

Elanor F. Williams

CURRICULUM VITAE

OFFICE ADDRESS

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elanorwilliams@wustl.edu

EXPERIENCE

- 2019 – present: Associate Professor, Marketing Area, Olin Business School, Washington University in St. Louis
- 2016 – 2019: Assistant Professor, Marketing Department, Kelley School of Business, Indiana University
- 2014 – 2016: Assistant Research Scientist, Rady School of Management, University of California, San Diego
- 2012 – 2014: Postdoctoral Scholar, Rady School of Management, University of California, San Diego
- 2008 – 2012: Postdoctoral Fellow, Warrington School of Business, University of Florida

EDUCATION

CORNELL UNIVERSITY

PhD Social Psychology, 2008; Graduate advisor: Thomas Gilovich
Dissertation: “The dynamic self: The use of ideals and intentions in understanding self and others”

YALE UNIVERSITY

BA Psychology, 2001; Undergraduate advisor: Geoffrey L. Cohen
Distinction in the Major
Thesis: “The accuracy of lay theories about gender differences in the fundamental attribution error”

RESEARCH INTERESTS

I study the social consumer. Consumer decisions are often interactive and are becoming ever more social. My research examines how consumers make decisions for and with other people. I also investigate how consumers come to know themselves and others, and how that knowledge (or lack thereof) influences the choices they make. In my work, I strive to unravel how consumers' choices, struggles, and triumphs are influenced by the company that they keep.

PUBLICATIONS AND MANUSCRIPTS

ARTICLES AND CHAPTERS

Steffel, Mary, Elanor F. Williams, and Stephan Carney (2022), "A Simple Solution to Getting Patients Engaged in Health Decisions: Making Medical Choices Feel Easy Increases Patient Participation," *Journal of the Association of Consumer Research*, 7 (2), 154-163.

Garcia-Rada, Ximena, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2022), "A Preference for Effort When Caring for Others," *Journal of Consumer Research*, 48 (6), 970-990.

Steffel, Mary, and Elanor F. Williams (2021), "Do Our Choices Tell Us Who We Are? It Depends on How Easy or Difficult They Were to Make," *Journal of Consumer Psychology*, 31 (4), 784-791.

Williams, Elanor F., Alicea Lieberman, and On Amir (2021) "Perspective Neglect: Inadequate Perspective Taking Limits Coordination," *Judgment and Decision Making*, 16 (4), 898-931.

Williams, Elanor F., Kristen E. Duke, and David Dunning (2020), "Consistency Just Feels Right: Procedural Fluency Increases Confidence in Performance," *Journal of Experimental Psychology: General*, 149 (12), 2395-2405.

Steffel, Mary, Elanor F. Williams, and David Tannenbaum (2019), "Does Changing Defaults Save Lives? Effects of Presumed Consent Organ Donation Policies," *Behavioral Science and Policy*, 5 (1), 69-88.

Steffel, Mary, and Elanor F. Williams (2018), "Delegating Decisions: Recruiting Others to Make Difficult Choices," *Journal of Consumer Research*, 44 (5), 1015-32.

Williams, Elanor F., and Joyce Ehrlinger (2017), "Failing to Learn from Feedback: Inter- and Intrapersonal Roadblocks to Autonomous Learning," in *Autonomous Learning in the Workplace*, ed. Ray Noe and Jill Ellingson, New York: Routledge, 263-286.

Galak, Jeff, Julian Givi, and Elanor F. Williams (2016), "Why Gifts Are Great When You Get Them, But Not Once You've Got Them: A Framework for Understanding Errors in Gift Giving," *Current Directions in Psychological Science*, 25 (6), 380-85. (Authorship alphabetical.)

Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (2016), "Ethically Deployed Defaults: Transparency and Consumer Protection Via Disclosure and Preference Articulation," *Journal of Marketing Research*, 53 (5), 865-80.

Williams, Elanor F., David A. Pizarro, Dan Ariely, and James D. Weinberg (2016), "The

Valjean Effect: Visceral States and Cheating,” *Emotion*, 16 (6), 897-902.

Steffel, Mary, Elanor F. Williams, and Jaclyn Perrmann-Graham (2016), “Passing the Buck: Delegating Choices to Others to Avoid Responsibility and Blame,” *Organizational Behavior and Human Decision Processes*, 135, 32-44.

Williams, Elanor F., and Mary Steffel (2014), “Double Standards in the Use of Enhancing Products by Self and Others,” *Journal of Consumer Research*, 41 (2), 506-25.

LeBoeuf, Robyn A., Elanor F. Williams, and Lyle A. Brenner (2014), “Forceful Phantom Firsts: Framing Experiences as “Firsts” Amplifies Their Influence on Judgment,” *Journal of Marketing Research*, 51 (4), 420-32.

Williams, Elanor F., David Dunning, and Justin Kruger (2013), “The Hobgoblin of Consistency: Algorithmic Judgment Strategies Underlie Inflated Self-Assessments of Performance,” *Journal of Personality and Social Psychology*, 104 (6), 976-94.

Alba, Joseph, and Elanor F. Williams (2013), “Pleasure Principles: Current Research on Hedonic Consumption,” *Journal of Consumer Psychology*, 23 (1), 2-18.

Williams, Elanor F., and Thomas Gilovich (2012), “The Better-Than-My-Average Effect: The Relative Impact of Peak and Typical Performances in Assessments of the Self and Others,” *Journal of Experimental Social Psychology*, 48 (2), 556-61.

Williams, Elanor F., Thomas Gilovich, and David Dunning (2012), “Being All That You Can Be: How Potential Performances Influence Assessments of Self and Others,” *Personality and Social Psychology Bulletin*, 38 (2), 143-54.

Williams, Elanor F., and Thomas Gilovich (2008), “Conceptions of the Self and Others Across Time,” *Personality and Social Psychology Bulletin*, 34 (8), 1037-46.

Williams, Elanor F., and Thomas Gilovich (2008), “Do People Really Believe They Are Above Average?” *Journal of Experimental Social Psychology*, 44 (July), 1121-8.

Williams, Elanor F. (2007), “Naïve Cynicism,” in *Encyclopedia of Social Psychology*, ed. Roy F. Baumeister and Kathleen Vohs, San Diego, CA: Sage Publications, 601-2.

Williams, Elanor F. (2007), “Three-Dimensional Model of Attribution,” in *Encyclopedia of Social Psychology*, ed. Roy F. Baumeister and Kathleen Vohs, San Diego, CA: Sage Publications, 992-3.

MANUSCRIPTS UNDER REVISION

Scott, Sydney E., and Elanor F. Williams. “In Goal Pursuit, Flexibility is the Best choice for Me, but Not for You.” Conditionally accepted at *Journal of Marketing Research*.

Williams, Elanor F., and Robyn A. LeBoeuf. "People Believe They Will Have More Control Over the Future Than They Did Over the Past." Under invited revision for *Organizational Behavior and Human Decision Processes*.

MANUSCRIPTS IN PREPARATION

Williams, Elanor F., and Yoel Inbar. "Making Your Problem My Problem: Fees Seem Less Fair the More They Pay to Meet Rather Than Exceed Standards." Targeted for *Organizational Behavior and Human Decision Processes*.

Anderson, Craig L., and Elanor F. Williams. "Cold-Blooded Business Decisions: Intentional, Overt, and Strategic Brand Transgressions Dehumanize and Drive Away Consumers." Targeted for *Journal of Consumer Psychology*.

Williams, Elanor F., Hyebin Kim, and Emily Rosenzweig. "Mismatched Giver and Recipient Preferences for Hedonic and Utilitarian Gifts." Targeted for *Journal of Consumer Research*.

Yadin, Dena, Nira Munichor, Elanor F. Williams, and Inbal Stockheim. "When Your Focus Determines Your Reality: The Effect of (Negative) Reviews on Consumer Experiences." Targeted for *Journal of Marketing Research*.

Givi, Julian, and Elanor F. Williams. "Gifts That Please Many but Are Given by Few: How and Why Consumers Do Not Give Enough Gifts to be Shared." Targeted for *Journal of Business Research*.

Williams, Elanor F., Mary Steffel and Daniella Kupor. "Should We Encourage the Good or Discourage the Bad: Consumers' Reactions to Nudges Depend on How They Are Framed." Targeted for *Journal of Consumer Research*.

Givi, Julian, and Elanor F. Williams. "Sentimental Value and Signaling: Creating Closer Relationships by Giving Sentimental Gifts." Targeted for *Journal of Consumer Psychology*.

Williams, Elanor F., and Erik G. Helzer. "My Future Versus Your Past: A Review and Synthesis of Asymmetries in Self and Social Cognition." Targeted for *Personality and Social Psychology Review*.

Steffel, Mary, Elanor F. Williams, and Robyn A. LeBoeuf. "Overly Specific Gift Giving: Givers Choose Personalized but Less-Versatile and Less-Preferred Gifts." Targeted for *Journal of Marketing*.

SELECTED WORKS IN PROGRESS (DATA COLLECTED)

When people enjoy useful things (with Pooja Somasundaram).

Embarrassment about outsourcing effort (with Pooja Somasundaram and Jenny Olson).

Good secrets (with Der-Wei Huang).

Hosting and identity-relevant decision making (with Hyebin Kim and Mary Steffel).

Gift reactions (with Yanyi Leng).

Abstaining from gift giving (with Emily Rosenzweig).

Does sharing signal caring online? (with Mary Steffel and Lauren Grewal).

PRACTITIONER PUBLICATIONS

Garcia-Rada, Ximena, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2021), "The Paradox of Marketing to Caregivers," *Harvard Business Review*.

Garcia-Rada, Ximena, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2021), "Why People Feel Guilty About Using Effort-Saving Products When Taking Care of Loved Ones," *The Conversation*.

Steffel, Mary, and Elanor F. Williams (2017), "'Default' Choices Have Big Impact, but How to Make Sure They're Used Ethically?," *The Conversation (reprinted in Fast Company)*.

Steffel, Mary, and Elanor F. Williams (2016), "Psychology Explains Why So Many Leaders Pass the Buck—and Who's Really to Blame," *Quartz*.

Steffel, Mary, Elanor F. Williams, and Jaclyn Perrmann-Graham (2016), "Research on Delegating Shows How Uncomfortable We Are Making Choices for Others," *Harvard Business Review*.

Steffel, Mary, and Elanor F. Williams (2016), "Ethically Deployed Defaults," *Policy Shop Blog - Behavioral Science and Policy Association*.

Steffel, Mary, and Elanor F. Williams (2015), "Gift Giving Taboos that Aren't As Bad As You Think," *The Conversation (reprinted in The Huffington Post)*.

Williams, Elanor F. (2015), "Six Ways to Learn from Your Future Self," *Chicago Booth Review (video accompanying article)*.

Williams, Elanor F., and Mary Steffel (2015), "Are Performance Enhancing Products Always Unfair?" *Capital Ideas Blog - University of Chicago*.

Williams, Elanor F. (2015), "Getting Help to Get Better: What's Fair for Me Isn't What's Fair for You," *Character and Context - Society for Personality and Social Psychology*.

PRESENTATIONS

CHAired SYMPOSIA

Steffel, Mary, Evan Polman, Chelsea Helion, and Cindy Chan (2015, February), "The Psychology of Gift Giving and Receiving." Symposium presented at the Society for Personality and Social Psychology Conference, Long Beach, CA. (Mary Steffel, co-chair)

Williams, Elanor F., Evan Polman, Daniel M. Bartels, and Christopher W. Bauman (2012, January), "Moral Ironies." Symposium presented at the Society for Personality and Social Psychology Conference, San Diego, CA. (Mary Steffel, co-chair)

Williams, Elanor F., Karlene Hanko, Joanne Kane, and Eugene Caruso (2007, January), "Judgment in the Context of Time: How Thinking About the Future Differs from Thinking About the Past." Symposium presented at the Society for Personality and Social Psychology Conference, Memphis, TN. (Karlene Hanko, co-chair)

CONFERENCE PRESENTATIONS

Williams, Elanor F., Mary Steffel, and Daniella Kupor (2022, February), "Should We Encourage the Good or Discourage the Bad? Consumers' Reactions to Nudges Depends on How They Are Framed." Paper presented at the Society for Judgment and Decision Making conference, online.

Williams, Elanor F., Mary Steffel, and Daniella Kupor (2020, March), "Should We Encourage the Good or Discourage the Bad? Consumers' Reactions to Nudges Depend on How They Are Framed." Paper presented at the Society for Consumer Psychology conference, Huntington Beach, CA.

Williams, Elanor F., and Robyn A. LeBoeuf (2019, October), "Consumers Believe They Will Have More Control Over the Future Than They Did Over the Past." Paper presented at the Association for Consumer Research Conference, Atlanta, GA.

Williams, Elanor F., and Emily Rosenzweig (2019, February), "Mismatched Giver and Recipient Preferences for Hedonic and Utilitarian Gifts." Paper presented at the Society for Consumer Psychology Conference, Savannah, GA.

Garcia-Rada, Ximena, Mary Steffel, Elanor F. Williams,* and Michael I. Norton (2018, October), "A Preference for Effort in Caring for Others." Paper presented at the Association for Consumer Research Conference, Dallas, TX. (*speaker)

Williams, Elanor F., and Yoel Inbar (2018, May), "Fees, Fairness, and Transparency: Fees Seem Less Fair the More They Pay to Meet Rather Than Exceed Standards." Paper presented at the Yale Customer Insights Conference, New Haven, CT.

Williams, Elanor F., and Yoel Inbar (2018, February), "Making Your Problem My Problem: Fees Seem Less Fair the More They Pay to Meet Rather Than Exceed Standards." Paper presented at the Society for Consumer Psychology Conference, Dallas, TX.

Williams, Elanor F., and Emily Rosenzweig (2017, October), "Go Ahead, Give Them the Blender! Giver and Recipient Preferences for Hedonic and Utilitarian Gifts." Paper presented at the Association for Consumer Research Conference, San Diego, CA.

Williams, Elanor F., and Emily Rosenzweig (2016, June), "Go Ahead, Give Them the Blender! Giver and Recipient Preferences for Hedonic and Utilitarian Gifts." Paper presented at the Behavioral Decision Making in Management Conference, Toronto, ON.

Williams, Elanor F., and Robyn A. LeBoeuf (2016, February), "Starting Your Diet

Tomorrow: People Believe They Will Have More Control Over the Future Than They Did Over the Past.” Paper presented at the Society for Consumer Psychology Conference, St. Petersburg Beach, FL.

Williams, Elanor F., and Emily Rosenzweig (2015, November), “Sometimes It’s Okay to Give a Blender: Giver and Recipient Preferences for Hedonic and Utilitarian Gifts.” Paper presented at the Society for Judgment and Decision Making Conference, Chicago, IL.

Williams, Elanor F., Mary Steffel, and Daniel Grossman (2015, October), “Does Sharing Equal Caring? Asymmetric Interpretations of the Informativeness of One’s Own and Others’ Social Media Communications.” Paper presented at the Association for Consumer Research Conference, New Orleans, LA.

Williams, Elanor F. (2015, May), “The Dynamic Self: How Thoughts of What is Yet to Be Influence Perceptions of Self and Others.” Paper presented at the Interdisciplinary Conference on Personal Identity and Decision Making, Chicago, IL.

Williams, Elanor F., and Robyn A. LeBoeuf (2013, November), “Starting Your Diet Tomorrow: People Believe They Will Have More Control Over the Future Than They Did Over the Past.” Paper presented at the Society for Judgment and Decision Making Conference, Toronto, ON.

Williams, Elanor F., and Robyn A. LeBoeuf (2013, February), “Sunk Savings: When the Reason for Saving Something Is That You’ve Saved It Already.” Paper presented at the Society for Consumer Psychology Conference, San Antonio, TX.

Williams, Elanor F., and Robyn A. LeBoeuf (2013, January), “Starting Your Diet Tomorrow: People Believe They Will Have More Control Over the Future Than They Did Over the Past.” Poster presented at the Judgment and Decision Making Preconference, Society for Personality and Social Psychology Conference, New Orleans, LA.

Williams, Elanor F., and Mary Steffel (2012, October), “Double Standards in the Use of Enhancing Products by Self and Other.” Paper presented at the Association for Consumer Research Conference, Vancouver, BC.

LeBoeuf, Robyn A., Elanor F. Williams*, and Lyle A. Brenner (2012, February), “Forceful Phantom Firsts: Framing Experiences as Firsts Amplifies Their Influence on Judgment.” Paper presented at the Society for Consumer Psychology Conference, Las Vegas, NV. (*speaker)

Williams, Elanor F., and Mary Steffel (2012, January), “Double Standards in the Use of Enhancing Products by Self and Other.” Paper presented at the Society for Personality and Social Psychology Conference, San Diego, CA.

Williams, Elanor F., and Mary Steffel (2011, November), “Double Standards in the Use of Enhancing Products by Self and Others.” Paper presented at the Society for Judgment and Decision Making Conference, Seattle, WA.

Williams, Elanor F., and Mary Steffel (2011, January), "The Ethics of Enhancement Are in the Eye of the Beholder: Double Standards in the Use of Enhancing Treatments by Self and Other." Poster presented at the Judgment and Decision Making Preconference, Society for Personality and Social Psychology Conference, San Antonio, TX.

Williams, Elanor F., and David Dunning (2009, November), "From Formulas to Faith: Consistency Leads to Confidence." Paper presented at the Society for Judgment and Decision Making Conference, Boston, MA.

Williams, Elanor F., David Pizarro, and Dan Ariely (2009, February), "Visceral States Influence Moral Decision Making." Poster presented at the Society for Personality and Social Psychology Conference, Tampa, FL.

Williams, Elanor F., and David Dunning (2008, November), "Leading Ourselves into Temptation: Memory for Visceral Sensations and Self-Change Efforts." Paper presented at Society for Judgment and Decision Making Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2008, May), "Using Thoughts of the Future in Assessments of Self and Others." Paper presented at the Midwestern Psychological Association Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2008, February), "Priming Honesty Reduces Self-Enhancement." Poster presented at the Society for Personality and Social Psychology Conference, Albuquerque, NM.

Williams, Elanor F., and Thomas Gilovich (2007, November), "The Influence of the Future on Judgments of Self and Others." Paper presented at the Society for Judgment and Decision Making Conference, Long Beach, CA.

Williams, Elanor F., and Thomas Gilovich (2007, May), "Potential Influences Assessments of Self But Not Others." Paper presented at the Midwestern Psychological Association Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2007, January), "The Me Yet to Be: How Future Selves Influence Perceptions of Self and Other." Paper presented (as symposium chair) at the Society for Personality and Social Psychology Conference, Memphis, TN.

Williams, Elanor F., and Thomas Gilovich (2006, May), "Best Performances as Representative Performances for the Self." Poster presented at the Association for Psychological Science Conference, New York, NY.

Williams, Elanor F., and Thomas Gilovich (2006, May), "Best Performances as Representative Performances for the Self." Paper presented at the Midwestern Psychological Association Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2006, January), "Testing True Belief in Self-

Enhancing Trait Ratings.” Poster presented at the Society for Personality and Social Psychology Conference, Palm Springs, CA.

Williams, Elanor F., and David Dunning (2005, May), “From Formulas to Faith: Consistent Theories Lead to Confidence.” Paper presented at the Midwestern Psychological Association Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2005, January), “Erring on the Side of Awesome: Self-Enhancement as Generous Placement Within a Range of Values.” Poster presented at the Society for Personality and Social Psychology Conference, New Orleans, LA.

INVITED TALKS AND GUEST LECTURES

London Business School, Marketing Department (2021, April).

George Mason University, Marketing Department (2021, April).

University of Alberta Marketing Camp (2019, May).

University of San Diego, Marketing Department (2019, February).

Washington University in St. Louis, Olin Business School (2018, November).

Carnegie Mellon University, Center for Behavioral Decision Research (2017, March).

Indiana University, Social Psychology (2017, March).

San Diego State University, College of Business Administration (2016, February).

Indiana University, Kelley School of Business (2016, February).

Ohio State University, Fisher College of Business (2016, February).

Judgment and Decision Making Preconference, Society for Personality and Social Psychology (2016, January).

Washington University in St. Louis, Olin Business School (2015, October).

University of St. Thomas, Opus College of Business (2015, September).

Boston University, Questrom School of Business (2015, September).

University of Southern California, Marshall School of Business (2015, September).

San Diego State University, Psychology Department (2013, November).

University of California, San Diego, Cognitive Psychology (2013, May).

University of California, San Diego, Social Psychology (2013, April).

University of British Columbia, Sauder School of Business (2011, December).

Georgia Southern University, Principles of Marketing guest lecture (2011, November).

University of California, San Diego, Rady School of Management (2011, October).

Georgetown University, McDonough School of Business (2011, September).

Florida State University, Department of Psychology (2011, September).

University of California, San Diego, Rady School of Management (2009, October).

University of Florida, Department of Psychology (2008, October).

Cornell University, Department of Human Development (2006, October).

AWARDS, FELLOWSHIPS, AND GRANTS

Cornell University Sage Fellowship, 2003-2004, 2007-2008
Conference Travel Grant, Cornell University, 2005, 2006, 2007, 2008
Cornell University Departmental Research Grant, 2007-2008
Association for Consumer Research Transformative Consumer Research Grant, 2008
Julian Simone Fund Grant, Hebrew University of Jerusalem, 2010
University of Florida Graduate Student Council Research Grant, 2010
Georgetown Institute for Consumer Research, Consumer Insights Challenge, 2014
Marketing Science Institute, Social Interactions and Social Media Marketing Competition Grant, 2014
Association for Consumer Research Transformative Consumer Research Grant, 2015
AMA-EBSCO Responsible Research in Marketing Award Winner, 2020
AMA Consumer Behavior Special Interest Group Managerially Relevant Consumer Insights Small Research Grant, 2021

PROFESSIONAL ACTIVITIES

Ad hoc reviewer for *Journal of Consumer Research*; *Journal of Marketing Research*; *Journal of Marketing*; *Journal of Consumer Psychology*; *Journal of the Association of Consumer Research*; *Psychological Science*; *Journal of Experimental Psychology: General*; *Proceedings of the National Academy of the Sciences*; *Management Science*; *Personality and Social Psychology Bulletin*; *Organizational Behavior and Human Decision Processes*; *Journal of Business Research*; *Journal of Retailing*; *International Journal of Research in Marketing*; *Journal of Social Psychology*; *Journal of Social and Political Psychology*; *Journal of Experimental Psychology: Applied*; *Social Psychological and Personality Science*; *Journal of Applied Social Psychology*; *Social Psychology*; *Comprehensive Results in Social Psychology*; *Cognition*; *Social Cognition*; *Journal of Experimental Social Psychology*; and *Journal of Personality and Social Psychology*.

Competitive paper and special sessions reviewer, *Society for Consumer Psychology*

Competitive paper and special sessions reviewer, *Association for Consumer Research*

Competitive paper reviewer, *Society for Judgment and Decision Making*

Poster and student poster award reviewer, *Society for Personality and Social Psychology*

Program committee member, *Society for Consumer Psychology*

Co-chair, Judgment and Decision Making Preconference, *Society for Personality and Social Psychology (2019-2021)*

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society of Experimental Social Psychology

Society for Consumer Psychology

Society for Judgment and Decision Making

Association for Psychological Science
Society for Personality and Social Psychology
Behavioral Science and Policy Association

TEACHING

MARKETING COURSE EXPERIENCE

Consumer Behavior

2010-12, 2016-18, 2019-present. A lecture course designed to give students an introduction to theory and research that reveal what choices and decisions consumers tend to make and why and how they make them. I was responsible for designing and teaching this course, which was typically taken by undergraduate Marketing majors at the University of Florida, Indiana University, and now undergraduates and masters students at Washington University in St. Louis.

Advertising Strategy

2016-18. A lecture course exploring what makes advertising effective and how students might best design advertisements, from knowing who to target to learning how to be creative. This course was taken by second-year MBA students at Indiana University.

Social Media Marketing

2012-16. A course for MBA students to explore how companies can use emerging social media technologies to reach and engage customers in powerful new ways. This course was geared toward MBA students at the University of California, San Diego.

Marketing Research

2011. A lecture course covering all aspects of marketing research, from simple observation to experimental design. I was responsible for designing and teaching this course taken by MBA and other business Masters' students at the University of Florida.

Ethics and Public Policy for Marketers and Consumers

2010. A lecture course focused on recent trends in transformative consumer research, geared toward students interested in improving people's lives through marketing. I was responsible for designing and teaching this course, an elective taken by MBA and other business Masters' students at the University of Florida.

OTHER COURSES DESIGNED AND TAUGHT

Special Topics in Marketing: Consumer Behavior PhD seminar, Spring 2019.

Undergraduate Consumer Behavior Research Practicum, Spring 2018.

Introduction to Social Psychology, Summer 2008.

Introduction to Cognitive Science, Writing in the Majors: *Effective reading and writing in the social sciences*, Fall 2006.

Introduction to Psychology: Personality and Social Behavior special topics seminar, Summer 2005, 2006, 2007.

Introductory Psychology Seminar: *The self: Who we are, how we know, and what that*

means, Fall 2004.

PERSONAL SKILL DEVELOPMENT

Writing in the Majors Graduate Teaching Seminar, Fall 2006
Postdoctoral Bridge to Business Program for AACSB AQ Certification, completed July 2011
Course Development Institute, Indiana University, Summer 2017.
Advertising Educational Foundation Visiting Professor Program, Summer 2017.
Marketing EDGE Professors Institute, January 2019

TEACHING ASSISTANTSHIPS

Introduction to Psychology (with Jim Maas), Fall 2004
Developmental Psychology (with Michael Goldstein), Spring 2005
Psychology and the Law (with David Dunning), Fall 2005
Introduction to Social Psychology (with Tom Gilovich & Dennis Regan), Spring 2006
Introduction to Cognitive Science (with Michael Spivey), Fall 2006
Research Methods in Psychology (with David Dunning), Spring 2007
Introduction to Psychology: Personality & Social Behavior (with Daryl Bem), Summer 2005
Introduction to Psychology: Personality & Social Behavior (with Tom Gilovich), Summer
2006, 2007

ADVISING EXPERIENCE

Dissertation Committee Member:

Julian Givi (Carnegie Mellon University).

Senior Thesis Adviser:

Ana Figueras, University of Florida (2010-2011). Thesis: "Disclaiming Defaults: Knowledge About Choice Architecture And Its Effects On Decision-Making"

Brooke Flanders, University of Florida (2012). Thesis: "Analyzing the Growing Problem of Mindless Eating"

Megan Guice, University of Florida (2012). Thesis: "Obesity in America, Fueled by Fast Food"

Matt Dowell, University of Florida (2012). Thesis: "Curing Chronic Data Corruption: Conquering Poor Quality Customer Data by Using Returned Mail as the Catalyst"

Supervisor for Independent Study:

Samantha Mann, Diana Diesendruck, Ana Figueras, Danielle King, Mercedes Castro, Dominic Cador, Hannah Schauer, Kelsey Ingerto, Sarah Keator, Gina Uresti, & Peter Chami (UF); Jennifer Kan, Tres Watson, Lauray McElhern, Krishnan Ramachandran, & Noah Estep (UCSD); Luke Klage and Pranjali Tatti (IU); and Emily Hanson (WashU).

PRIMARY REFERENCES

TOM GILOVICH

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ADDITIONAL REFERENCES

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