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CURRICULUM VITAE

# J. (Joseph) Edward Russo

## Address

Johnson Graduate School of Management
Cornell University
443 Sage Hall
Ithaca, New York 14853-4201
607-255-5440
607-255-5993 (FAX)
E-mail address: JER9@CORNELL.EDU

## Education

California Institute of Technology, B.S. in Mathematics, 1963.
University of Michigan, M.S. in Mathematics (Probability and Statistics), 1966.
University of Michigan, Ph.D. in (Mathematical) Psychology, 1971.

## Positions Held

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| 1985– | Associate Professor, Professor, and S.C. Johnson Family Professor of Management, Johnson Graduate School of Management, and member of the faculty in the Field of Cognitive Studies, Cornell University |
| 1995– | Chairman, International Center for Management Decisions, Ithaca, New York (Chinese office in Beijing) |
| 1977–1985 | Associate Professor, Graduate School of Business, University of Chicago |
| 2005–2006 | Visiting Professor, The Wharton School, University of Pennsylvania |
| 1993–1994 | Visiting Professor, Fuqua School of Business, Duke University |
| 1989 | Visiting Professor, Bocconi University, Milan, Italy (May-August) |
| 1976–1977 | Visiting Associate Professor, Graduate School of Industrial Administration, Carnegie-Mellon University |
| 1970–1976 | Assistant Professor, Department of Psychology, University of California, San Diego |

## Professional Societies

American Marketing Association
American Psychological Society
Association for Consumer Research
Cognitive Science Society
Psychonomic Society
Society for Judgment and Decision Making

## Professional Activities

Editorial Boards

- Current Service
  - Journal of Consumer Policy (European), 1980 –
  - Journal of Consumer Research, 1984 –

- Past Service
  - Journal of Behavioral Decision Making
  - Journal of Consumer Affairs
  - Journal of Consumer Psychology
  - Journal of Marketing
  - Journal of Personality and Social Psychology
  - Journal of Retailing
  - Psychological Science

Reviewer, Ad Hoc Basis

- Acta Psychologica
- Administrative Science Quarterly
- American Marketing Association: Winter and Summer Educators' Conferences
- Association for Consumer Research, Annual Conference
- California Management Review
- Current Psychology of Cognition
- International Journal of Research in Marketing
- Journal of Applied Social Psychology
- Journal of Behavioral Decision Making
- Journal of Consumer Affairs
- Journal of Consumer Research
- Journal of Economic Behavior and Organizations

**Professional Activities** cont'd…

Cognitive Psychology
Journal of Consumer Psychology
Journal of Experimental Psychology: Applied
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Learning, Memory, and Cognition
Journal of Experimental Social Psychology
Journal of Judgment and Decision Making
Journal of Marketing
Journal of Marketing Research
Journal of Public Policy & Marketing
Management Science
Memory & Cognition
National Science Foundation, peer reviews of grant applications
Organizational Behavior and Human Decision Processes
Personnel Review
Psychological Science
Strategic Management Journal

Consulting

National Bureau of Standards (Now the National Institute of Science and Technology), 1978. Member, expert jury convened to design an informative product label.
Federal Trade Commission, 1981. Price information systems in supermarkets.
GTE Laboratories, 1990. Consumer decision making.
General Motors Research Laboratories, 1985 - 1990. Consumer decision making and expert systems.
Eli Lilly, 1991-2001. Instructor of "Critical Thinking and Decision Making" course for managers.
Procter and Gamble, Cincinnati, Ohio, 1968. In-house consultant in marketing research.
SmithKline Beecham, 1996. Decision making and strategic planning.
American Express, 2004- . Instructor of "HR and Leadership Decision Making" course For HR managers.

Executive Education Seminars

"Executive Decision Making," 1981 - 1990, various university and corporate sponsors

"Marketing Strategy," 1987, Executive Development Program, Johnson Graduate School of Management, Cornell University

"Applied Marketing Decision Making," 1985, Office of Continuing Education, University of Chicago.

"Judicial Decision Making," program of continuing education for Illinois judges, 1980.

"High Performance Teams," Johnson Graduate School of Management, 1994.

"Strategic Decision Making and Critical Thinking", Johnson Graduate School of Management, 1994-present

Other

National Science Foundation, member of the Decision, Risk and Management Science Panel evaluating grant proposals, 1998-2000.

Marketing Science Institute, member of the Packaged Goods Steering Group, 1988 – present.

Association for Consumer Research, member of the Program Committee for the annual conference, 1988, 1992.

Behavioral Decision Research in Management, member of the program committee for the Biennial Conference, 2000.

## Teaching Experience

Behavioral Decision Theory: graduate (business and psychology) and undergraduate
Cognitive Psychology: graduate
Consumer Behavior: graduate
Current Topics in Marketing: graduate
Decision Aiding: graduate
Field Projects: graduate
International Marketing: graduate
Managerial Decision Making: graduate
Marketing Management: graduate
Marketing of High Technology Products: graduate
Marketing Research: graduate
Mathematical Psychology: graduate and undergraduate
Measurement Theory: graduate and undergraduate
Statistics: graduate (business and psychology) and undergraduate

## Publications

1. Tversky, Amos and J. Edward Russo (1969), "Substitutability and Similarity in Binary Choices," Journal of Mathematical Psychology, **6**, 1-11.

2. Goode, Frank M. and J. Edward Russo (1970), "A LINC-8 Software System for the Recording and On-Line Analysis of Eye Movements," Proceedings, 78th Annual Convention, American Psychological Association, 845-846.

3. Russo, J. Edward (1974), "More Information is Better: A Reevaluation of Jacoby, Speller, and Kohn," Journal of Consumer Research, **1**, 68-72.

4. Conery, John S., R.T. Smith and J. Edward Russo (1975), "Interactive Computer Techniques," Proceeding of the Digital Equipment Users Society, **1**, 389-391.

5. Russo, J. Edward (1975), "The Limbus Reflection Method for Measuring Eye Position," Behavior Research Methods and Instrumentation, **7**, 205-208.

6. Russo, J. Edward, Gene Krieser, and Sally Miyashita (1975), "An Effective Display of Unit Price Information," Journal of Marketing, **39**, 11-19.

7. Russo, J. Edward and Larry D. Rosen (1975), "An Eye Fixation Analysis of Multialternative Choice," Memory & Cognition, **3**, 267-276.

8. Dosher, Barbara A. and J. Edward Russo (1976), "Memory for Internally Generated Stimuli," Journal of Experimental Psychology: Human Learning and Memory, **2**, 633-640.

9. Russo, J. Edward and Robert A. Wisher (1976), "Reprocessing as a Recognition Cue," Memory and Cognition, **4**, 683-689.

10. Russo, J. Edward (1976), "When Do Advertisements Mislead the Consumer: An Answer from Experimental Psychology," In B.B. Anderson (ed.), Advances in Consumer Research, Vol. III, Association for Consumer Research, 273-275.

11. Russo, J. Edward (1977), "The Value of Unit Price Information," Journal of Marketing Research, **14**, 193-201.

12. Russo, J. Edward (1977), "A Proposal to Increase Energy Conservation Through Provision of Consumption and Cost Information to Consumers." In Barnett A. Greenberg and Danny N. Bellenger (eds.), Contemporary Marketing Thought: 1977 Educators' Proceedings, Chicago: American Marketing Association, 437-442.

**Publications** cont'd…

13. Russo, J. Edward (1977), "More Work, Better Work Needed," Review of H.L. Blalock, Jr. (ed.), Measurement in the Social Sciences: Theories and Strategies,, Chicago: Aldine (1974). Contemporary Psychology, **22**, 314-315.

14. Johnson, Eric J. and J. Edward Russo (1978), "The Organization of Product Information in Memory Identified by Recall Times." In H. Keith Hunt (ed.), Advances in Consumer Research, Vol. 5, Ann Arbor, Michigan: Association for Consumer Research, 79-86.

15. Russo, J. Edward (1978), "Eye Fixations Can Save the World: A Critical Evaluation and Comparison with Other Information Processing Methodologies." In H. Keith Hunt (ed.), Advances in Consumer Research, Vol. 5, Ann Arbor, Michigan: Association for Consumer Research, 561-570.

16. Gardner, Meryl P., Andrew A. Mitchell and J. Edward Russo (1978), "Chronometric Analysis: An Introduction and an Application to Low Involvement Perception of Advertisements." In H. Keith Hunt (ed.), Advances in Consumer Research, Vol. 5, Ann Arbor, Michigan: Association for Consumer Research, 581-589.

17. Russo, J. Edward (1978), "Adaptation of Cognitive Processes to the Eye Movement System." In John W. Senders, Dennis F. Fisher, and Richard A. Monty (eds.), Eye Movements and the Higher Psychological Functions. Hillsdale, New Jersey: Lawrence Erlbaum, 89-109.

18. Russo, J. Edward (1978), "Comments on Behavioral and Economic Approaches to Studying Market Behavior." In Andrew A. Mitchell (ed.), The Effect of Information on Consumer and Market Behavior. Chicago: American Marketing Association, 65-74.

19. Russo, J. Edward (1979), "A Software System for the Collection of Retrospective Protocols Prompted by Eye Fixations," Behavior Research Methods and Instrumentation, **11**, 177-179.

20. Russo, J. Edward (1979), "Consumer Satisfaction/Dissatisfaction: An Outsider's View." In William L. Wilkie (ed.), Advances in Consumer Research, Vol. 6, Ann Arbor, Michigan: Association for Consumer Research.

**Publications** cont'd…

21. Russo, J. Edward and Eric J. Johnson (1980), "What Do Consumers Know About Familiar Products?" In Jerry C. Olson (ed.), Advances in Consumer Research, vol. 7, Ann Arbor, Michigan: Association for Consumer Research.

22. Russo, J. Edward (1981), "The Decision to Use Product Information at the Point of Purchase." In Ron Stampfl and Elizabeth Hirschman (eds.), Theory in Retailing: Traditional and Nontraditional Sources. Chicago: American Marketing Association.

23. Russo, J. Edward, Barbara L. Metcalf, and Debra L. Stephens (1981), "Identifying Misleading Advertising," Journal of Consumer Research, **8**, 119-131.

24. Russo, J. Edward and Barbara A. Dosher (1983), "Strategies for Multiattribute Binary Choice," Journal of Experimental Psychology: Learning, Memory and Cognition, **9**, 676-696.

25. Johnson, Eric J. and J. Edward Russo (1984), "Product Familiarity and Learning New Information," Journal of Consumer Research, **11**, 542-550.

26. Gardner, Meryl, Andrew A. Mitchell and J. Edward Russo (1985), "Low Involvement Strategies for Processing Advertisements," Journal of Advertising, **14**, 4-12.

27. Russo, J. Edward, Richard Staelin, Catherine A. Nolan, Gary Russell and Barbara L. Metcalf (1986), "Nutrition Information in the Supermarket," Journal of Consumer Research, **13**, 48-70.

28. Russo, J. Edward (1987), "Toward Intelligent Product Information Systems," Journal of Consumer Policy, **10**, 109-138.

29. Russo, J. Edward (1987), "The Human Cost: A Comment on Dardis," Journal of Consumer Policy, **10**, 89-92.

30. Russo, J. Edward (1988), "Information Processing from the Consumer's Perspective." In E. Scott Maynes (ed.), The Frontier of Research in the Consumer Interest. Columbia, Missouri: American Council on Consumer Interests.

31. Dubé-Rioux, Laurette and J. Edward Russo (1988), "An Availability Bias in Professional Judgment," Journal of Behavioral Decision Making, **1**, 223-237.

**Publications** cont'd…

32. Mitchell, Deborah J., J. Edward Russo and Nancy Pennington (1989), "Back to the Future: Temporal Perspective in the Explanation of Events," Journal of Behavioral Decision Making, **2**, 25-39.

33. Horowitz, Abraham D. and J. Edward Russo (1989), "Modeling New Car Consumer-Salesperson Interaction for a Knowledge-Based Systems." In Srull, Thomas K. (ed.), Advances in Consumer Research, Vol. 16, Ann Arbor, Michigan: Association for Consumer Research, 392-398.

34. Russo, J. Edward, Eric J. Johnson and Debra L. Stephens (1989), "The Validity of Verbal Protocols," Memory & Cognition, **17**, 759-769.

35.* Russo, J. Edward and Paul J.H. Schoemaker (1989), Decision Traps, New York: Doubleday/Currency. Paperback, Simon and Schuster, 1990, British edition, Confident Decision Making, London: Piatkus, 1991, Translations into Chinese (1991), Spanish (1991), Dutch (1993), Portuguese (1993), and French (1994).

36.* Russo, J. Edward and Paul J.H. Schoemaker (1989), "Decision Audits," Boardroom Reports, December, 26, 47-53.

37. Russo, J. Edward and Debra L. Stephens (1990), "Ad-Specific Emotional Responses to Advertising." In Agres, Stuart, Julie A. Edell and Tony M. Dubitsky (eds.), Emotion in Advertising: Theoretical and Practical Explorations, Westport, CT: Quorum Books, pp. 113-123.

38.* Russo, J. Edward and Paul J.H. Schoemaker (1990), "The Overconfidence Quiz," Harvard Business Review, September-October, 236-237.

39. Mitchell, Andrew A., J. Edward Russo, and Dick R. Wittink (1991), "Issues in the Development and Use of Expert Systems for Marketing Decisions," International Journal of Research in Marketing, **8**, 41-50.

40. Russo, J. Edward and France Leclerc (1991), "Characteristics of Successful Product Information Programs," Journal of Social Issues, **47**, 73-92.

*Practitioner-oriented.

**Publications** cont'd…

41.* Russo, J. Edward Russo and Paul J.H. Schoemaker (1992), "Managing Overconfidence," Sloan Management Review, 33, 7-17.
Translated into Dutch, reprinted in The Holland Management Review, 1992.
Translated into Italian, reprinted in Sviluppo & Organizzazione, 1993 (July-August), No. 138, 79-92.

42.* Schoemaker, Paul J.H. and J. Edward Russo (1993), "A Pyramid of Decision Approaches," California Management Review, 36, 9-31.
Reprinted in S. Rios (ed.), Decision Theory and Decision Analysis, Norwell, MA: Klewer Academic, 1994.
Translated into German, reprinted in Harvard Business Manager, 1994, 16(3), 94-106.

43. Russo, J. Edward and Karen Kolzow (1994), "Where is the Fault in Fault Trees?" Journal of Experimental Psychology: Human Perception and Performance, **20**, 17-32.

44. Russo, J. Edward and France Leclerc (1994), "An Eye Fixation Analysis of Choice Processes for Consumer Non-Durables," Journal of Consumer Research, **21**, 274-290.

45. Johnson, Eric J. and J. Edward Russo (1994), "Competitive Decision Making: Two and a Half Frames," Marketing Letters, 5, 289-302.

46. Russo, J. Edward and Abraham D. Horowitz (1994), "Expert Systems for Consumers." In Beherns, G., K.P. Kaas, B. Neibecker, V. Trommsdorff, and P. Weinberg (eds.), Konsumentenforschung, (pp. 339-348), Munich: Verlag-Vahlen.

47. Russo, J. Edward, Victoria Husted Medvec and Margaret G. Meloy (1996), "The Distortion of Information During Decisions," Organizational Behavior and Human Decision Processes, 66(1), 102-110.

48. Lehman, Donald R. and J. Edward Russo (1996), "Another Cup of Coffee: The View from Different Frames." In Corfman, Kim P. and John G. Lynch (eds.), Advances in Consumer Research, 23, Provo, Utah: Association for Consumer Research, 309.

49. Saad, Gad and J. Edward Russo (1996), "Stopping Criteria in Sequential Choice," Organizational Behavior and Human Decision Processes, 67(3), 258-270.

*Practitioner-oriented.

**Publications** cont'd…

50. Johnson, Eric J. and J. Edward Russo (1997), "Frames for Understanding Competitive Decision Making." In Day, George and David Reibstein (eds.), Wharton on Dynamic Competitive Strategies, (pp. 177-197), New York: Wiley.

51. Stephens, Debra L. and J. Edward Russo (1997), "Extension of the Cognitive Response Approach to Predicting Post-Advertisement Attitudes." In Wells, William D. (ed.), Measuring Advertising Effectiveness (pp. 157-178), Hillsdale, NJ: Lawrence Erlbaum Associates.

52. Russo, J. Edward, Margaret G. Meloy and Victoria Husted Medvec (1998), "The Distortion of Product Information During Brand Choice," Journal of Marketing Research, 35(4), 438-452.

53. Russo, J. Edward and Gad Saad (1999), "Consumer Choice as a Process of Discrimination." In Lavack, Anne M. (ed.), Managing on the Digital Frontier, Proceedings of the Administrative Sciences Association of Canada, Vol. 20 (3), 33-42.

54. Russo, J. Edward, Margaret G. Meloy and T. Jeffrey Wilks (2000), "Predecisional Distortion of Information by Auditors and Salespersons," Management Science, Vol. 46 (1), 13-27.

55. *Schoemaker, Paul J.H. and J. Edward Russo (2001), "Managing Frames to Make Better Decisions." In Hoch, Stephen, J. and Howard C. Kunreuther (eds.), Wharton on Decision Making, 131-155.

56. Carlson, Kurt and J. Edward Russo (2001), "Jurors' Distortion of Evidence in Legal Trials," Journal of Experimental Psychology: Applied, 7 (2), 91-103.

57. Russo, J. Edward and Paul Schoemaker (2002), Winning Decisions: Getting It Right the First Time, New York: Doubleday.

58. Russo, J. Edward (2002), "Aiding Purchase Decisions on the Internet," In Velijko Milutinovic (eds.), Proceedings of the Winter 2002 SSGRR (Scuola Superiore Giuseppe Reiss Romoli) International Conference on Advances in Infrastructure for Electronic Business, Education, Science, and Medicine on the Internet, 21-26 January, 2002, L'Aquila, Italy.

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* Practitioner-oriented

**Publications** cont'd…

59. Russo, J. Edward and Kurt A. Carlson (2002), "Individual Decision Making." In Wensley, Robin and Bart Weitz (eds.), Handbook of Marketing, Sage Publications, United Kingdom.

60. Fitzsimons, Gavan J., J. Wesley Hutchinson, Patti Williams, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghubir, J. Edward Russo, Baba Shiv, and Nader T. Tavassoli (2002), "Non-Conscious Influences on Consumer Choice," Marketing Letters, 13 (3), 259-279.

61. Meloy, Margaret G. and J. Edward Russo (2004), "Binary Choice Under Instructions to Select versus Reject," Organizational Behavior and Human Decision Processes, 93 (2), 114-128.

62. Van Osselaer, Stijn M.J., Suresh Ramanathan, Margaret C. Campbell, Joel B. Cohen, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo, and Nader T. Tavassoli (2005), "Choice Based on Goals," Marketing Letters, 16, 3/4, 335-346.

63. Carlson, Kurt A., Margaret G. Meloy, and J. Edward Russo (2006). "Leader-driven primacy: Using attribute order to affect consumer choice," Journal of Consumer Research, 32 (4), 513-518.

64. Meloy, Margaret G., Russo, J. Edward, and Miller, Elizabeth G. (2006). "Monetary Incentives and Mood," Journal of Marketing Research, 43 (2), 267-275.

65. Russo, J. Edward, Kurt A. Carlson, and Margaret G. Meloy (2006). "Choosing an Inferior Alternative", Psychological Science, 17 (10), 899-904.

66. Andonie, Razvan, J. Edward Russo, and Rishi Dean (2007). "Crossing the Rubicon: A Generic Intelligent Advisor," International Journal of Computers, Communications and Control, 2 (1), 5-16.

67. Bond, Samuel D., Kurt A. Carlson, Margaret G. Meloy, J. Edward Russo, and Robin J. Tanner (2007), "Precommitment Bias in the Evaluation of a Single Option," Organizational Behavior and Human Decision Processes, 102, 240-254.

68. Russo, J. Edward, Kurt A. Carlson, Margaret G. Meloy and Kevyn Yong (2008), "The Goal of Consistency as a Cause of Information Distortion," Journal of Experimental Psychology: General, 137 (3), 456-470.

*Practitioner-oriented.

**Publications** cont'd…

69. Carlson, Kurt A., Chris Janiszewski, Ralph L. Keeney, David H. Krantz, Howard C. Kunreuther, Mary Frances Luce, J. Edward Russo, Stijn M. J. van Osselaer, and Detlof von Winterfeldt (2008). "A Theoretical Framework for Goal-Based Choice and for Prescriptive Analysis", Market Letters, 19 (3), 241-254.

70. Russo, J. Edward (2010), "Understanding the Effect of a Numerical Anchor", Journal of Consumer Psychology, 20, 25-27.

71. Russo, J. Edward and Anne-Sophie Chaxel (2010), "How Persuasive Messages Can Influence Choice without Awareness," Journal of Consumer Psychology, 20, 338-242.

72. Russo, J. Edward and Kevyn Yong (2011), "The Distortion of Information to Support an Emerging Assessment of Risk," Journal of Econometrics, 162 (1), 132-139.

73. Russo, J. Edward (2011), "Eye Fixations as a Process Trace." In Schulte-Mecklenbeck, Michael, Anton Kuehberger, and Rob Ranyard (eds.), A Handbook of Process Methods for Decision Research, Psychology Press: New York, 43-64.

74. Russo, J. Edward (2011), "Pre-Choice Bias in Brand Choice." In Alba, Joseph W. (ed.), Consumer Insights: Findings from Behavioral Research, Marketing Science Institute: Cambridge MA, 79-80.

75. Russo, J. Edward (2011), "Buyers' Post-Purchase Information Biases." In Alba, Joseph W. (ed.), Consumer Insights: Findings from Behavioral Research, Marketing Science Institute: Cambridge MA, 21-22.

76. Boyle, Peter J., Dennis Hanlon and J. Edward Russo (2012), "The Value of Task Conflict to Group Decisions," Journal of Behavioral Decision Making, 25(3), 217-227.

77. Kostopoulou, Olga, J. Edward Russo, Greg Keenan, Brendan C. Delaney, and Abdel Douiri (2012). Information distortion in physicians' diagnostic judgments", Journal of Medical Decision Making, 32, 831-839.

78. Polman, Evan and J. Edward Russo (2012), "Reconciling competing beliefs during decision making," Organizational Behavior and Human Decision Processes, 119, 78-88.

79. Schoemaker, Paul J. H. and J. Edward Russo (2013), "Decision Making." In Teece, David and Mie Augier (eds.), Palgrave Encyclopedia of Strategic Management, forthcoming.

80. J. Edward Russo and Schoemaker, Paul J. H. (2013), "Overconfidence." In Teece, David and Mie Augier (eds.), Palgrave Encyclopedia of Strategic Management, forthcoming.

## Working Papers

1. Chaxel, Anne-Sophie, J. Edward Russo, and Catherine E. Wiggins (2013), "The Goal of Cognitive Consistency: Priming and Applications to Judgment and Decision-Making," Working Paper, January.

2. Russo, J. Edward, Neda Kerimi, and Anne-Sophie Chaxel (2012). "Preference-Driven Biases in Decision Makers' Information Search and Evaluation, Working paper, July.

3. Carlson, Kurt A., Robin J. Tanner, Margaret G. Meloy, and J. Edward Russo (2012), "Catching Goals in the Act of Decision Making," Working Paper, Georgetown University, November.

4. Boyle, Peter J., Dennis Hanlon and J. Edward Russo (2012), "The Act of Decision Making as a Source of Entrepreneurs' Unwarranted Confidence," Working Paper, Central Washington University, November.

5. Russo, J. Edward and Margaret G. Meloy (2008), "Hypothesis Generation and Testing in Wason's 2-4-6 Task," Working Paper, Cornell University, May.

## Papers Presented

"Thurstone's Law of Comparative Judgment, Case III, and Strong Stochastic Transitivity," Mathematical Psychology Meetings, Stanford, August, 1968.

"An Information Processing Analysis of Point of Purchase Decisions," American Marketing Association's Fall Educators' Conference, Rochester, New York, August 1975. Also available as Reprint 51, Center for Human Information Processing, University of California, San Diego.

"Consumer Input to the Decision Process," Annual Convention of the American Psychological Association, San Francisco, August, 1977.

"The Organization of Product Information in Memory Identified by Recall Times," Annual Conference of Association for Consumer Research, October, 1978 (with E. Johnson).

"The Use of Product Information at the Point of Purchase," Annual Conference of the Association for Consumer Research, Washington, D.C., October, 1980.

"When Can Process Tracing Data Be Trusted?" Annual Conference of the Association for Consumer Research, St. Louis, October, 1981.

"Decision Effort," Ninth Annual Interdisciplinary Conference, Jackson Hole, Wyoming, January, 1984.

"What Kind of Knowledge Representation is Best for Consumers' Product Knowledge?" Annual Conference of the Association for Consumer Research, Washington, D.C., October, 1984.

"Intelligent Product Information Systems for Consumers," Conference on New Challenges for European Consumer Policy, Federal Republic of Germany, March, 1986.

"What We Can Learn From Teaching Behavioral Decision Theory to Executives," First Annual Conference on Behavioral Decision Theory in Management, Ithaca, New York, June, 1986.

"Commercials as Film: The Importance of Stimulus Control." Annual Conference of the Association for Consumer Research, Toronto, October, 1986 (with D.L. Stephens).

**Papers Presented** cont'd...

"A Knowledge-Based System for Product Information." Annual Conference of the Association for Consumer Research, Boston, October, 1987 (with A.D. Horowitz).

"The Place of Advertiser Intention in Predicting Brand Attitudes." 7th Annual Advertising and Consumer Psychology Conference, New York City, May, 1988 (with D.L. Stephens).

"Modeling New Car Consumer-Salesperson Interaction for a Knowledge-Based System." Annual Conference of the Association for Consumer Research. Hawaii, October, 1988 (with A.D. Horowitz).

"Predicting Post-Advertisement Attitudes," INSEAD, Fontainebleau, France, May 1989 (with Debra Stephens).

"Expert Systems for Consumers," University of the Saarlands, Saarbrucken, Germany, June, 1989 (with Abraham D. Horowitz).

"The Framing of Decisions," Bocconi University, Milan, Italy, June, 1989.

"A Process-Tracing Analysis of Consumer Choice for Non-Durables." Twelfth Research Conference on Subjective Probability, Utility and Decision Making, Moscow, USSR, August, 1989 (with France Leclerc).

"The Validity and Value of Verbal Protocols." Twelfth Research Conference on Subjective Probability, Utility and Decision Making, Moscow, USSR, August, 1989.

"The Impact of Advertisements on Brand Attitude." Paper presented in the Marketing Series of the 50th Anniversary Jubilee of the Aarhus School of Business, Aarhus, Denmark, August, 1989.

"What Predicts the Success of Product Information Programs for Consumers?" Consumer Assembly 1990, sponsored by the Consumer Federation of America, Washington, D.C., March, 1990 (with France Leclerc).

"Expert Systems for Consumers." Workshop on Expert Systems in Marketing, American Marketing Association, George Mason University, Washington, D.C., August, 1990 (with Abraham D. Horowitz).

"Expert Systems for Consumers." Summer Educators' Conference, American Marketing Association, Washington, D.C., August, 1990 (with Abraham D. Horowitz).

**Papers Presented** cont'd…

"Rational Reasons for Non-Rational Shifts in Values," Thirteenth Conference of the Society for Subjective Probability, Utility and Decision Making, Fribourg, Switzerland, August 1991 (with E. Scott Lathrop).

"Where is the Fault in Fault Trees?", Behavioral Decision Research in Management Conference, University of California, Berkeley, May 1992 (with Karen J. Kolzow).

"The Choice Process for Supermarket Purchases", First Annual Buffalo-Cornell-Rochester-Syracuse-Toronto Marketing Consortium, University of Rochester, May 1992 (with France Leclerc).

"Competitive Decision Making: Two and a Half Frames," First Biennial Conference on Competitive Decision Making, Charleston, South Carolina, May 1993 (with Eric J. Johnson).

"Realistic Decisions, Confident Implementation: Managing the Balance Between Rational Risk-Taking and Self-Confidence," Top Management Forum: The Art and Craft of the General Manager, Management Centre Europe, Brussels, June 1993.

"Stopping Policies in Sequential Decision Making," Fourteenth Conference of the Society for Subjective Probability, Utility and Decision Making, Aix-en-Provence, August 1993 (with Gad Saad).

"Sequential Search in Consumer Decision Making," Society for Judgment and Decision Making, Annual Meeting, Washington, D.C., November 1993 (with Gad Saad).

"Predicting Post-Advertising Attitudes," Advertising and Consumer Psychology Conference, Minneapolis, May 1994 (with Debra L. Stephens).

"The Use of Groups to Generate Multiple Hypotheses in Wason's Rule Discovery Task," Behavioral Decision Research in Management Conference, M.I.T., May 1994 (with Margaret Meloy).

"Affect-Driven Distortion of Product Information in Consumer Search Activities," Association for Consumer Research, Boston, October 1994 (with Victoria Husted Medvec).

"The Distortion of Information During Decisions," Psychonomic Society, Los Angeles, November 1995 and School of Management, Yale University, December 1995.

**Papers Presented** cont'd…

"The Distortion of Information During Product Choice" (with Margaret G. Meloy and Victoria Husted Medvec) Association for Consumer Research, Tucson, October 1996 and Psychonomic Society, Chicago, November 1996.

"The Development of Decision Science," "Marketing and Decision Making," and "Decision Traps," Beijing Normal University, October 1996.

"Teaching Judgment and Decision Making to Managers" (with Paul J.H. Schoemaker) Society for Judgment and Decision Making, Chicago, November 1996.

"Dimensional Distortion During Decisions" (with Margaret G. Meloy and Victoria Husted Medvec), 35th Annual Bayesian Conference, Los Angeles, February 1997.

"The Distortion of Product Information During Brand Choice" (with Margaret G. Meloy and Victoria Husted Medvec), Buffalo-Cornell-Rochester-Syracuse-Toronto Marketing Consortium, Rochester NY, May 1997.

"The Impact of a Warning on Predecisional Distortion" (with Kurt A. Carlson and Margaret G. Meloy) presented at the annual meeting of the Society for Consumer Psychology, San Antonio, Texas, February 2000.

"Using Order and Distortion of Information to Influence Choice" (with Margaret G. Meloy), 7th Behavioral Decision Research in Management Conference, Tucson, June 2000.

"The Perverse Impact of Incentives on the Predecisional Distortion of Information" (with Margaret G. Meloy and Elizabeth B. Gelfand), 7th Behavioral Decision Research in Management Conference, Tucson, June 2000.

"The Distortion of Information to Achieve Consistency" (with Margaret G. Meloy), 7th Behavioral Decision Research in Management Conference, Tucson, June 2000.

"Non-Conscious Aspects of Choice," Choice Symposium, Asilomar, CA, June 2001.

"Aiding Purchase Decisions on the Internet," *Winter 2002 SSGRR (Scuola Superiore Giuseppe Reiss Romoli) International Conference on Advances in Infrastructure for Electronic Business, Education, Science, and Medicine on the Internet*, L'Aquila, Italy, 21-26 January, 2002.

**Papers Presented** cont'd…

"A Growing Commitment to a Developing Preference" (with Margaret G. Meloy), Behavioral Decision Research in Management Conference, Chicago, June 2002.

"Conflict-Generating Exercises for Group Decision Making," Society for Judgment and Decision Making Annual Meeting, November 2002.

"Evaluating Information" (with Kurt A. Carlson and Margaret G. Meloy), Northeast Marketing Consortium, Harvard University, Cambridge, MA, September 2003.

"Selecting and Rejecting in Binary Choice" (with Margaret G. Meloy), Marketing Workshop, Eller College of Business and Public Administration, University of Arizona, Tucson, AZ, February 2003.

"Was Bayes Conscious?" (with Kurt A. Carlson and Margaret G. Meloy), 42nd Annual Bayesian Research Conference, Los Angeles CA, February 2003.

"Conflict and Framing: Selecting versus Rejecting in Binary Choice" (with Margaret G. Meloy), 31stt Annual Meeting of the Association for Consumer Research, Toronto, Canada, October 2003.

"Evaluating Information during a Decision" (with Kurt Carlson, Meg Meloy, and Kevyn Yong), Marketing Department, Central Washington University, October 2004.

"A Recommendation Agent" (with Razvan Andonie and Rishi Dean), Computer Science Department, Central Washington University, October 2004.

"Evaluating Information during a Decision" (with Kurt Carlson, Meg Meloy, and Kevyn Yong), Anderson School, UCLA, May 2005.

"Pitfalls of Using Technology to Improve Decision Making," The Wharton School, University of Pennsylvania, May 2005.

"Choosing an Inferior Alternative" (with Kurt Carlson and Meg Meloy), The Wharton School, University of Pennsylvania, October 2005.

"The Role of Goals in Decision Making" (with Kurt Carlson, Meg Meloy, and Kevyn Yong), Annual Meeting of the Society for Judgment and Decision Making, November 2005.

"Incentives and Mood: A Surprise" (with Meg Meloy and Liz Miller), Indian School of Business, December 2006.

**Papers Presented** cont'd…

"The Goal of Consistency as a Cause of Information Distortion" (with Kurt Carlson, Meg Meloy, and Kevyn Yong) Smeal School of Business, Pennsylvania State University, April 2007.

"The What, Why, and Consequences of Information Distortion," University of Alberta Research Camp, Cornell University, May 2009.

"No Garbage In, Garbage Out: The Distortion of Information by Decision Makers," 4th Annual Conference on Behavioral Research in Operations Management, June 26, 2009.

"Predecisional Distortion of Information: The Good, the Bad, and the Weird" Anderson School of Management, UCLA, January, 2011.

"Cognitive Consistency" (with Sophie Chaxel), Rotman School of Management, University of Toronto, April 2012.

"The Desire for Cognitive Consistency as a Driver of Multiple J/DM Phenomena" (with Sophie Chaxel and Catherine Wiggins), University of Bolton, England, May 2012, and the Biennial Meeting of Behavioral Decision Research in Management, University of Colorado, Boulder, June.