

JUSTIN KRUGER
Curriculum Vitae
Spring 2011

Office Address

Leonard N. Stern School of Business
New York University
40 W. 4th Street, Tisch Hall
New York, NY 10012

<http://pages.stern.nyu.edu/~jkruger/>

Home Address

110 Bleecker Street #24F
New York, NY 10012

jkruger@stern.nyu.edu
office: (212) 998-0504
fax: (212) 995-4006

ACADEMIC POSITIONS

New York University Stern School of Business, Professor, Marketing Department, 2010-present

New York University Stern School of Business, Associate Professor, Marketing Department, 2005-2010

University of Illinois at Urbana-Champaign, Assistant Professor, Department of Psychology, 1999-2005

EDUCATION

Ph.D., Social Psychology, Cornell University, 1999

B.Sc., Psychology, Santa Clara University, 1993 (Junior year at Durham University, UK)

RESEARCH INTERESTS

My research focuses on everyday judgment and decision making, with a specific emphasis on positive illusions, myopia, egocentrism, taste, and heuristics.

JOURNAL ARTICLES

Kruger, Justin, Steve Chan, and Neal Roese (2010), "(Not So) Positive Illusions," *Behavioral and Brain Sciences*, 32, 526-527.

Galak, Jeff, Joseph P. Redden, and Justin Kruger (2009), "Variety Amnesia: Recalling Past Variety Can Accelerate Recovery From Satiating," *Journal of Consumer Research*, 36 (December), 575-584.

Kruger, Justin, Jeremy Burrus, and Laura Kressel (2009), "Between a Rock and a Hard Place: Damned if You Do, Damned if You Don't," *Journal of Experimental Social Psychology*, 36, 1286-1290.

Kruger, Justin, and Matt Evans (2009), "The Paradox of Aplypius and the Pursuit of Unwanted Information," *Journal of Experimental Social Psychology*, 36, 1173-1179.

- Kruger, Justin, and Kenneth Savitsky (2009), "On the Genesis of Inflated (and Deflated) Judgments of Responsibility: Egocentrism Revisited," *Organizational Behavior and Human Decision Processes*, 108 (1), 143-152.
- Ehrlinger, Joyce, Kerri Johnson, Matthew Banner, David Dunning, and Justin Kruger (2008), "Why the Unskilled are Unaware: Further Explorations of (Absent) Self-Insight Among the Incompetent," *Organizational Behavior and Human Decision Processes*, 105 (1), 98-121.
- Kruger, Justin, and Patrick Vargas (2008), "Consumer Confusion of Percent Differences," *Journal of Consumer Psychology*, 18 (1), 46-61.
- Kruger, Justin, Paul Windschitl, Jeremy Burrus, Florian Fessel, and John Chambers (2008), "The Rational Side of Egocentrism in Social Comparisons," *Journal of Experimental Social Psychology*, 44 (2), 220-232.
- Kruger, Justin, Jeff Galak, and Jeremy Burrus (2007), "When Consumers' Self-Interest Motives Fail," *Journal of Consumer Psychology*, 17 (4), 250-253.
- Kruger, Justin, Cameron L. Gordon, and Jeff Kuban (2006), "Intentions in Teasing: When "Just Kidding" Just isn't Good Enough," *Journal of Personality and Social Psychology*, 90 (3), 412-425.
- Roese, Neal J., Florian Fessel, Amy Summerville, Justin Kruger, and Michael A. Dilich (2006), "The Propensity Effect: When Foresight Trumps Hindsight," *Psychological Science*, 17 (4), 305-310.
*Editor's Choice (2006). *Science*, 311, 1677.
- Epley, Nicholas, and Justin Kruger (2005), "When What You Type isn't What They read: The Perseverance of Stereotypes and Expectancies over E-mail," *Journal of Experimental Social Psychology*, 41 (4), 414-422.
- Kruger, Justin, Nicholas Epley, Jason Parker, Zhi-Wen Ng (2005), "Egocentrism over E-mail: Can People Communicate as Well as They Think?," *Journal of Personality and Social Psychology*, 89 (6), 925-936.
- Kruger, Justin, and Kenneth Savitsky (2005), "Social Psychology's "Reign of Error:" Is Problem-Focused Research a Problem?," *Behavioral and Brain Sciences*, 27 (3), 349-350.
- *Kruger, Justin, Derrick Wirtz, and Dale T. Miller (2005), "Counterfactual Thinking and the First Instinct Fallacy," *Journal of Personality and Social Psychology*, 88 (5), 725-735.
*Editor's Choice (2005). *Science*, 308, 1379.
- Kruger, Justin, and Jeremy Burrus (2004), "Egocentrism and Focalism in Unrealistic Optimism (and Pessimism)," *Journal of Experimental Social Psychology*, 40 (3), 332-340.

- Kruger, Justin, and Matt Evans (2004), "If You Don't Want to be Late, Enumerate: Unpacking Reduces the Planning Fallacy," *Journal of Experimental Social Psychology*, 40 (5), 586-594.
- Kruger, Justin, and Thomas Gilovich (2004), "Actions and Intentions in Self-Assessments: The Road to Self-Enhancement is Paved with Good Intentions," *Personality and Social Psychology Bulletin*, 30 (3), 328-339.
- Kruger, Justin, Derrick Wirtz, Leaf Van Boven, and T. William Altermatt (2004), "The Effort Heuristic," *Journal of Experimental Social Psychology*, 40 (1), 91-98.
- Dunning, David, Kerri Johnson, Joyce Ehrlinger, and Justin Kruger (2003), "Why People Fail to Recognize Their Own Incompetence," *Current Directions in Psychological Science*, 12 (3), 83-86.
- Windschitl, Paul D., Kruger, Justin, and Ericka N. Simms (2003), "The Influence of Egocentrism and Focalism on People's Confidence in Competitions: When What Affects us Equally Affects Me More," *Journal of Personality and Social Psychology*, 85 (3), 389-408.
- Wirtz, Derrick, Justin Kruger, Christie N. Scollon, and Ed Diener (2003), "What to do on Spring Break? The Role of Predicted, Online, and Remembered Experience on Future Choice," *Psychological Science*, 14 (5), 520-524.
- Gilovich, Thomas, Justin Kruger, and Victoria H. Medvec (2002), "The Spotlight Effect Revisited: Overestimating the Manifest Variability of our Actions and Appearance," *Journal of Experimental Social Psychology*, 38 (1), 93-99.
- Kruger, Justin, and David Dunning (2002), "Unskilled and Unaware—But Why? A Reply to Krueger & Mueller," *Journal of Personality and Social Psychology*, 82 (2), 189-192.
- Pronin, Emily, Justin Kruger, Kenneth Savitsky, and Lee Ross (2001), "You Don't Know Me, But I Know You: Asymmetric Assessment of Insight into Self and Other," *Journal of Personality and Social Psychology*, 81 (4), 639-656.
- Van Boven, Leaf, Justin Kruger, Kenneth Savitsky, and Thomas Gilovich (2000), "When Social Worlds Collide: Overconfidence in the Multiple Audience Problem," *Personality and Social Psychology Bulletin*, 26 (5), 619-628.
- Kruger, Justin (1999), "Lake Wobegon be Gone! The "Below-Average Effect" and the Egocentric Nature of Comparative Ability Judgments," *Journal of Personality and Social Psychology*, 77 (2), 221-232.
- Kruger, Justin, and David Dunning (1999), "Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments," *Journal of Personality and Social Psychology*, 77 (6), 1121-1134.

Kruger, Justin, and Thomas Gilovich (1999), "Naive Cynicism in Everyday Theories of Responsibility Assessment: On Biased Assumptions of Bias," *Journal of Personality and Social Psychology*, 76 (5), 743-753.

Kruger, Justin, Kenneth Savitsky, and Thomas Gilovich (1999), "Superstition and the Regression Effect," *Skeptical Inquirer*, 23 (March/April), 24-29.

BOOK CHAPTERS

Kruger, Justin, Derrick Wirtz, Dale T. Miller, and Pragya Mathur (2009), "On First Versus False Instincts," in *The Uncertain Self: A Handbook of Perspectives from Social and Personality Psychology*, ed. Robert M. Arkin, Kathryn C. Oleson, and Patrick J. Carroll.

Gilovich, Thomas, Justin Kruger, and Kenneth Savitsky (1999), "Everyday Egocentrism and Everyday Interpersonal Problems," in *The Social Psychology of Emotional and Behavioral Problems: Interfaces of Social and Clinical Psychology*, ed. Robin M. Kowalski and Mark R. Leary, Washington, DC: APA Books, 69-95.

CONFERENCE PRESENTATIONS

Chan, Steve, and Justin Kruger (2010), "That was then, this is now: Focalism in temporal comparisons," paper presented at *Society for Judgment and Decision Making*, St. Louis, Missouri.

Chan, Steve, John Chambers, and Justin Kruger (2010), "Out of Sight, Out of Mind: On the Irrational Side of Egocentrism in Social Comparisons," Paper presented at *Association for Consumer Research*, Jacksonville, Florida.

Kruger, Justin (2010), "Between a Rock and a Hard Place: Damned if You Do, Damned if You Don't," Paper presented at the 8th triennial *Invitational Choice Symposium*, Key Largo, Florida.

Chan, Steve, John Chambers, and Justin Kruger (2009), "Out of Sight, Out of Mind: On the Irrational Side of Egocentrism in Social Comparisons," Poster presented at the *Society for Judgment and Decision Making*, Boston, MA.

Galak, Jeff, Joseph Redden, and Justin Kruger (2009), "The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation." Paper presented at the *European Marketing Association Conference (EMAC)*, Nantes, France (Session chair).

Galak, Jeff, Justin Kruger, and George Loewenstein (2009), "Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation." Paper presented at the *La Londe Conference on Consumer Behavior*, La Londe Les Maures, France.

- Galak, Jeff, Justin Kruger, and George Loewenstein (2009), "Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation." Paper presented at the *Society for Consumer Psychology* Annual Conference, San Diego
- Galak, Jeff, Justin Kruger, and George Loewenstein (2008), "Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation." Paper presented at the Association for Consumer *Research* Annual Conference, San Francisco, CA.
- Galak, Jeff, Justin Kruger, and Paul Rozin (2008), "Not In My Backyard: The Influence of Symbolic Boundaries On Consumer Choice." Paper presented at the *Association for Consumer Research* Annual Conference, San Francisco, CA.
- Galak, Jeff, Joseph Redden, and Justin Kruger (2008), "The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation." Paper presented at the *Association for Consumer Research* Annual Conference, San Francisco, CA.
- Galak, Jeff, Joseph Redden and Justin Kruger (2008), "The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation," Paper presented at the *Behavioral Decision Research in Management* conference, San Diego, CA.
- Galak, Jeff, Justin Kruger, and George Loewenstein (2008), "Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior." Paper presented at the *Society for Consumer Psychology* Conference, New Orleans, LA.
- Galak, Jeff, Justin Kruger, and Paul Rozin (2007), "Not In My Backyard: The Influence of Symbolic Boundaries On Consumer Choice." Paper presented at the *Society for Judgment and Decision Making*, Long Beach, CA.
- Galak, Jeff, Justin Kruger, and George Loewenstein (2007), "Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior." Paper presented at the *21ST Subjective Probability, Utility, and Decision Making Conference* at Warsaw, Poland.
- Galak, Jeff, Justin Kruger, and George Loewenstein (2007), "Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior." Poster presented at the *Judgment and Decision Making Pre-conference at the Society for Personality and Social Psychology* Annual Conference, Memphis, TN.
- Galak, Jeff, and Justin Kruger, "Not in My Backyard: The Influence of Arbitrary Boundaries on Consumer Choice," paper presented at Society for Judgment and Decision Making, Long Beach, Canada, November 2007.
- Kruger, Justin, and Matt Evans, "You Can't Handle the Truth! A Self-Other Difference in the Pursuit of Unpleasant Information," paper presented at Association for Consumer Research, Memphis, Tennessee, October 2007.

- Savitsky, Kenneth, Justin Kruger, Jane Risen, and Thomas Gilovich, "Don't Mention Your Chickens Before They Hatch: Why Does Calling Attention to Success Seem to Invite Failure?," paper presented at Society for Personality and Social Psychology, Memphis, Tennessee, January 2007
- Kruger, Justin, "Damned if You Do, Damned if You Don't," paper presented at Marketing Science Institute Young Scholars, Park City, Utah, January 2007.
- Kruger, Justin, and Matt Evans, "The Paradox of Aplysius and the Pursuit of Unwanted Information," paper presented at Society for Experimental Research Self Pre-conference, Philadelphia, Pennsylvania, October 2006.
- Kruger, Justin, and Jeremy Burrus, "Damned if You Do, Damned if You Don't: Focalism in Evaluations of Consumer Choice," paper presented at Association for Consumer Research, Orlando, Florida, September 2006.
- Roese, Neal J., Florian Fessel, Amy Summerville, Justin Kruger, and Michael A. Dilich, "The Propensity Effect: When Foresight Trumps Hindsight," poster presented at Society for Personality and Social Psychology, Palm Springs, California, January 2006.
- Kruger, Justin, "The Effort Heuristic," paper presented at Conference on the Meaning and Value of Labor, MIT Sloan School of Management, Cambridge, Massachusetts, January 2006.
- Kruger, Justin, "The Effort Heuristic," paper presented at Society for Judgment and Decision Making, Toronto, Canada, November 2005.
- Kruger, Justin, "Ignorant and Unaware of It? A Fair and Balanced (Read: Biased and Partial) New Look," paper presented at Midwestern Psychological Association, Chicago, Illinois, May 2005.
- Kruger, Justin, and Jeremy Burrus, "Damned if You Do, Damned if You Don't: Focalism in Evaluations of Consumer Choice," paper presented at Society for Personality and Social Psychology, New Orleans, Louisiana, January 2005.
- Kruger, Justin, and Jeremy Burrus, "Damned if You Do, Damned if You Don't: Focalism in Evaluations of Consumer Choice," paper presented at Society for Judgment and Decision Making, Minneapolis, Minnesota, November 2004.
- Kruger, Justin, and Jeremy Burrus, "The Truth Never Gets in the Way of a Good Story," paper presented at Conference on Selection in the Marketplace of Ideas and Culture, The Fuqua School of Business, Duke University, Durham, North Carolina, May 2004.
- Kruger, Justin, Derrick Wirtz, and Dale T. Miller, "Counterfactual Thinking and the First Instinct Fallacy," paper presented at Society for Personality and Social Psychology, Austin, Texas, February 2004.
- Kruger, Justin, and Jeremy Burrus, "Egocentrism in Unrealistic Optimism," paper presented at American Psychological Association, Toronto, Canada, August 2003.

- Burrus, Jeremy, Justin Kruger, and Kenneth Savitsky, "Egocentrism in Responsibility Allocations: The Interpersonal Consequences of 'Stealing the Glory,'" poster presented at Society for Personality and Social Psychology, Los Angeles, California, February 2003.
- Kruger, Justin, "Egocentrism in Unrealistic Optimism and Pessimism," paper presented at Society for Personality and Social Psychology, Los Angeles, California, February 2003.
- Windschitl, Paul D., Justin Kruger, and Ericka N. Simms, "The Influence of Egocentrism and Focalism on People's Confidence in Competitions: When What Affects us Equally Affects Me More," paper presented at Society for Personality and Social Psychology, Los Angeles, California, February 2003.
- Kruger, Justin, "Egocentrism in Social Comparisons," paper presented at Social Psychology Winter Conference, Park City, Utah, January 2003.
- Vargas, Patrick, and Justin Kruger, "Consumer Confusion of Percent Difference: When Less is More and More is Less," paper presented at Midwest Marketing Camp, Urbana, Illinois, June 2002.
- Fraidin, Samuel N., Andrea B. Hollingshead, and Justin Kruger, "Effects of Suspicion on Perceptions, Judgments, and Truth Bias in Lie Detection," paper presented at Midwestern Psychological Association, Chicago, Illinois, May 2002.
- Kruger, Justin, "Counterfactual Thinking and the First Instinct Fallacy," paper presented at Midwestern Psychological Association, Chicago, Illinois, May 2002.
- Kruger, Justin, "Counterfactual Thinking and the First Instinct Fallacy," paper presented at Midwestern Psychological Association, Columbus, Missouri, April 2002.
- Gilovich, Thomas, and Justin Kruger, "Anchoring in Egocentric Judgments and Beyond," paper presented at Sydney Symposium of Social Psychology, Sydney, Australia, April 2001.
- Epley, Nicholas, and Justin Kruger, "Impression Formation over E-mail: When What You Type isn't What They Read," poster presented at Society for Personality and Social Psychology, San Antonio, Texas, February 2001.
- Kruger, Justin, and Thomas Gilovich, "Actions, Intentions, and Trait Assessments: The Road to Self-Enhancement is Paved with Good Intentions," paper presented at Society for Personality and Social Psychology, San Antonio, Texas, February 2001.
- Wirtz, Derrick, and Justin Kruger, "The Effort Heuristic in Artistic Judgments: Or, How to Sell a Jackson Pollock Painting," poster presented at Society for Personality and Social Psychology, San Antonio, Texas, February 2001.

Kruger, Justin, "Actions, Intentions, and Trait Assessments: The Road to Self-Enhancement is Paved with Good Intentions," paper presented at Society for Experimental Social Psychology, St. Louis, Missouri, October 2000.

Kruger, Justin, and Kenneth Savitsky, "Suspicious Success: The Curse of Calling Attention to One's Good Fortune," poster presented at Society for Personality and Social Psychology, Nashville, Tennessee, February 2000.

Gilovich, Thomas, Justin Kruger, and Kenneth Savitsky, "Everyday Egocentrism and Everyday Interpersonal Problems," paper presented at American Psychological Association, Boston, Massachusetts, August 1999.

Kruger, Justin, Nicholas Epley, and Thomas Gilovich, "Egocentrism over Email," poster presented at American Psychological Society, Denver, Colorado, June 1999.

Kruger, Justin, "The Egocentric Nature of Comparative Ability Judgments: Anchors, Adjustments, and the "Below-Average Effect,"" paper presented at Midwestern Psychological Association, Chicago, Illinois, May 1998.

Kruger, Justin, and Thomas Gilovich, "The Spotlight Effect and those (Not So) "Bad Hair Days,"" poster presented at American Psychological Society, Washington, DC., May 1998, May.

Van Boven, Leaf, Justin Kruger, Kenneth Savitsky, and Thomas Gilovich, "Overconfidence and the Multiple Audience Problem," poster presented at American Psychological Society, Washington, D.C., May 1998.

Dunning, David, and Justin Kruger, "Ignorance as Bliss," paper presented at Empire State Social Psychology, Blue Mountain Lake, New York, April 1998.

Kruger, Justin "Egocentrism and Self-Assessment," paper presented at Empire State Social Psychology, Blue Mountain Lake, New York, April, 1998.

Kruger, Justin, and David Dunning, "The Psychology of Incompetence: On the Double Burden of the Unskilled," paper presented at Eastern Psychological Society, Boston, Massachusetts, February 1998.

Kruger, Justin, and Thomas Gilovich, "Are Naive Social Theories Naive? Evidence for a Lay Theory of Motivated Judgment," poster presented at American Psychological Society, Washington, D.C., May 1997.

Kruger, Justin, and Thomas Gilovich, "Everyday Theories of Responsibility Assessment," research presented at Empire State Social Psychology Conference, Blue Mountain Lake, New York, April 1996.

INVITED COLLOQUIA / BROWN-BAGS

Erasmus University, Rotterdam School of Management, 2009

Miami University, Department of Psychology, 2009
University of Michigan, Ross School of Business, 2009
London Business School, 2008
Harvard University, Department of Psychology, 2008
MIT, Sloan School of Management, 2007
Princeton, Department of Psychology, 2007
University of California at Los Angeles, Anderson School of Management, 2007
University of Florida, Warrington College of Business, 2007
Columbia / NYU-Stern / Wharton / Yale 4-School Colloquium, 2006
Duke University, The Fuqua School of Business, 2006
Northwestern University, Kellogg Graduate School of Management, 2006
University of California at Berkeley, Haas School of Management, 2006
University of Pennsylvania, Wharton, 2006
Carnegie Mellon University, Tepper School of Business, 2005
Yale University, Department of Psychology, 2005
Cornell University, Johnson Graduate School of Management, 2004
New York University, Stern School of Business, 2004
Stanford University, Stanford Graduate School of Business, 2004
Ohio University, Department of Psychology, 2003
University of Chicago, Department of Psychology, 2003
University of Illinois at Chicago, Department of Psychology, 2003
Yale University, School of Management, 2003
Indiana University, Department of Psychology, 2002
University of Wisconsin, Department of Psychology, 2002
University of Chicago, Graduate School of Business, 2000
University of Illinois at Urbana-Champaign, Department of Educational Psychology, 2000
University of Illinois at Urbana-Champaign, Department of Psychology, 1999, 2000, 2002, 2003, 2004.

GRANTS

National Science Foundation

Grant #03-52218: "Egocentrism in Self vs. Other Comparisons: On the (Not So) Comparative Nature of Social Comparisons," PI. \$30,000 for 9/1/2004 to 8/30/2005.

University of Illinois at Urbana-Champaign Research Board

“Egocentrism in Social Comparison,” PI. Department of Psychology.
\$7,000 for 11/30/2003 to 11/30/2004.

University of Illinois at Urbana-Champaign Research Board

“Counterfactual Thinking and the First Instinct Fallacy,” PI. Department of Psychology.
\$22,000 for 6/1/2003 to 6/1/2004.

University of Illinois at Urbana-Champaign Research Board

“Egocentrism in Self and Social Judgment,” PI. Department of Psychology. \$25,000 for
8/1/2000 to 8/1/2002.

PROFESSIONAL AFFILIATIONS

American Marketing Association
American Psychological Association
Association for Consumer Research
Association for Psychological Science
Society for Consumer Psychology
Society for Experimental Social Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology

SERVICE

Consulting Editor

Journal of Personality and Social Psychology, 2001-2003

Conference Organization

Program Committee, *Association for Consumer Research*, 2010 annual meeting

Judgment and Decision Making Pre-conference Co-Organizer, *Society of Personality and Social Psychology*, 2007 annual meeting

Special Session Co-Chair (along with Gerald Häubl), *Association for Consumer Research*,
2006 annual meeting

Program Committee, *Association for Consumer Research*, 2006 annual meeting

Poster Committee, *Society of Personality and Social Psychology*, 2005 annual meeting

Symposium Discussant, *Society for Judgment and Decision Making*, 2004 annual meeting

Symposium Organizer, *Society for Personality and Social Psychology*, 2003 annual meeting
Local Representative, *Midwestern Psychological Association*, 2000-2005

Grant Reviewer

Social Sciences and Humanities Research Council of Canada, 2007-present
National Science Foundation Risk and Management Science Program, 2007-present
National Science Foundation Social Psychology Program, 2004-present

Committees

Dean's Marketing Department Graduate Program Co-coordinator, NYU Stern, 2009-present
Marketing Department Subject Pool Coordinator, NYU Stern, 2007-present
Marketing Department Summer Camp Coordinator, NYU Stern, 2007
Research Resources Committee, NYU Stern, 2006-2008
Marketing Department Speaker Series Coordinator, NYU Stern, 2006-2008
Marketing Department Faculty Recruitment Committee, NYU Stern, 2007-2008
Ethics Committee, Department of Psychology, University of Illinois, 2001-2005
Awards Committee, Department of Psychology, University of Illinois, 2000-2005
Faculty Search Committee, Department of Psychology, University of Illinois, 2000-2004
Graduate Admissions Committee, Department of Psychology, University of Illinois, 1999-2000
Social/Organizational Brownbag Coordinator, University of Illinois, Fall 1999, Fall 2000

Ad-hoc Reviewer

Personality and Social Psychology Review, 2007-present
Cognitive Science, 2006-present
International Journal of Psychology, 2006-present
Political Psychology, 2006-present
Journal of Consumer Research, 2006-present
Journal of Experimental Psychology: General, 2005-present
Journal of Consumer Psychology, 2005-present
Journal of Marketing Research, 2005-present
British Journal of Social Psychology, 2005-present
Journal of Educational Psychology, 2004-present

Organizational Behavior and Decision Processes, 2004-present
Perceptual and Motor Skills, 2004-present
Psychological Reports, 2004-present
Review of General Psychology, 2004-present
Acta Psychologica, 2002-present
Motivation and Emotion, 2002-present
European Journal of Social Psychology, 2001-present
Journal of Research in Personality, 2001-present
Psychological Science, 2000-present
Journal of Experimental Social Psychology, 1999-present
Journal of Personality and Social Psychology, 1999-present
Personality and Social Psychology Bulletin, 1999-present

TEACHING INTERESTS

Consumer Behavior
Judgment and Decision Making
Marketing (Core)
Research Methods

TEACHING EXPERIENCE

Marketing Department, NYU Stern School of Business

MBA

Judgment and Decision Making, 2006-present

Undergraduate

Decision Making Strategy in Marketing and Management, 2007-present

Department of Psychology, University of Illinois at Urbana-Champaign

Graduate

Current Literature in Social/Personality, 2000-2005

Judgment under Uncertainty, 1999

Undergraduate

The Psychology of Belief, 2000, 2002

Research Methods in Social Psychology, 2000-2005
Department of Psychology, Cornell University
Undergraduate
Personality and Social Behavior, 1998
Social Psychology, 1998
The Psychology of Belief, 1997

THESES SUPERVISED

Ph.D.

Steve Chan, thesis chair, 2011 (scheduled)
Jeff Galak, thesis chair, 2009
Aronte Bennett, thesis committee member, 2009
Pragya Mathur, thesis committee member, 2007
Jeremy Burrus, thesis chair, 2006
Ashok K. Lalwani, thesis committee member, 2006
Poornima Madhavan, thesis committee member, 2005
Emily Muthard, thesis committee member, 2005
Matt Evans, thesis chair, 2004
Derrick Wirtz, thesis committee member, 2004
Xidong Xu, thesis committee member, 2004
Don Choi, thesis committee member, 2003
Karen Kramer, thesis committee member, 2003
Daniel Bucknam, thesis committee member, 2002

M.A.

Florian Fessel, thesis chair, 2006
Jeff Kuban, thesis chair, 2004
Matt Evans, second reader, 2001
Jason Parker, thesis chair, 2001
Travis Sola, second reader, 2001
Derrick Wirtz, second reader, 2001

B.S. Honors

Lucas Jenkins, thesis chair, 2004

Glen Veed, thesis chair, 2004

Kevin P. Miller, thesis chair, 2003

Zhiwen Ng, thesis chair, 2003

Amber Jurgens, thesis chair, 2002

Cameron Gordan, thesis chair, 2001

TEACHING AWARDS

Hohenboken Teaching Award, Department of Psychology, University of Illinois, 2003

Graduate Teaching Award, Department of Psychology, Cornell University, 1998