration process to track DEI efforts

Introduced mixed format (competitive papers, flash talks, posters) with thematic sessions hosted by MCs and discussants

New funding initiatives for Covid-19 relief, students from developing countries

Highest recorded SCP conference attendance (723 registrations from 44 countries)

Designed new conference platform: <https://www.scp2022.com/>

- 2020 **Committee Recommending Single- v. Double-blind Review**, Society for Judgment and Decision Making (SJDM)
Formation of committee to re-evaluate 40-year history of single-blind review for potential sources of bias at the annual meeting was based on the large-scale experiment run at the 2018 Annual Meeting (research with Tim Pleskac, Oleg Urminsky, Gretchen Chapman)
- 2017 **Chair, Hillel Einhorn New Investigator Award Committee**, SJDM
Committee member 2016-2019
Instituted blind manuscript submission process to minimize reviewer bias
- 2013-2016 **Co-Organizer of Women in SJDM Annual Meeting Event**
Annual event focused on promoting advancement of women in JDM through networking opportunities and keynote speakers
- 2010-2013 **Program Committee Member**, SJDM
Formalized dedication of fundraising proceeds to student travel awards

PROFESSIONAL SERVICE

FIELD

Associate Editor

Journal of Consumer Research, 2021-present

Editorial Review Board

Journal of Consumer Research, 2016-2020 (*Recognized by editors as 1 of 13 reviewers with an average reviewer score of greater than 4.6 / 5.0*)

Journal Reviewing:

European Journal of Social Psychology

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Experimental Social Psychology

Journal of Judgment and Decision Making

Journal of Marketing

Journal of Marketing Research

Marketing Letters

Organizational Behavior and Human Decision Processes

Society for Judgment and Decision Making (*details listed under "Select Field Leadership"*)

Annual Meeting Program Committee, 2010-2013

Co-Organizer of Women in the SJDM Annual Meeting Event, 2013-2016

Hillel Einhorn New Investigator Award Selection Committee, 2016-2019 (*Chair*, 2017)
Committee Recommending Single- versus Double-blind Review, 2020

Conference Program Committee

Society for Consumer Psychology, 2013-present
Association for Consumer Research, 2015-present
Numerical Markers Conference, 2021

Conference Reviewer

Association for Consumer Research, 2007-present
Competitive Papers Editorial Review Board, Association for Consumer Research, 2013
Society for Consumer Psychology, 2009-present
Society for Judgment and Decision Making, 2010-present
AMA Winter Marketing Educators Conference, 2013, 2014
Theory and Practice in Marketing Conference, 2020

Grant Reviews

National Science Foundation
German-Israeli Foundation for Scientific Research and Development
Israel Science Foundation
ACR / Sheth Foundation Research Grants

Student Advising

Undergraduate students

Dartmouth Presidential Scholars: **Erin Czerwinski**, 2015-2016; **Leah Tan**, 2017-2018; **Cameron Newcombe**, 2020-2021

Raina Zhang (*University of International Business Economics, Beijing, China*), 2021 - present; letter writer; Placement: Leonard N. Stern School of Business, New York University Marketing PhD Program

Other students

Sarah Kokinos (*Dartmouth Thayer School of Engineering, Master's student*), 2011

Sarah Memmi (*Tuck School of Business, auditor*), 2012-2014; letter writer; Placement: Duke University, Fuqua School of Business Marketing PhD Program

Doctoral Students

Yael Shani-Feinstein (*Ben-Gurion University of the Negev*), 2017-2021; letter writer; Placement: Ono Academic College

Yu Ding (*Columbia University*), 2017-present; letter writer, dissertation committee member; Placement: Stanford University

TUCK SCHOOL OF BUSINESS

Faculty Director of the Tuck Behavioral Lab, 2010-2021

Made the case for the necessity of a full-time lab manager at Tuck to the Dean's Office; conducted search for Tuck's first full-time Behavioral Research Program Manager

Oversaw management of behavioral research processes at Tuck with Behavioral Research Program Manager

Established online subject pool, regular class subject pool, and paid subject pool

Lab resources utilized by 25+ faculty in Marketing, Strategy and Management, Finance, Operations and Management Science, and Economics

School Committees

Assessment of Learning, 2011-2013

Strategy Monitoring, 2010-2011

Academic Freedom, Tenure, and Responsibility, 2015-2016

Selected by Dean's Office to represent Tuck Faculty at interview for **Tuck's AACSB Accreditation**, 2012, 2018

Selected by Dean's Office to present to **Tuck's Board of Overseers**, 2012 (*presentation on the value of the Research-to-Practice Seminar class format for MBA students*)

Co-curricular Activities

Marketing and Consulting Interview Crash Course and interview support, 2011-2021

Faculty Ethics Talk: Ethics of Marketing to Low Income Consumers, 2013-2018

Admitted Students Weekend (invited by MBA student committee)

Faculty Panelist, 2011-2015

Sample Core Class Faculty, 2016 - 2019

First-Year Project research design support, 2011-2021

Case Team Competition coaching support, 2013-2021

Encore Presentation, 2018 (*invited by MBA class of 2018: "final" faculty talk before graduation*)

Tuck Tech Conference Fireside Chat Moderator, 2018

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Association for Psychological Science (APS)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)