Klaus Wertenbroch
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Boulevard de Constance
77305 Fontainebleau Cedex, France
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klaus.wertenbroch@insead.edu

ACADEMIC APPOINTMENTS

University of Pennsylvania, The Wharton School, Judith C. and William G. Bollinger Visiting Professor, since 2011, Visiting Professor of Marketing, 2010-2013.

University of California, Berkeley, Haas School of Business, Visiting Professor of Marketing, spring 2009.

INSEAD, Professor of Marketing, since 2007.

Associate Professor, 2001-2007 (with tenure from 2003); Assistant Professor, 1999-2001 (Europe Campus, France, 1999-2003, from 2005; Asia Campus, Singapore, 2003-2005).

Yale University, Yale School of Management, Assistant Professor of Marketing, 1997-1999.

Duke University, The Fuqua School of Business, Assistant Professor of Marketing, 1994-1997.

The University of Chicago, Graduate School of Business, Lecturer of Behavioral Science, 1993-94.

EDUCATION

The University of Chicago
Ph.D. in Marketing and Behavioral Science (advisor: Steve Hoch), 1994.
M.B.A. in Marketing and Statistics, 1994.

Darmstadt University of Technology (Technische Hochschule Darmstadt), Germany
M.S. in Organizational and Industrial Psychology and Labor Law, 1990.

Johannes Gutenberg-University Mainz, Germany
B.S. in Psychology, 1985.

ACADEMIC HONORS AND AWARDS

Whitebox Visiting Fellow, Yale School of Management, 2012.
Affiliated faculty member, Leonard Davis Institute of Health Economics, Center for Health Incentives/Penn-CMU Roybal Center, University of Pennsylvania, since 2011.
Faculty member, Association for Consumer Research Doctoral Symposium, 2010 (invited), 2007.
Faculty member, American Marketing Association Sheth Foundation Doctoral Consortium, 2010 (invited), 2008.
Co-Chair, European Marketing Academy Conference (EMAC) Doctoral Colloquium, 2010, 2006.
Finalist, *Journal of Consumer Research* Best Article Award, 2009, 2006.
Invited Participant, Invitational Choice Symposium, 2007 (Wharton), 2004 (Colorado), 2001 (Berkeley), 1998 (HEC).

Winner, William F. O'Dell Award, American Marketing Association, 2005.
Outstanding Reviewer Award, *Journal of Consumer Research*, 2003.
Marketing Science Institute Young Scholar, inaugural program, 2001.
Winner, John A. Howard American Marketing Association Dissertation Award, 1995.
Delegate, American Marketing Association Doctoral Consortium, 1993.
Hillel J. Einhorn Memorial Fellowship, Graduate School of Business, University of Chicago, 1993.
Graduate fellowship, Graduate School of Business, University of Chicago, 1990-93.
Fulbright exchange fellowship, Brooklyn College of the City University of New York, 1985-86.

PEER-REVIEWED PUBLICATIONS IN JOURNALS AND BOOKS

For citations, see http://scholar.google.com/citations?user=ABYkyCoAAAAJ.

1. Dhar, Ravi and Klaus Wertenbroch (2012), "Self-Signaling and the Costs and Benefits of Temptation in Consumer Choice," *Journal of Marketing Research*, 49 (February), 15-25.

2. Ratner, Rebecca K., Dilip Soman, Gal Zauberman, Dan Ariely, Ziv Carmon, Punam A. Keller, B. Kyu Kim, Fern Lin, Selin Malkoc, Deborah A. Small, and Klaus Wertenbroch (2008), "How Behavioral Decision Research Can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention," *Marketing Letters*, 19 (2-3), 383-397.

3. Wertenbroch, Klaus, Joachim Vosgerau, and Sabrina Bruyneel (2008), "Free Will, Temptation, and Self-Control: We Must Believe in Free Will, We Have No Choice (Isaac B. Singer)," *Journal of Consumer Psychology*, 18 (January), 27-33.

4. Dai, Xianchi, Klaus Wertenbroch, and Miguel Brendl (2008), "The Value Heuristic in Judgments of Relative Frequency," *Psychological Science*, 19 (January), 18-19 (winner, 2007 de Finetti Award, European Association for Decision Making; finalist, 2007 INFORMS Decision Analysis Society Student Paper Award).

5. Wertenbroch, Klaus, Dilip Soman, and Amitava Chattopadhyay (2007), "On the Perceived Value of Money: The Reference Dependence of Currency Numerosity Effects," *Journal of Consumer Research*, 34 (June), 1-10 (lead article).

6. Vosgerau, Joachim, Klaus Wertenbroch, and Ziv Carmon (2006), "Indeterminacy and Live Television," *Journal of Consumer Research*, 32 (March), 487-495 (finalist, 2009 *Journal of Consumer Research* Best Article Award; runner-up, 2006 Robert Ferber Award; lead article).

7. Khan, Uzma, Ravi Dhar, and Klaus Wertenbroch (2005), "A Behavioral Decision Theory Perspective on Hedonic and Utilitarian Choice," in *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*, ed. S. Ratneshwar and David Glen Mick, London: Routledge, 144-165.

8. Soman, Dilip, George Ainslie, Shane Frederick, Xiuping Li, John Lynch, Page Moreau, Andy Mitchell, Daniel Read, Alan Sawyer, Yaacov Trope, Klaus Wertenbroch, and Gal Zauberman (2005), "The Psychology of Intertemporal Discounting: Why Are Distant Events Valued Differently from Proximal Ones?," *Marketing Letters*, 16 (3/4), 347-360.

9. Ariely, Dan, Joel Huber, and Klaus Wertenbroch (2005), "When Do Losses Loom Larger than Gains?," *Journal of Marketing Research*, 42 (May), 134-138.

10. Wertenbroch, Klaus (2005), "Measuring Price Promotion Effects: An Econometric Exercise in Measuring the Impact of Marketing Decision Making," *International Journal of Marketing Education*, 1 (May), 147-151.

11. Carmon, Ziv, Klaus Wertenbroch, and Marcel Zeelenberg (2003), "Option Attachment: When Deliberating Makes Choosing Feel like Losing," *Journal of Consumer Research*, 30 (June), 15-29 [finalist, 2006 *Journal of Consumer Research* Best Article Award; featured in the *Financial Times*, March 12, 2003].

12. Wertenbroch, Klaus (2003), "Self-Rationing: Self-Control in Consumer Choice," in *Time and Decision: Economic and Psychological Perspectives on Intertemporal Choice*, eds. George Loewenstein, Daniel Read, and Roy Baumeister, New York, NY: Russell Sage Foundation, 491-516.

13. Wathieu, Luc, Lyle Brenner, Ziv Carmon, Amitava Chattopadhyay, Klaus Wertenbroch, Aimee Drolet, John Gourville, A.V. Muthukrishnan, Nathan Novemsky, Rebecca Ratner, and George Wu (2002), "Consumer Control and Empowerment: A Primer," *Marketing Letters*, 13 (August), 297-305.

14. Ariely, Dan and Klaus Wertenbroch (2002), "Procrastination, Deadlines, and Performance: Self-Control by Precommitment," *Psychological Science*, 13 (May), 219-224 [featured in *Harvard Business Review*, October 2001, p. 26 (Reprint F0109C)].

15. Wertenbroch, Klaus and Bernd Skiera (2002), "Measuring Consumer Willingness to Pay at the Point of Purchase," *Journal of Marketing Research*, 39 (May), 228-241 [also appeared as Marketing Science Institute Working Paper No. 01-105, 2001, and was featured in *Sloan Management Review*, fall 2001, volume 43 (1), p. 19].

16. Dhar, Ravi and Klaus Wertenbroch (2000), "Consumer Choice between Hedonic and Utilitarian Goods," *Journal of Marketing Research*, 37 (February), 60-71 [winner of the 2005 William F. O'Dell Award for the most significant long-term contribution to marketing theory, methodology, and/or practice].

17. Baz, Jamil, Eric Briys, Bart Bronnenberg, Michele Cohen, Robert Kast, Pascale Viala, Luc Wathieu, Martin Weber, and Klaus Wertenbroch (1999), "Risk Perception in the Short Run and in the Long Run," *Marketing Letters*, 10, 267-284.

18. Wertenbroch, Klaus (1998), "Consumption Self-Control by Rationing Purchase Quantities of Virtue and Vice," *Marketing Science*, 17 (4), 317-337 [winner of the 1995 American Marketing Association Dissertation Award; featured in *Psychology Today*, July 1999].

19. Wertenbroch, Klaus and Ziv Carmon (1997), "Dynamic Preference Maintenance," *Marketing Letters*, 8 (1), 145-152.

PUBLICATIONS IN PEER-REVIEWED PROCEEDINGS

20. "Advances in Judgmental and Inferential Heuristics," with Xianchi Dai, in *Advances in Consumer Research* (Vol. 35, 233-236), Association for Consumer Research, 2008.

21. "Ego Depletion and Cognitive Load: Same or Different Constructs?," with Joachim Vosgerau, Sabrina Bruyneel, and Ravi Dhar, in *Advances in Consumer Research* (Vol. 35, pp. 217 – 218), Association for Consumer Research, 2008.

22. "Hedonic Interactions between Choice and Consumption," in *Advances in Consumer Research* (Vol. 29, 105-107), Association for Consumer Research, 2002.

23. "Anticipated and Experienced Emotions in Consumer Choice," in *Advances in Consumer Research* (Vol. 27, 186-188), Association for Consumer Research, 2000.

24. "New Insights in the Construction of Consumer Judgments," in *European Advances in Consumer Research* (Vol. 4, 267-269), Association for Consumer Research, 1999.

25. "Debt Aversion as Precommitment Not to Overconsume" with Joe Nunes and Dilip Soman, in *Proceedings of the 28th European Marketing Academy Conference,* 1999.

26. "A New Incentive-Compatible Method to Reveal Reservation Prices," with Bernd Skiera, in *Proceedings of the 27th European Marketing Academy Conference* (463-470), 1998.

27. "Dynamic Aspects of Hedonic Experience: Where Experimental and Interpretive Approaches Meet," in *Advances in Consumer Research* (Vol. 25, 216-218), Association for Consumer Research, 1998.

28. "Reference Dependence and Frame Compatibility in Choices between Hedonic and Functional Goods", with Ravi Dhar, in *Proceedings of the 26th European Marketing Academy Conference* (1646-1648), 1997.

29. "Pricing Implications of Consumer Self-Control," in *Proceedings of the 24th European Marketing Academy Conference* (2117-2119), 1995.

30. "The Relevance of Noise for Evaluating and Selecting Residences," with Manuela Paechter, Bernd Rohrmann, and Stefan Wetzel, in *Noise as a Public Health Problem* (Vol. 3, 71-77), eds. B. Berglund, U. Berglund, J. Karlson & T. Lindvall, Stockholm: Swedish Council for Research, 1988.

INVITED/MANAGERIAL PUBLICATIONS

31. Wertenbroch, Klaus (2008), "What Youth Financial Literacy Needs to Solve: Undersaving, Overspending, and the Role of Self-Control Strategies," *Proceedings of the 2008 OECD-U.S. Treasury International Conference on Financial Education, Vol. 1.-Keynote Addresses, Interventions and Main Policy Recommendations*, 176-181.

32. Wertenbroch, Klaus (2001), "Branding: A Guide to Managing Brands as Assets," *Pathways – The Novartis Journal*, 2 (January), 28-33.

33. Wertenbroch, Klaus (1999), "Firm Profits and Consumer Psychology: Consumers Pay More for Less of What They Like Too Much," *U.S. Industry Today*, December, 21.

34. Carmon, Ziv, and Klaus Wertenbroch (1997), "Introduction to the Special Issue on the Dynamics of Consumer Preferences," *Marketing Letters*, 8 (1), 55-56.

WORKING PAPERS AND SELECTED RESEARCH IN PROGRESS

"Fruits of Labor or Luck? Culture, Just-World Beliefs, and Preferences for Economic Redistribution," with Will Maddux and Douglas Frank.

"Conspicuous Consumption Reflects How Redistribution Influences Perceived Social Justice," with Barbara Briers and Breagin Riley.

"The Politics of Consumption: Capitalism and the Quest for More," with Barbara Briers and Bram van den Bergh.

"Mutual Polarization in Consumer Judgments of Value and Scarcity," with Xianchi Dai and Miguel Brendl.

"Strategic Indulgence as a Self-Control Strategy" with Xianchi Dai and Miguel Brendl.

"Debt Aversion as Self-Control: Consumer Self-Management of Liquidity Constraints," with Dilip Soman, Joe Nunes, and Suzanne Shu.

"Investor Decision Making in Hong Kong, Singapore, and Taiwan: A Behavioral Survey for Citigroup," with Anil Gaba and Pierre Hillion, technical report (2005).

INVITED RESEARCH PRESENTATIONS

Invited seminar presentations *(marketing seminars unless otherwise indicated)*

New York University (Stern School of Business), 2003, 2013 (scheduled)
Tulane University (A.B. Freeman School of Business), 2013 (scheduled)
Drexel University (Lebow College of Business), 2013 (scheduled)
University of California, Los Angeles (Anderson School of Management), 2012 (Behavioral Decision Making Colloquium), 2009
Boston University (School of Management), 2012
Harvard University (Harvard Business School), 2011
University of California, San Diego (Rady School of Management), 2011
University of Pennsylvania (Wharton School), 2011, 2010, 2007, 1998
Pennsylvania State University, 2011 (Marketing Camp)
University of Southern California (Marshall School of Business), 2011, 2007, 1993
Yale University (Yale School of Management), 2010, 2003, 1995 (Marketing Camp), 1993

German Institute for Economic Research Berlin (DIW), 2010
Washington University in St. Louis (Olin School of Business), 2010, 2009
University of California, Berkeley 2009, 2002 (Haas School of Business), 2009 (Department of Economics)
Duke University (Fuqua School of Business), 2009, 1993
Stanford University (Graduate School of Business), 2009
Northwestern University (Kellogg School of Management), 2008
London Business School, 2008, 2003, 1993
Tilburg University, Netherlands, 2008 (Institute for Behavioral Economics Research), 2000
The University of Chicago (Graduate School of Business), 2007
Hong Kong University of Science and Technology, 2007
University College Dublin, Ireland, 2007
Carnegie-Mellon University (Tepper School of Business), 2007
University of Michigan (Ross School of Business), 2007
University of Hamburg, Germany, 2006 (Marketing Camp), 2001
University of Frankfurt am Main, Germany, 2005
University of Mannheim, Germany, 2004 (Marketing Department), 1999 (National Research Center on Rationality Concepts, Decision Making, and Economic Modeling)
Max Planck Institute for Human Development, Berlin, 2003
University of Marburg (Department of Psychology), Germany, 2003
University of Mainz, Germany, 2003, 1995
Columbia University, 2002 (Marketing Camp)
Humboldt University, Berlin, Germany, 2002
Leuven University, Belgium, 2000 (Marketing Camp)
Erasmus University, Rotterdam, Netherlands, 2000
INSEAD, 1998, 1993
Nijenrode University, Netherlands, 1995
University of Florida, 1993
MIT (Sloan School of Management), 1993

Invited conference presentations

New York City Summer Decision-Making Symposium, 6/2012

Expectations and Forecasting in Consumer Behavior, Department of Psychology, University of Cologne, Germany, 9/2011 (keynote speaker)

Bridging Theory and Practice: A Symposium on Relevant Marketing Research
- London Business School, London, 2013 (editors' roundtable)
- Columbia Business School/Harvard Business School, New York City, 2011 (participant)

Behavioral Economics and Health Annual Symposium, Penn CMU Roybal P30 Center in Behavioral Economics and Health, University of Pennsylvania School of Medicine, 2011 (participant)

The Penn Symposium on Fostering and Financing Long-Term Investments in Prevention and Protection, The Wharton School/ University of Pennsylvania, 2010

Invitational Choice Symposium
- Rotterdam School of Management, Erasmus University, 2013 (scheduled)
- The Wharton School/University of Pennsylvania, 2007
- University of Colorado, 2004

- University of California at Berkeley, 2001
- HEC, France, 1998

European Marketing Academy Conference (EMAC)
- special invited session, organized by Klaus Wertenbroch, Istanbul, 2013 (scheduled)
- special invited session, organized by Gilles Laurent, Murcia, 2004
- special invited session, organized by J.-B. Steenkamp, Rotterdam, 2000

Intertemporal Choice Working Group meeting, Russell Sage Foundation, New York, 2001

Marketing Science Institute Young Scholars Program, Park City, Utah, 2001

Columbia/NYU/Wharton/Yale Marketing Camp
- New York University, 1999

Northeast Universities Marketing Consortium (Cornell, Dartmouth, Harvard, MIT, Yale)
- Dartmouth College, 1997

AMA Doctoral Dissertation Award winning presentation, Washington, DC, 1995

31st Bayesian Research Conference, Los Angeles, 1993

REFEREED CONFERENCE PRESENTATIONS

American Marketing Association (AMA), 1997.
Association for Consumer Research (ACR), 1994, 1997 (3 papers), 1999, 2000, 2001, 2002 (2 papers), 2003, 2004, 2007 (3 papers), 2009, 2011.
Association for Consumer Research (ACR) Europe, 1995, 1999, 2005.
Association for Consumer Research (ACR) Asia, 2009 (accepted by unable to attend).
Behavioral Decision Research in Management (BDRM), 1994, 1998, 2000, 2002, 2004, 2006, 2008.
European Marketing Academy (EMAC), 1995, 1997, 1998, 1999, 2004 (invited).
INFORMS, 1995.
Marketing Science, 1997, 1998, 2001.
La Londe Conference in Marketing Communications and Consumer Behavior, 2009.
Society for Consumer Psychology (SCP), 2007, 2009, 2011 (invited discussant in two sessions), 2012 (Europe).
Society for Judgment and Decision Making (JDM), 1992, 1996, 2000, 2001, 2003, 2006.
Subjective Probability, Utility, & Decision Making (SPUDM), 1997, 2001, 2007.

INVITED PRACTITIONER CONFERENCE PRESENTATIONS

"Psychological Biases under Risk and Uncertainty: A Cross-Country Comparison" (joint with Anil Gaba), *INSEAD International Council Meeting*, Fontainebleau, France, 2006.

"What Drives Today's Young Financial Decision-Makers? Recent Findings in Behavioral Economics, Finance, and Marketing from Asia and Beyond" *Citigroup-INSEAD Financial Education Summit*, Seoul, Korea, 2006.

"What Youth Financial Literacy Needs to Solve: Recent Findings in Behavioral Economics, Psychology, and Marketing," *OECD-U.S. Treasury International Conference on Financial Education*, Washington, D.C., 2008 (http://www.oas.org/OASpage/videosondemand/show/video.asp?nCode=08-0180&nCodeDet=16).

"The Psychology of Value and Pricing," *4th International QSP Summit*, Porto, Portugal, 2010.

"Consumer Temptation and Self-Control: A Behavioral Economics Perspective," Consumer Research and

Consumer Policy workshop, *German Institute for Economic Research Berlin* (*DIW*) and *Friedrich-Ebert-Foundation*, Berlin, Germany, October 2010.

"Thinking out of the Box: How Rational are Consumers and Managers?," North-American *INSEAD Alumni Forum*, Chicago, IL, May 2011.

"Are Consumers Rational?," German Consumer Day 2011: How Much Government Intervention Do Consumers Need? (Deutscher Verbrauchertag 2011: Wieviel Staat Braucht der Verbraucher?—annual national conference for politicians, regulators, business leaders, consumer advocates, journalists, and scientists), *Federation of German Consumer Organisations - vzbv (Verbraucherzentrale Bundesverband)*, Berlin, Germany, May 2011.

MEDIA INTERVIEWS/REFERENCES

Radio & TV

WCBS News Radio, New York, May 1999.
Marketplace, WBGH, Boston, for National Public Radio, June 1999.
Nightly Business Report, November 2001.
BBC 5, March 2003.
Radio Eins Berlin, April 2003.
TSF and *Radio Nova* (Radio, Portugal), January 2010.
RTP1, *RTP2*, *RTPN*, and *RTP Memoria* (TV, Portugal), January 2010.

Print (selected)

Psychology Today, July 1999.
Sloan Management Review, fall 2001.
Harvard Business Review, October 2001.
Das Wirtschaftsstudium, November 2001.
Managing Customer Service, December 2001.
Management Today, January 2002.
Le Figaro, March 2002.
Partner's Report for Law Firm Owners, April 2002.
Washington Post, May 2002.
Der Tagesspiegel, June 2002.
Financial Times, March 2003.
L'Entreprise, November 2003.
American Way, February 2004.
I Kathimerini, October 2004.
Taipei Times, June 2005.
The Standard—China's Business Newspaper, July 2005.
The Edge Singapore—Business and Investment Weekly, July 2005.
Associated Press (AP), March 2006.
The Economic Times of India, April 2006.
The Economist.com, April 2006.
The Korea Herald, November 2006.
Der Spiegel, June 2007.
Medical News Today, June 2007.
Canadian Broadcasting Corporation (CBC) News, June 2007.

The New York Times, June 2007.
The Atlantic Monthly, August 2007.
Hindustan Times, February 2008.
Scientific American, February 2008.
Jornal Noticias and *Diário Noticias* (Portugal), January 2010.
Diario Económico and *Faro de Vigo* (Spain), January 2010.

TEACHING

MBA Programs

1. *"Marketing Strategy*" (elective; Wharton, own design).
2. *"Strategic Pricing"* (elective; Wharton, own design; INSEAD, new course).
3. *"Marketing Management"* (core course; Duke; Yale; INSEAD, redesigned).
4. *"Consumer Behavior and Branding"* (elective; Yale, UC Berkeley, own design).
5. *"E-Strategies for Marketing"* (elective; co-taught, INSEAD, new course).
6. *"Designing & Implementing Global Marketing Strategies"* (elective; Yale; Duke, new course).
7. *"Business Study Tour: The Czech Republic and Germany"* (elective; Duke, new course).
8. *"Strategies and Processes of Negotiation"* (elective; Chicago).

Executive Education Programs

9. International Marketing Program (*IMKP*, open enrollment, INSEAD).
10. Global Investors Workshop (*GIW*, open enrollment, INSEAD).
11. International Executive Program (*IEP*, open enrollment, INSEAD).
12. Marketing of Consumer Goods in Asia (*MoCA*, open enrollment, INSEAD).
13. Company-specific programs for *3i Group* (decision-making) and *Allianz, Cemex, CIMB Group, ECR Europe, Ferrero, IBM, Lafarge, LG, L'Oreal, MPG, Metro, Philip Morris, Nissan, Petronas, Starwood* (marketing).
14. *"Marketing in a Global Environment",* GEMBA™ Program, developed and taught inaugural course in marketing, incl. residential module in China and e-learning module (Duke).
15. *"Marketing Management in Western Firms"* in Russia (Duke).

Ph.D. Program

16. Ph.D. seminar, Behavioral Factors in Pricing and Valuation (INSEAD, new course).
17. Ph.D. seminar in marketing (co-taught, year round; Yale).

TEACHING MATERIALS

- "Cacharel Parfums de l'Oreal: Decoding and Revitalizing a Classic Brand" (with Pierre Chandon), INSEAD case (*A* and *B*) plus teaching note and CD-ROM, 2001, 2003, 2007 (ECCH best-selling case).

- "Measuring Price Promotion Effects: An Econometric Exercise in Measuring the Impact of Marketing Decision Making," INSEAD case/simulation exercise plus teaching note and data-sets, 2006.

SERVICE

External service

Editor: Invited to serve as inaugural editor of *Journal of Marketing Behavior*, 2013.[1]

Associate Editor: *Journal of Consumer Psychology*, 2008-2012.

Editorial Boards: *Journal of Consumer Research*, since 2003.
Journal of Marketing Research, since 2004.
International Journal of Research in Marketing, since 2006.
Marketing Journal of Research and Management, since 2006.
Journal of Neuroscience, Psychology, and Economics, since 2008.
NeuroPsychoEconomics, 2005-2008.
International Journal of Marketing Education/International Review of Management (IRM), 2002-2009.

Ad Hoc Reviewer: Journals:

- *American Economic Review*
- *European Journal of Social Psychology*
- *Journal of Economic Behavior and Organization*
- *Journal of Economic Psychology*
- *Journal of Marketing*
- *Journal of Personality and Social Psychology*
- *Judgment and Decision Making*
- *Management Science*
- *Marketing Letters*
- *Marketing Science*
- *Psychological Science*
- *RAND Journal of Economics*
- *Schmalenbach Business Review*

Conferences, awards, research proposals:

- *Association for Consumer Research*
- *European Marketing Academy* (EMAC)
- *American Marketing Association* Doctoral Dissertation Award
- *Marketing Science Institute* Alden G. Clayton Doctoral Dissertation Proposal
- Belgian National Science Foundation

Other editorial service: Guest editor, *Journal of Marketing Research* (2008).
Ad hoc area editor, *Marketing Science* (2006).
Guest editor, *Marketing Letters* (1997), special issue on "Dynamics of Consumer Preferences."

Program Committee: *Association for Consumer Research* Conference, 1999, 2001, 2004, 2007, 2008, 2011 (Associate Editor).

Doctoral Education: Chair, *Society for Consumer Psychology* (SCP) Education and Training Committee, 2011-

[1] The *Journal of Marketing Behavior* will be launched by the European Marketing Association (EMAC) as the behavioral sister journal to the *International Journal of Research in Marketing* (IJRM).

2012 (responsibility for annual SCP Dissertation Proposal Competition).

Faculty member, *Society for Consumer Psychology* Doctoral Consortium, 2013 (scheduled).

Faculty member, *American Marketing Association* Sheth Foundation Doctoral Consortium, 2008, 2010.

Faculty member, *Association for Consumer Research* Doctoral Symposium, 2007.

European Marketing Academy (EMAC) Doctoral Colloquium
- Co-Chair (Consumer Behavior Track), Copenhagen, Denmark, 2010.
- Co-Chair (Consumer Behavior Track), Athens, Greece, 2006.
- Faculty Representative, Bergen, Norway, 2001.

External Reviewer: Promotion, tenure, and external appointment cases at universities in the U.S., France, Germany, Australia.

INSEAD

Center Direction: INSEAD Social Science Research Center, Paris, 2002-2004.

Program Direction: *Ferrero* Marketing Excellence through Marketing-Driven Agility Program, 2010 and 2011.
Petronas Senior Management Development Program, Kuala Lumpur and Singapore, 3 weeks biannually, 2005-2010.
International Marketing Programme, Fontainebleau, 1 to 2 weeks biannually, since 2006.

Area Administration: *Foundations of Marketing* MBA core course coordinator, 2006-2007.
Marketing Area recruiting coordinator, 2005-2007.

Committee Memberships:
Pension Task Force, 2007.
Chair, external appointment ad hoc committee, Craig McKenzie, Professor of Psychology, University of California at San Diego, 2006.
Brand Steering Committee, 2004-2005.
Research and Development Committee, since 2001.
Technology Committee, 2000-2002.
Ph.D. Committee (Department of Marketing), since 1999.

Internal Rapporteur: Internal reviewer, confidential contract renewal case, 2009.
Tenure case, Philippe Delquié, Associate Prof. of Decision Sciences, 2008.
Contract renewal case, Myungwoo Nam, Assistant Prof. of Marketing, 2007.
Promotion case, Ziv Carmon, Professor of Marketing, 2006.
Contract renewal case, Michael A. Witt, Assistant Professor of Asian Business and Comparative Management, 2005.
Tenure case, Ilian Mihov, Associate Professor of Economics, 2004.

Doctoral Student Advisory:

Nailya Ordabayeva (INSEAD, Marketing, *committee member*, 2010), Assistant Professor of Marketing, Erasmus University.

Xianchi Dai (INSEAD, Marketing, ***co-chair***, 2009), Assistant Professor of Marketing, The Chinese University of Hong Kong (winner, 2007 de Finetti Award, European Association for Decision Making).

Kanchan Mukherjee (INSEAD, Decision Sciences, *committee member*, 2009), post-doctoral fellow, INSEAD.

Selcuk Onay (INSEAD, Decision Sciences, *committee member*, 2007), Assistant Professor of Management Science, University of Waterloo.

Sabrina Bruyneel (Catholic University Leuven, Marketing, *external committee member*, 2006), post-doctoral fellow, Carnegie-Mellon University.

Valeria Noguti (INSEAD, Decision Sciences, *committee member*, 2006), Lecturer, School of Marketing, University of Technology Sydney.

Joachim Vosgerau (INSEAD, Marketing, ***co-chair***, 2005), Assistant Professor of Marketing, Carnegie-Mellon University (runner-up, 2006 Robert Ferber Award for best interdisciplinary dissertation-based article in the *Journal of Consumer Research*).

Anirban Mukhopadhyay (Columbia University, Marketing, *external committee member*, 2004), Assistant Professor of Marketing, Hong Kong University of Science and Technology.

Yale School of Management

Academic Standards Committee, 1997-99.
International Relations joint program advisor, 1999.

Fuqua School of Business

Organizer and co-chair of the Duke Marketing Forum on *Dynamics of Consumer Preferences*, 1995.
Committee for the design of Business Study Tour MBA courses,1995.
International Business Committee, 1994-97.
Dean's Advisory Committee, 1994-96.

OTHER PROFESSIONAL EXPERIENCE AND ACTIVITIES

Expert witness and **consulting** on marketing and consumer behavior-related issues.

Johann Wolfgang von Goethe-University Frankfurt, Frankfurt am Main, Germany
Visiting Professor of Marketing, 2006, 2008.

Athens Laboratory of Business Administration (ALBA), Athens, Greece
Visiting professor, Strategic Brand Management seminar, Executive Education, 2002-2004.

University of Mannheim*, Interdisciplinary National Research Center on Rationality Concepts, Decision Making, and Economic Modeling (Sonderforschungsbereich 504)*, Mannheim, Germany
Visiting professor, May 1999.

Grey Advertising, Inc., New York, NY
Visiting professor/academic advisor, August 1998.

École des Hautes Etudes Commerciales (Groupe HEC), Jouy-en-Josas, France

Visiting professor, June 1996.

The University of Chicago, Graduate School of Business/*Dominick's Finer Foods, Inc*.
Analyst, Micromarketing Project, 1993-1994.

PRESENT OR PAST AFFILIATIONS

American Marketing Association (AMA).
Association for Consumer Research (ACR).
Association for Psychological Science (APS).
European Marketing Academy (EMAC).
Institute for Operations Research and the Management Sciences (INFORMS).
Society for Consumer Psychology (SCP).
Society for Judgment and Decision Making (JDM).