

## VICKI G. MORWITZ

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### EDUCATION

- Ph.D., Marketing, Wharton School, University of Pennsylvania, 1991
- M.A., Statistics, Wharton School, University of Pennsylvania, 1989
- M.S., Operations Research, Polytechnic Institute of New York (now Tandon School, NYU), 1986
- B.S., Computer Science and Mathematics, Cook College, Rutgers, the State University of New Jersey, 1983

### ACADEMIC WORK EXPERIENCE

- Harvey Golub Professor of Business Leadership, Stern School of Business, New York University, 2011-Present
- Visiting Scholar, Columbia Business School, Columbia University, Fall 2012, Spring-Summer 2004
- Professor of Marketing, Stern School of Business, New York University, 2005-Present
- Associate Professor of Marketing, Stern School of Business, New York University, 1998-2005
- Visiting Scholar, Haas School of Business, University of California at Berkeley, Summer-Fall 2000
- Visiting Scholar, Yale School of Management, Yale University, Fall 1999
- Visiting Assistant Professor of Marketing, The Wharton School, University of Pennsylvania, 1995-1996
- Assistant Professor of Marketing, Leonard N. Stern School of Business, New York University, 1991-1998
- Lecturer, The Wharton School, University of Pennsylvania, Spring 1991

### ACADEMIC HONORS AND AWARDS

- Faculty Leadership Award, Stern School of Business, NYU 2016
- Co-chair, Society for Consumer Psychology Doctoral Consortium, 2016
- Fellow, Society for Consumer Psychology, 2014
- Best reviewer award, *Journal of Consumer Research*, 2014
- President (elected), Society for Consumer Psychology, 2011, member, Board of Directors of SCP, 2010-2012
- Co-chair, First International Society for Consumer Psychology Conference, 2012, Florence, Italy
- Research Professor of Marketing, Leonard N. Stern School of Business, NYU, 2007-2011
- 2008 Best Overall Conference Presentation, The AMA Advanced Research Techniques Forum
- Co-chair, Association for Consumer Research annual conference, 2006, Orlando, FL
- Honorable Mention, 2005 Marketing Science Institute/H. Paul Root Award for the *Journal of Marketing* article published in 2005 that made the greatest contribution to the advancement of the practice of marketing.
- Robert Stansky Faculty Research Fellow, Leonard N. Stern School of Business, NYU, 2004-07
- 2003 Best Reviewer Award, *Journal of Interactive Marketing*
- Consortium Faculty, 2017-2012, 2010, 2008, 2007, 2002, 1999, 1995, AMA-Sheth Doctoral Consortia
- Colloquium Faculty, 2019-2013, EMAC Doctoral Colloquium
- Symposium Faculty, 2014, 2012, 2008 ACR Doctoral Symposia
- Consortium Faculty, 2017, 2015, 2013, 2012, 2011 SCP Doctoral Consortia
- Consortium Faculty, 2003, SMS Doctoral Consortium
- Outstanding Paper Award, 2000-0101, *International Journal of Forecasting*
- Nominated, Paul E. Green Award for the 1998 *Journal of Marketing Research* article that demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing
- Edythe and George Heyman Research Fellow, Leonard N. Stern School of Business, NYU, 1998-2001
- Finalist, 1997 O'Dell Award for best article in *Journal of Marketing Research*, judged after 5 years
- Winning award, 1994 Marketing Science Institute Competition on "Pricing and Strategy"
- Finalist, 1994 Robert Ferber Award
- Nominated, 1993-94 Stern Undergraduate Teacher of the Year
- Honorable mention, 1992 MSI Competition on "Understanding the Effects of Direct Marketing"
- Winner, 1991 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
- Fellow, 1990 AMA-Sheth Doctoral Consortium

## RESEARCH INTERESTS

- The Validity and Reliability of Purchase Intention Measures
- Effects of Responding to Surveys and Exposure to Survey Results
- Behavioral Aspects of Pricing
- Social Influence on Consumer's Attitudes and Behavior
- The Impact of Public Health Communication on Positive and Negative Consumption Behaviors

## RESEARCH

### *Articles Published in Refereed Journals:*

Vadiveloo, Maya, Ludovica Principato, Christina Roberto, Vicki G. Morwitz, and Josiemer Mattei (2019), "Sensory Variety in Shape and Color Influences Fruit and Vegetable Intake, Liking, and Purchase Intentions in Some Subsets of Adults: A Randomized Pilot Experiment," *Food Quality and Preference*, 71, 301-310.

Dallas, Steven, and Vicki G. Morwitz (2018), "There's No Such Thing as a Free Lunch: Consumers' Reactions to Pseudo Free Offers," *Journal of Marketing Research*, 55 (6), 900-915.

Sharma, Eesha, and Vicki G. Morwitz (2016), "Saving the Masses: The Role of Perceived Efficacy in Charitable Giving," *Organizational Behavior and Human Decision Processes*, 135, 45-54.

Greenleaf, Eric A., Eric J. Johnson, Vicki G. Morwitz, and Edith Shalev (2016), "The Price does not Include Additional Taxes, Fees, and Surcharges: A Review of Research on Partitioned Pricing," *Journal of Consumer Psychology*, 26 (1), 105-124.

Cerf, Moran, Eric Greenleaf, Tom Meyvis, and Vicki G. Morwitz (2015), "Using Single-Neuron Recording in Marketing: Opportunities, Challenges, and an Application to Fear Enhancement in Communications," *Journal of Marketing Research*, 52 (4), 530-545.

Danziger, Shai, Hadar Liat, and Vicki G. Morwitz (2014), "Retailer Pricing and Consumer Choice under Price Uncertainty," *Journal of Consumer Research*, 41 (3), 761-774.

Morwitz, Vicki G. (2014), "Insights from the Animal Kingdom," *Journal of Consumer Psychology*, 24 (4), 572-585.

Vadiveloo, Maya, Vicki G. Morwitz, and Pierre Chandon (2013), "Mere Belief Effects: The Effects of Perceived Calorie Restriction and Health Labels on Satiety," *Appetite*, 71 (1), 349-356.

Chakravarti, Amitav, Andrew Grenville, Vicki G. Morwitz, Jane Tang, and Gülden Ülkümen (2013), "Malleable Conjoint Partworths: How the Breadth of Response Scales Alters Price Sensitivity," *Journal of Consumer Psychology*, 23 (4), 515-535.

Bauer, Johannes, Schmitt, Philipp, Vicki G. Morwitz, and Russ Winer (2013), "Managerial Decision Making in Customer Management: Adaptive, Fast and Frugal?" *Journal of Academy of Marketing Science*, 41 (4), 436-455.

Shalev, Edith, and Vicki G. Morwitz (2013), "Does Time Fly When You're Counting Down? The Effect of Counting Direction on Subjective Time Judgments," *Journal of Consumer Psychology*, 23 (2), 220-227.

Lynch, John G., Joseph W. Alba, Aradhna Krishna, Vicki G. Morwitz, and Zeynep Gürhan-Canli, (2012), "Knowledge Creation in Consumer Research: Multiple Routes, Multiple Criteria," *Journal of Consumer Psychology*, 22 (4), 473-485.

Smith, Ronn J., Pierre Chandon, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2012), "How to Help People Change Their Habits: Asking about Their Plans," *Yale Economic Review*, VIII (1), 15-17.

Vadiveloo, Maya, Vicki G. Morwitz, and Pierre Chandon (2012), "Mere Belief Effects: The Effect of Health Labels on Food Consumption and Self-Reported Satiety," *Journal of the Academy of Nutrition and Dietetics*, 112 (9), A86.

Raghubir, Priya, Vicki G. Morwitz, and Shelle Santana (2012), "Europolymoney: The Impact of Currency Framing on Tourists' Spending Decisions," *Journal of Retailing*, 86 (1), 7-19.

- Lead article

Shalev, Edith and Vicki G. Morwitz (2012), "Influence via Comparison-Driven Self Evaluation and Restoration: The Case of the Low-Status Influencer," *Journal of Consumer Research*, 38 (5), 964-980.

Chandon, Pierre, Ronn J. Smith, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2011), "When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms," *Journal of Consumer Research*, 38 (3), 420-430.

Raghubir, Priya, Vicki G. Morwitz, and Amitav Chakravarti (2011), "Spatial Categorization and Time Perception: Does it Take Less Time to Get Home?" *Journal of Consumer Psychology*, 21 (2), 192-198.

Sun, Baohong and Vicki G. Morwitz (2010), "Stated Intentions and Purchase Behavior: A Unified Model," *International Journal of Research in Marketing*, 27 (4), 356-366.

Ülkümen, Gülden, Amitav Chakravarti, and Vicki G. Morwitz (2010), "Categories Create Mindsets: The Effect of Exposure to Broad versus Narrow Categorizations on Subsequent, Unrelated Decisions," *Journal of Marketing Research*, 47 (4), 659-671.

Thomas, Manoj and Vicki G. Morwitz (2009), "The Ease of Computation Effect: The Interplay of Metacognitive Experience and Naive Theories in Judgments of Numerical Difference," *Journal of Marketing Research*, 46 (1), 81-91.

Ülkümen, Gülden, Manoj Thomas, and Vicki G. Morwitz (2008), "Will I Spend More in 12 Months or a Year? The Effect of Ease of Estimation and Confidence on Budget Estimates," *Journal of Consumer Research*, 35 (2), 245-56.

Morwitz, Vicki G. (2008), "Marketing Extends beyond Humans," *Journal of Business Research*, 61 (5), 544-545.

Morwitz, Vicki G., Joel Steckel, and Alok Gupta (2007), "When do Purchase Intentions Predict Sales?" *International Journal of Forecasting*, 23 (3), 347-364.

Chandran, Sucharita and Vicki G. Morwitz (2006), "The Price of 'Free'-dom: Consumer Sensitivity to Promotions with Negative Contextual Influences," *Journal of Consumer Research*, 33 (3), 384-392.

Sprott, David E., Eric R. Spangenberg, Lauren G. Block, Gavan J. Fitzsimons, Vicki G. Morwitz, and Patti Williams (2006), "The Question-Behavior Effect: What We Know and Where We Go From Here," *Social Influence*, 1 (June), 128-137.

Young Holt, Bethany, Vicki G. Morwitz, Long Ngo, Polly Harrison, Kevin Whaley, and Anh-Hoa Nguyen (2006), "Microbicide Preference Among Female College Students in California," *Journal of Women's Health*, 15 (3), 281-294.

Chandran, Sucharita and Vicki G. Morwitz (2005), "Effect of Participative Pricing on Consumers' Cognitions and Actions: A Goal Theoretic Perspective," *Journal of Consumer Research*, 32 (2), 249-259.

Morwitz, Vicki G. (2005), "The Effect of Survey Measurement on Respondent Behavior," *Applied Stochastic Models in Business and Industry*, 21, 451-455.

Thomas, Manoj and Vicki G. Morwitz (2005), "Penny Wise and Pound Foolish: The Left Digit Effect in Price Cognition," *Journal of Consumer Research*, 32 (1), 54-64.

Chandon, Pierre, Vicki G. Morwitz, and Werner J. Reinartz (2005), "Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research," *Journal of Marketing*, 69 (2), 1-14.

- Lead article
- This paper received honorable mention for the Marketing Science Institute/H. Paul Root Award for the *Journal of Marketing* article published in 2005 that made the greatest contribution to the advancement of the practice of marketing.

Chandon, Pierre, Vicki G. Morwitz, and Werner J. Reinartz (2004), "The Short- and Long-Term Effects of Measuring Intent to Repurchase" *Journal of Consumer Research*, 31 (3), 566-572.

Morwitz, Vicki G. and Gavan J. Fitzsimons (2004), "The Mere Measurement Effect: Why Does Measuring Intentions Change Actual Behavior?" *Journal of Consumer Psychology*, 14 (1&2), 64-74.

Dholakia, Utpal M. and Vicki G. Morwitz (2002), "The Scope and Persistence of Mere-Measurement Effects: Evidence from a Field-Study of Customer Satisfaction Measurement," *Journal of Consumer Research*, 29 (2), 159-167.

- Lead article

Block, Lauren, Vicki G. Morwitz, William P. Putsis Jr., and Subrata Sen (2002), "Assessing the Impact of Anti-Drug Advertising on Adolescent Drug Consumption: Results from a Behavioral Economic Model," *American Journal of Public Health*, 92 (8), 1346-1351.

Dholakia, Utpal M. and Vicki G. Morwitz (2002), "How Surveys Influence Customers," *Harvard Business Review*, 80 (5), 18-19.

Hsiao, Cheng, Baohong Sun, and Vicki G. Morwitz (2002), "The Role of Stated Intentions in New Product Purchase Forecasting," *Advances in Econometrics*, 16, 11-28.

- Lead article

Morwitz, Vicki G. (2001), "Methods for Forecasting from Intentions Data," *AIDS*, 15 (February), S23.

Sen, Sankar, Zeynep Gurhan-Canli, and Vicki G. Morwitz (2001), "Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts," *Journal of Consumer Research*, 28 (3), 399-417.

Armstrong, J. Scott, Vicki G. Morwitz, and V. Kumar (2000), "Sales Forecasts for Existing Consumer Products and Services: Do Purchase Intentions Contribute to Accuracy?" *International Journal of Forecasting*, 16 (3), 383-397.

- This paper was named as one of four outstanding papers published in the *International Journal of Forecasting* for the period 2000-01

Block, Lauren and Vicki G. Morwitz (1999), "Shopping Lists as an External Memory Aid for Grocery Shopping: Influences on List Writing and List Fulfillment," *Journal of Consumer Psychology*, 8 (4), 343-376.

- Lead article

Morwitz, Vicki G., Eric Greenleaf, and Eric Johnson (1998), "Divide and Prosper: Consumers' Reactions to Partitioned Prices," *Journal of Marketing Research*, 35 (4), 453-463.

- This paper was nominated for the Paul E. Green Award for the *Journal of Marketing Research* article published in 1998 that shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.
- The proposal for this research was one of two grant winners in the 1994 MSI Pricing Strategy Competition.

Morwitz, Vicki G. and David C. Schmittlein (1998), "Testing New Direct Marketing Offerings: The Interplay of Management Judgment and Statistical Models," *Management Science*, 44 (5), 610-628.

- The proposal for this research received honorable mention and a grant in the 1992 MSI "Understanding the Effects of Direct Marketing" competition.

Young, Martin R., Wayne S. DeSarbo, and Vicki G. Morwitz (1998), "The Stochastic Modeling of Purchase Intentions and Behavior," *Management Science*, 44 (2), 188-202.

Morwitz, Vicki G. (1997) "It Seems Like Only Yesterday: The Nature and Consequences of Telescoping Errors in Marketing Research," *Journal of Consumer Psychology*, 6 (1), 1-30.

- Lead article.

Winer, Russell S., John Deighton, Sunil Gupta, Eric J. Johnson, Barbara Mellers, Vicki G. Morwitz, Thomas O'Guinn, Arvind Rangaswamy, and Alan G. Sawyer (1997), "Choice in Computer-Mediated Environments," *Marketing Letters*, 8 (3), 287-296.

Morwitz, Vicki G. (1997), "Why Consumers Don't Always Accurately Predict Their Own Future Behavior," *Marketing Letters*, Special Issue on the Time Course of Preferences, 8 (1), 57-70.

Morwitz, Vicki G. and Carol Pluzinski (1996), "Do Polls Reflect Opinion or do Opinions Reflect the Polls? The Impact of Political Polling on Voters' Expectations, Preferences, and Behavior," *Journal of Consumer Research*, 23 (1), 53-67.

Fitzsimons, Gavan and Vicki G. Morwitz (1996), "The Effect of Measuring Intent on Brand Level Purchase Behavior," *Journal of Consumer Research*, 23 (1), 1-11.

- Lead article.

Sen, Sankar and Vicki G. Morwitz (1996), "Consumer Reactions to a Provider's Position on Social Issues: The Effect of Varying Frames of Reference," *Journal of Consumer Psychology*, 5 (1), 27-48.

Sen, Sankar and Vicki G. Morwitz (1996), "Is it Better to Have Loved and Lost than Never to Have Loved at All?: The Effect of Changing Product Attributes over Time on Product Evaluation," *Marketing Letters*, 7 (3), 225-236.

Morwitz, Vicki G., Eric Johnson, and David C. Schmittlein (1993), "Does Measuring Intent Change Behavior?" *Journal of Consumer Research*, 20 (1), 46-61.

- Finalist, 1994 Robert Ferber Award

Morwitz, Vicki G. and David C. Schmittlein (1992), "Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which 'Intenders' Actually Buy?" *Journal of Marketing Research*, 29 (4), 391-405.

- Finalist, 1997 O'Dell Award for best article in *Journal of Marketing Research*, judged after five years.
- Lead article.

### ***Book Chapters and Monographs:***

Vicki Morwitz (2014), "Consumers' Purchase Intentions and Their Behavior," *Foundations and Trends in Marketing*, 7 (4), 181-230, <http://dx.doi.org/10.1561/17000000036>

Morwitz, Vicki G. (2011), "Biases in the Processing of Price Information," in *Consumer Insights: Findings from Behavioral Research*, Ed. Joseph Alba, *Marketing Science Institute*, 27-28.

Morwitz, Vicki G. (2011), "Purchase Intentions and Purchasing," in *Consumer Insights: Findings from Behavioral Research*, Ed. Joseph Alba, *Marketing Science Institute*, 89-90.

Morwitz, Vicki G. and Eesha Sharma (2011), "A Different View on Pricing," in *Legends in Marketing: Kent Monroe*, Ed. Jagdish N. Sheth, SAGE Publications Pvt. Ltd.

Cooley, Thomas, Xavier Gabaix, Samuel Lee, Thomas Mertens, Vicki Morwitz, Shellene Santana, Anjolein Schmeits, Stijn Van Nieuwerburgh, and Robert Whitelaw (2010), "Consumer Financial Protection Regulation," in *Regulating Wall Street: The Dodd-Frank Act and the New Architecture of Global Finance*, Eds. Viral V. Acharya, Thomas F. Cooley, Matthew P. Richardson, and Ingo Walter, Wiley, 73-84.

Cooley, Thomas, Xavier Gabaix, Samuel Lee, Thomas Mertens, Vicki Morwitz, Anjolein Schmeits, and Stijn Van Nieuwerburgh (2009), "Consumer Finance Protection Agency: Is There a Need?" in *Real Time Solutions for Financial Reform*, 85-88.

Thomas, Manoj and Vicki G. Morwitz (2009), "Heuristics in Numerical Cognition: Implications for Pricing," in *Handbook of Research in Pricing*, Ed. Vithala Rao, Edward Elgar Publishing, 132-149.

Morwitz, Vicki G. (2001), "Methods for Forecasting from Intentions Data," in *Principles of Forecasting: A Handbook for Researchers and Practitioners*, Scott Armstrong, ed., Kluwer Academic Publishers, 33-56.

#### ***Invited Papers:***

Thomas, Manoj and Vicki Morwitz (2005), "A Penny Saved," *Stern Business*, Fall/Winter, 20-23.

Greenleaf, Eric A., Vicki G. Morwitz, and Russell S. Winer (2004), "Helping Hands," *Stern Business*, Fall/Winter, 42-47.

Block, Lauren G., Vicki G. Morwitz, William P. Putsis, Jr., and Subrata K. Sen (2003), "Just Saying No," *Stern Business*, Winter/Fall, 28-31.

Morwitz, Vicki G (2003), "An Incomplete Picture," *Marketing Research*, 15 (2), 49-50.

Morwitz, Vicki G. and Carol Pluzinski (1996), "Do Polls Reflect Opinions or Do Opinions Reflect the Polls?" *Stern Business*, Fall, 14-15.

Morwitz, Vicki G. (1993), "Not All 'Definitely Will Buy's Will Buy: How to Determine Which Ones Will," *Marketing Review*, 49(2), 8-30.

#### ***Editorials:***

Dahl, Darren, Eileen Fischer, Gita Johar, and Vicki Morwitz (2017), "Making Sense from (Apparent) Senselessness: The JCR Lens," *Journal of Consumer Research*, 44 (4), 719-723.

Dahl, Darren, Eileen Fischer, Gita Johar, and Vicki Morwitz (2016), "Tutorials in Consumer Research," *Journal of Consumer Research*, 43 (2), 199.

Dahl, Darren, Eileen Fischer, Gita Johar, and Vicki Morwitz (2015), "The Evolution of JCR: A View through the Eyes of Its Editors," *Journal of Consumer Research*, 42 (1), 1-4.

Dahl, Darren, Eileen Fischer, Gita Johar, and Vicki Morwitz (2014), "From the Editors-Elect: Meaningful Consumer Research," *Journal of Consumer Research*, 41 (1), iii-v.

#### ***Edited Book:***

Fitzsimons, Gavan and Vicki G. Morwitz (2007), *Advances in Consumer Research*, Vol. 34, Duluth, MN: Association for Consumer Research.

***Other Publications:***

Shalev, Edith and Vicki Morwitz (2010), "How Low Can I Go? The Comparative Effect of Low Status Users on Buying Intentions," *Advances in Consumer Research*, Eds. Darren Dahl, Gita Johar, and Stijn van Osselaer, Vol. 38, Duluth, MN: Association for Consumer Research.

Raghubir, Priya, Vicki Morwitz, and Shelle Santana (2010), "Europolymoney: The Impact of Currency Framing on Tourists' Spending Decisions," *Advances in Consumer Research*, Eds. Darren Dahl, Gita Johar, and Stijn van Osselaer, Vol. 38, Duluth, MN: Association for Consumer Research.

Tang, Jane, Andrew Grenville, Vicki G. Morwitz, Amitav Chakravarti, and Gülden Ülkümen (2009), "Influencing Feature Price Tradeoff Decisions in CBC Experiments," *2009 Sawtooth Software Conference Proceedings*, 247-262.

Shalev, Edith and Vicki G. Morwitz (2009). "Does Time Fly When You're Counting Down? The Effect of Counting Direction on Subjective Time Judgment," *Advances in Consumer Research*, Eds. Ann L. McGill and Sharon Shavitt, Vol. 36, 1051-1052.

Chandon, Pierre and Vicki G. Morwitz (2008), "Breaking Behavior Repetition: New Insights on the Role of Habits and Intentions," *Advances in Consumer Research*, Eds. Angela Y. Lee and Dilip Soman, Vol. 35, 125-128.

Shalev, Edith and Vicki G. Morwitz (2008), "The Surprising Influencers: How the Inferred Attributes of Observed Consumers Shape Observer Consumers' Buying Intentions," *Advances in Consumer Research*, Eds. Angela Y. Lee and Dilip Soman, Vol. 35, 996.

Chandran, Sucharita and Vicki G. Morwitz (2006), "The Price of 'Free'-Dom: Consumer Sensitivity to Promotions with Negative Contextual Influences," *Advances in Consumer Research*, Eds. Connie Pechmann and Linda Price Vol. 33, 250.

Chandon, Pierre and Vicki G. Morwitz (2005), "Self-Generated Validity Effects in Consumer Research," *Advances in Consumer Research*, Eds. Geeta Menon and Akshay Rao, Vol. 32, 270-273.

Thomas, Manoj and Vicki G. Morwitz (2005), "How Do Consumers and Managers Process Numeric Information? The Role of Numerical Cognition," *Advances in Consumer Research*, Eds. Geeta Menon and Akshay Rao, Vol. 32, 445-448.

Thomas, Manoj and Vicki G. Morwitz (2004), "Effects of Framing on Magnitude Perceptions of Prices," *Advances in Consumer Research*, Eds. Barbara E. Kahn and Mary Frances Luce, Vol. 31, 454-456.

Kiesler, Tina and Vicki G. Morwitz (2001), "What are the Chances? Biases in the Assessment of Probability and Risk," *European Advances in Consumer Research*, Eds. Andrea Gröppel-Klein and Franz-Rudolph Esch, Vol. 5, 195.

Menon, Geeta and Vicki G. Morwitz (1994), "Biases in Social Comparison: If You are One in a Million, There are 4,000 People Just Like You," *Advances in Consumer Research*, Eds. Chris T. Allen and Deborah Roedder John, Vol. 21, 379.

Easterling, Doug, Howard Kunreuther and Vicki G. Morwitz (1991), "Forecasting Behavioral Response to a Repository from Stated Intent Data," *Proceedings of the 1991 International High-Level Radioactive Waste Management Conference*.

Rose, Theodore and Vicki G. Morwitz (1987), "Graphical Presentation of Product Pricing," *Proceedings of the SAS Users Group International*, Dallas, 1987.

**Articles under Review:**

Santana, Shelle, Steven Dallas, and Vicki G. Morwitz, “Consumers’ Reactions to Drip Pricing,” under third review, *Marketing Science*.

Santana, Shelle, and Vicki G. Morwitz, “We’re In This Together: How Sellers, Social Values, and Relationship Norms Influence Consumer Payments in Pay-What-You-Want Contexts,” under revision for third review, *Journal of Marketing Research*.

Bauer, Johannes, Vicki G. Morwitz, and Liane Nagengast, “Interest-Free Financing Increases Consumers' Demand for Credit for Short-Lived Goods,” under revision for second review, *Journal of the Academy of Marketing Science*

**Working Papers:**

Bambauer-Sachse, Silke and Vicki G. Morwitz, “Who Is to Blame for this Surcharge? The Impact of Consumers’ Perceptions of Who Is Responsible for a Surcharge on Reactions to Partitioned Pricing.”

Danziger, Shai, Hadar Liat, and Vicki G. Morwitz, “Optimal Retailer Pricing Strategies when Consumers Face Price Uncertainty.”

Hong, Jennifer, Chiara Longoni, and Vicki G. Morwitz, “Proximity Bias: Motivated Effects of Spatial Distance on Probability Judgments.”

Santana, Shelle, Daria Dzyabura, and Vicki Morwitz, “Predicting the Attitudes, Interests, and Opinions of the Average American Consumer: Has Anything Changed in the Last Quarter Century?”

**Research in Progress:**

Bauer, Johannes C., Jochim Hansen, and Vicki G. Morwitz, “Do Thoughts of Money Influence Peoples’ Health Risk Perceptions?”

Blekher, Maria, Eesha Sharma, and Vicki G. Morwitz, “Empowering Donation Recipients Increases Donations.”

Bluvstein, Shirly, Dafna Goor, Alixandra Barasch, and Vicki G. Morwitz “Allocating Others’ Resources: Material Rather than Altruistic Motivations Increase Overhead Donations”

Botti, Simona, Nazli Gurdamar, and Vicki G. Morwitz,, “Consumer Decision Making regarding Advanced Health Planning”

Ceylon, Melis, Nilüfer Aydınoglu, and Vicki G. Morwitz, “Role of Calorie Labeling and Social Influence on Amount of Food Purchased.”

Dallas, Steven, Nofar Duani, and Vicki G. Morwitz, “Consumers’ Reactions to Unlimited Promotions.”

Duani, Nofar, Alix Barasch, and Vicki G. Morwitz, “Consumers Reactions to Dynamic Pricing.”

Greenleaf, Eric, Uri Hasson, David Heeger, Tom Meyvis, Geeta Menon, Vicki G. Morwitz, and Mor Regev, “Using Visual Distraction to Measure Engagement in Moving Images.”

Greenleaf, Eric, Uri Hasson, David Heeger, Tom Meyvis, Geeta Menon, Vicki G. Morwitz, and Mor Regev, “Direct Recording of Neuronal Activity from Human Brains: Underlying Mechanisms Of Emotion Regulation.”

MacInnis, Deborah Vicki G. Morwitz, Simona Botti, Donna Hoffman, Robert Kozinets, Donald R. Lehmann, John G. Lynch, Connie Pechmann, “Creating High Impact Marketing-Relevant Consumer Research”



Munz,, Kurt P. and Vicki G. Morwitz, “Spreading of Alternatives Without a Perception of Choice”

Munz,, Kurt P. and Vicki G. Morwitz “Auditory Judgment and Decision Making in Conversational Commerce”

Santana, Shelle and Vicki G. Morwitz, “Being Nickle and Dimed: How Emotions Impact Reactions to Pricing Fees”

Schmidt, Kristina, Maik Hammerschmidt, Walter Herzon, and Vicki G. Morwitz, “The Effect of Survey Invitations on Respondents’ and Non-Respondents’ Attitudes and Behaviors.”

Sharma, Eesha, Vicki G. Morwitz, Jill Klein, and Andrew John, “Giving for Preparedness versus Emergency Charitable Appeals: The Impact of Identity on Giving”

## **PRESENTATIONS:**

### ***Recent Invited Presentations at Academic Conferences and Institutions:***

- Boston College, March 2019
- Bocconi University, March 2019
- Bar Ilan University, January 2019
- Columbia University, Mary 2018
- HEC, Paris, February 2018
- Drexel University, January 2018
- University of Illinois, December 2017
- University of Florida, December 2017
- Inaugural Pricing Symposium, London Business School, October, 2017
- Psycho-Economics Workshop, University of Cologne, July 2017
- ESADE University Marketing Camp, June 2017
- AMA-Sheth Doctoral Consortium, University of Iowa, June 2017
- JAMS Thought Leaders Conference on Consumer-Based Strategy, May 2017
- Duke University, March 2017
- Chinese University of Hong Kong, March 2017
- Monash University, February 2017. Keynote speaker
- University of Pennsylvania, February 2017
- Harvard University, January 2017
- The Technion, January 2017
- Vrije Universiteit Amsterdam, October 2016
- Queensland University of Technology, August 2016
- AMA-Sheth Doctoral Consortium, University of Notre Dame, June 2016
- University of St. Gallen, June 2016
- University of Louisville, May 2016
- University of Toronto, April 2016
- Stanford University, February 2016
- University of Pittsburgh, January 2016
- Hebrew University, January 2016
- Marketing Modelers, September 2015
- AMA-Sheth Doctoral Consortium, London Business School, July 2015
- Oxford University, June 2015
- Johns Hopkins University, May 2015
- University of Massachusetts Amherst, April 2015
- Marketing Science Institute, Trustees Meeting, April 2015
- University of South Carolina Marketing Camp, April 2015
- Society for Consumer Psychology, Doctoral Consortium, Phoenix, February 2015
- National University of Singapore, January 2015

- ACR Doctoral Symposium, Baltimore, October 2014
- Latin American Association for Consumer Research Conference, Guadalajara, July 2014
- AMA-Sheth Doctoral Consortium, Northwestern University, June 2014
- Keynote Address, EMAC Doctoral Colloquium, Valencia, June 2014
- Fellow's Address, Society for Consumer Psychology Conference, Miami, March 2014.
- Association for Consumer Research, Mid-career Mentoring Workshop, Chicago, October 2013
- Georgetown University, September 2013
- European Association for Consumer Research Conference, Barcelona, July 2013
- AMA-Sheth Doctoral Consortium, University of Michigan, June 2013
- EMAC Doctoral Consortium, Istanbul, June 2013
- Interdisciplinary Center (IDC), Herzliya, Israel, May 2013
- TRC Spring Client Conference, New York, May 2013
- Vienna University of Economics and Business, April 2013
- Virginia Tech, April 2013
- Society for Consumer Psychology, Doctoral Consortium, February 2013
- Erasmus University, January 2013
- Tilburg University, January 2013
- Koç University, December 2012
- Washington State University, September 2012
- AMA-Seth Doctoral Consortium, University of Washington, June 2012
- Federal Trade Commission Conference on Drip Pricing, May 2012
- University of Michigan, March 2012
- Society for Consumer Psychology, Doctoral Consortium, February 2012
- TRC Spring Client Conference, New York, May 2011
- Sasin Graduate Institute of Business Administration, Bangkok, Thailand, March 2011
- Society for Consumer Psychology, Doctoral Consortium, February 2011
- AMA-Sheth Doctoral Consortium, Texas Christian University, June 2010
- McCombs School of Business, University of Texas at Austin, March 2010
- Sasin Graduate Institute of Business Administration, Bangkok, Thailand, March 2010
- The Wharton School, University of Pennsylvania, November 2009
- Lisle and Roslyn Payne Research Symposium, Eller College of Management, The University of Arizona, November 2009

***Recent Presentations at Academic Conferences and Institutions:***

“Proximity Bias: Motivated Effects of Spatial Distance on Probability Judgments”

- Association for Consumer Research Conference, Dallas, October 2018

“Spreading of Alternatives Without a Perception of Choice”

- Association for Consumer Research Conference, Dallas, October 2018

“Pre-Committing to Increased or Decreased Consumption: Consumers’ Reactions to Vice and Virtue Unlimited Offers”

- Society for Consumer Psychology, Sydney, January 2018

“Interest-Free Financing Deals: How Different Labels Impact Consumers’ Preferences for Pre- versus Postpayment”

- Association for Consumer Research, New Orleans, October 2015

“Predicting the Attitudes, Interests, and Opinions of the Average American Consumer: Has Anything Changed in the Last Quarter Century”

- Society for Consumer Psychology, Vienna, June 2015

“Role of Calorie Labeling and Social Influence on Amount of Food Purchased”

- Society for Consumer Psychology, Phoenix, February 2015

“Do Thoughts of Money Influence Peoples’ Health Risk Perceptions?”

- Association for Consumer Research, Chicago, October 2013

"Improving and Diversifying Research Practices"

- Society for Consumer Psychology, San Antonio, February 2013

“Willingness to Overpay: The Role of Reference Prices and Consumer Mindset in Pay-What-You-Want Contexts”

- Society for Consumer Psychology, San Antonio, February 2013

“Beyond Clarity and Confusion: Affective Responses to Price Framing in the Airline Industry”

- Association of Consumer Research, Vancouver, October 2012

“Direct Recording of Neuronal Activity from Human Brains: Underlying Mechanisms of Emotion Regulation.”

- Association of Consumer Research, Vancouver, October 2012
- First International Society for Consumer Psychology, Florence, June-July 2012

“When Desire Is Stronger Than Debt Aversion: Enticing Consumers with Interest-Free Financing Deals”

- First International Society for Consumer Psychology, Florence, June-July 2012
- Society for Consumer Psychology, Las Vegas, February 2012

“Pay What You Want Pricing: The Role of Reference Prices in Saving Money vs. Saving the World

- Association for Consumer Research, St. Louis, October 2011

“I Want to be Alone: The Role of Time Horizon Perspective on the Valuation of Social Presence”

- Association for Consumer Research, St. Louis, October 2011

“When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms”

- European Association for Social Psychology, Stockholm, July 2011
- Association for Consumer Research Conference, Memphis, October 2007

“Europoly Money: The Impact of Currency Framing on Tourists’ Spending Decisions”

- Association for Consumer Research, Jacksonville, October 2010
- Society for Consumer Psychology Conference, St. Pete Beach, February 2010

“How Low Can I Go? The Comparative Effect of Low Status Users on Buying Intentions”

- Association for Consumer Research, Jacksonville, October 2010
- Society for Consumer Psychology, San Diego, February 2009
- Society for Judgment and Decision Making Conference, Chicago, November 2008

“When Does Expensive Food Taste Better? Top-Down and Bottom-Up Processing in Price-Quality Inferences”

- Association for Consumer Research, Jacksonville, October 2010

“Influencing Feature Price Tradeoff Decisions in CBC Experiments”

- Sawtooth Conference, Delray Beach, March 2009

## **COURSES TAUGHT**

- Introduction to Marketing, undergraduate level, New York University
- Marketing Research, undergraduate, graduate, and executive levels, New York University, University of Pennsylvania
- Judgment and Decision Making, graduate and executive levels, New York University

- Research Methods in Marketing, undergraduate honors students, New York University
- Marketing of Technology-Based Products, undergraduate and graduate levels, New York University
- Principles of Business Management, undergraduate level, New York University
- New Directions in Marketing Intelligence, alumni continuing education workshop, New York University
- Behavioral Applications in Marketing, PhD level, New York University
- Introduction to Statistics (Teaching Assistant), University of Pennsylvania
- Combinatorial Analysis (Teaching Assistant), Rutgers University

#### **GRANTS:**

- Carolan Research Forum, 2018, \$12,700, Co-investigator
- NYU Stern Center for Global Economy and Business, 2018, Investigator \$3,000 and Co-investigator \$3,450; 2017, Investigator \$3,500; 2016, Investigator \$4,500; 2015, Investigator \$7,000
- The Produce for Better Health Foundation, 2014, Co-investigator, \$15,000
- Duke-Synovate Research Center, 2012, Co-investigator, \$10,000
- Duke-Synovate Research Center, 2012, Co-investigator, \$8,500
- Marketing Science Institute, 2010-2011, Investigator, \$9,984
- NIH / National Institute of Drug Abuse, 2009-2011, Co-investigator, \$1,100,000
- California University-wide AIDS Research Program, Consultant

#### **PROFESSIONAL MEMBERSHIPS:**

- Association for Consumer Research
- American Marketing Association
- INFORMS
- Society for Consumer Psychology

#### **PROFESSIONAL SERVICE:**

##### ***Service to the Field:***

- Co-Editor, *Journal of Consumer Research*, 2014-2017
- Associate Editor:
  - *Journal of Consumer Psychology* (2009-2014)
  - *Journal of Marketing Research* (2011-2014)
- Guest Editor
  - *Journal of Marketing Research* (2013, 2014)
- Guest Area/Associate Editor:
  - *Journal of Consumer Research* (2013)
  - *Marketing Science* (2003-2006)
- Scientific Advisory Committee
  - *Annual Review of Consumer Psychology*, 2015-2019
- Editorial Board Member:
  - *Journal of Consumer Psychology* (2005-2009, 2018-present)
  - *Journal of Consumer Research* (2005-2014, 2018-present)
  - *Journal of Interactive Marketing* (2001-2009)
  - *Journal of Marketing* (2018-present)
  - *Journal of Marketing Research* (2009-2011)
  - *Journal of Retailing* (2006-2009)

- *Marketing Letters* (2012-present)
- *Marketing Science* (2005-2010)
- Ad hoc Reviewer for:
  - *American Marketing Association*
  - *Association for Consumer Research*
  - *British Journal of Social Psychology*
  - *Corporate Reputation Review*
  - *EMAC*
  - *International Journal of Research in Marketing*
  - *Journal of Applied Psychology*
  - *Journal of Experimental Psychology*
  - *Journal of Forecasting*
  - *Journal of Interactive Marketing*
  - *Journal of Marketing*
  - *Journal of Public Policy and Marketing*
  - *Journal of Retailing*
  - *Management Science*
  - *Marketing Letters*
  - *Marketing Science*
  - *Marketing Science Institute Dissertation Proposal Competition*
  - *Proceedings of the National Academy of Sciences*
  - *Psychological Science*
  - *Public Opinion Quarterly*
  - *Society for Consumer Psychology*
- Reviewed Grant Applications for:
  - Israeli Science Foundation
  - Social Sciences and Humanities Research Council of Canada
- Italian Marketing Society Doctoral Colloquium Faculty, 2018
- ACR Early Career award committee, 2017
- Association for Consumer Research, Mid-career workshop, Berlin 2016
- Co-chair, Society for Consumer Psychology doctoral consortium, 2015, St. Petersburg, Florida.
- Association for Consumer Research, Mid-career workshop mentor, Chicago, 2013
- President (elected), Society for Consumer Psychology, 2011, and member, Board of Directors of SCP, 2010-2012
- Co-chair, Society for Consumer Psychology first international conference, 2012, Florence, Italy.
- AMA Paul E. Green award committee, 2007, 2012
- ACR Nicosia best competitive paper award committee, 2011
- AMA ART Forum Program Committee, 2006-07, 2008-09
- Co-chair, Association for Consumer Research annual conference, 2006, Orlando, FL.
- ACR Advisory Council, 1999-2001
- ACR Program Committee, 1997, 1999, 2001, 2003, 2004, 2007, 2010, 2012
- European ACR Program Committee, 2007, 2013
- Latin American ACR Program Committee, 2014

***Service to New York University:***

- Associate Director, Institute for the Interdisciplinary Study of Decision Making, 2014-2018
- Member of University Course Evaluation Committee, 2015-2016
- Member of the President's Faculty Advisory Committee on NYU's Global Network, 2013-2016
- Member of the University Committee on Activities Involving Human Subjects, 2002-2006
- Dissertation Chair for Marissa Vicario, Gallatin, 2007

- Dissertation Committee for Ira Teich, School of Education, 2001

***Service to the Stern School of Business:***

- Faculty Council, 2018-current, 2013-2016, chair 2015-2016
- Member of the Stern Undergraduate College Social Impact Curriculum Review Committee, 2017-2018
- Member of the Stern EMBA Curriculum review committee, 2016-2017
- NYU Stern Baccalaureate ceremony name reader, 2016
- ISP Faculty judge, 2016
- School-wide Promotion and Tenure Committee, 2006-2012, chair 2009-2012
- Stern Representative to the NYU University Committee on Activities Involving Human Subjects, 2002-2006
- Faculty Advisory Committee to the Undergraduate Dean, 2004-2005
- Research Resources Committee, 2004-2007.
- Stern PhD Oversight and Admissions Committee, 2002-2004
- Committee to establish Stern behavioral research laboratory, 2001
- Design, coordination, and analysis of the MBA Stern Satisfaction Survey, 1998-1999
- Faculty Advisor, Asian Business Society/Stern Management Consulting tour to Asia, 1996-1997 and 1997-1998
- Undergraduate Program Committee, 1996-1999

***Service to the Stern School of Business Marketing Department:***

- Chair's Advisory Committee, 2014-present, 2004-2008
- Coordinator, Marketing Department Doctoral Program, 2005-2008
- Chairperson, Marketing Department Committee on Activities Involving the Use of Human Subjects, 2001-2006
- Obtained approval from University IRB for a Marketing Department Subject Pool, 2000-2006
- Subject Pool Coordinator, 2000-2001
- Marketing Department External Review Committee, 2000-2001
- Doctoral Committee, 1992-2002
- Brown Bag Lunch Series Coordinator, 1992-1995
- Columbia, NYU, Wharton, Yale Colloquium Coordinator, 1998-1999

***Doctoral Student Advising:***

- Doctoral advisor:
  - Lance Michael Erickson, University of Arizona, 2002
  - Sucharita Chandran, Boston University, 2003
    - Winner of the 2002 Fordham University Pricing Center Award for the best dissertation proposal on the behavioral aspects of pricing
    - Runner-up of the 2002 SCP-Sheth Dissertation Proposal Competition
  - Manoj Thomas, Cornell University, 2006
  - Gülden Ülkümen, University of Southern California, 2007
  - Edith Shalev, The Technion, 2010
  - Shelle Santana, Harvard Business School, 2014
  - Steven Dallas, Duke University, 2018, post-doc
  - Kurt Munz
  - Shirly Bluvstein
  - Nofar Duani
- NYU Dissertation / Proposal Defense Committees
  - Heonsoo Jung (1998)
  - Eric Yorkston (2000)
  - Suresh Ramanathan (2002)
  - Jeff Galak (2008)
  - Ellie Kyung (2010)

- Hyun Young Park (2012)
- Steven Chan (2012)
- Eesha Sharma (2013)
- Chiara Longoni (2014)
- Stephanie Tully (2015)
- Jennifer Hong (2016)
- Anna Paley (2017)
- Heeyoung Yoon (2018)
  
- Dissertation Committees outside of New York University:
  - Gavan Fitzsimons, Columbia University (1995)
  - Anne Røgeveen, Columbia University (2001)
  - Peter Jarnebrant, Columbia University (2011)
  - Melis Ceylan, Koç University (2018)
  - Anja Schanbacher, London Business School (2018)

## **INDUSTRY EMPLOYMENT**

PRODIGY SERVICES COMPANY (a joint venture of International Business Machines and Sears), White Plains, New York, 1986-87.

- Research Analyst

INTERNATIONAL BUSINESS MACHINES, White Plains, New York, 1983-1986

- Product Planner
- Telecommunications Analyst

RCA, Hightstown and Camden, New Jersey, 1982-83

- Programmer
- Analyst