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I. ACADEMIC EXPERIENCE

A. Primary academic appointments

Frederick H. Ecker/Metlife Insurance Professor of Marketing, The Wharton School, University of PA, 1997-present
Co-director, Wharton Human-Centered Technology Initiative, 2022-
Co-director, Center for Risk Management and Decision Processes, The Wharton School, 2005-2022
Professor, the Wharton School, 1992 – 1997
Associate Professor, The Wharton School, University of Pennsylvania, 1990 - 1992
Associate Professor, John E. Anderson Graduate School of Management, University of California, Los Angeles, 1985 - 1990
Assistant Professor, John E. Anderson Graduate School of Management, University of California, Los Angeles, 1982 - 1985
Assistant Professor, Graduate School of Industrial Administration, Carnegie-Mellon University, Pittsburgh, 1980 - 1982

B. Secondary and visiting appointments

Visiting Professor of Marketing, School of Business Administration, University of Miami, 2008-2010
Faculty Associate, Abess Center for Ecosystem Science and Policy, University of Miami, 2008-10.
Adjunct Professor of Marine and Atmospheric Sciences, University of Miami, 2011-2013
Distinguished Visiting Scholar, University of Technology, Sydney, 2011
Visiting Scholar, Faculty of Economics, University of Sydney, 1996.
Hakuhodu Visiting Scholar, Faculty of Economics, University of Tokyo, 1993.
Adjunct Professor, Graduate Group in Regional Science, University of Pennsylvania, 1992 - 2000
Visiting Associate Professor, the Wharton School, University of Pennsylvania, 1988

- 1989

Visiting Assistant Professor, College of Business Administration, The University of Iowa, 1979 – 1980

Lecturer, Department of Geography, The University of Iowa, 1977

C. Administrative positions

Chair, Wharton Marketing Department, 2006-2008

Vice Dean and Director, Wharton Doctoral Programs, 1999-2005

Chair, Wharton Marketing Doctoral Program, 1994-1996.

UCLA Marketing Area Doctoral Program Coordinator, 1989-1990

Chair, UCLA Marketing Academic Unit, 1987-1988

II. EDUCATIONAL BACKGROUND

A. Degrees

Ph. D., The University of Iowa, 1979, in Geography

M.S., Florida State University, 1975, in Geography

B.S., Florida State University, 1974, in Geography/Meteorology

B. Dissertation

Ph.D. Thesis: "A Behavioral Model of Choice Set Formation in Destination Choice."

Chair: Jordan J. Louviere

MS Thesis: "A Human Information Processing Model of Urban Shopping Behavior."

C. Courses Taught

1. Undergraduate Courses

Consumer Behavior (Carnegie-Mellon and University of Iowa)

Introduction to Statistics (Carnegie-Mellon and University of Iowa)

New Product Management (Wharton)

Senior Conference (Wharton)

2. Graduate Courses

Applied Multivariate Statistics (MBA/Ph.D.: Carnegie-Mellon)

Consumer Behavior (Carnegie-Mellon and University of Iowa)

Marketing Management (UCLA and Wharton)

Marketing Models (UCLA and Wharton)

Marketing Research (UCLA and Wharton)
Marketing Strategy (Wharton)
New Product Design and Forecasting (Carnegie-Mellon and UCLA)
Product Management (UCLA)
Quantitative Methods in Marketing (Ph.D.; UCLA; Wharton)
Special Topics in Marketing (Ph.D.; UCLA, Wharton)
Research Methods (Ph.D.; Wharton)
Advanced Study Projects (MBA; Wharton)

3. Executive MBA Courses

Marketing Management (UCLA)
Marketing Strategy (Wharton)

4. Teaching Awards

Wharton Graduate Association Core Teaching Award, 1996

III. PUBLICATIONS AND RESEARCH

A. Publications

1. Articles Published in Refereed Journals

Louviere, J. and R. Meyer, "A Model for Residential Impression Formation,"
Geographical Analysis, 8 (4), 1976, 479-486.

Koutsopoulos, K., R. Meyer, and D. Henley, "Psychometric Modeling of
Consumer Decisions in Primary Health Care," *Health Services Research*, 21,
1979, 427-447.

Meyer, R., I. Levin, and J. Louviere, and "Functional Analysis of Mode Choice,"
Transportation Research Record, 673, 1979, 1-7.

Meyer, R., "A Descriptive Model of Constrained Residential Search,"
Geographical Analysis, 12 (1), 1980, 21-32.

Meyer, R., "A Behavioral Theory of Choice Set Formation Under Informational
Constraint," *Transportation Research Record*, 750, 1980, 6-12.

Henley, D., I. Levin, J. Louviere, and R. Meyer, "Changes in Perceived Travel
Cost and Time for the Work Trip During a Period of Increasing Gasoline
Costs," *Transportation*, 10, 1981, 33-34.

- Louviere, J. and R. Meyer, "A Composite Attitude-Behavior Model of Travel Decision-Making," *Transportation Research*, 14, 1981, 411-420.
- Louviere, J., D. Henley, G. Woodworth, R. Meyer, I. Levin, J. Stoner, D. Curry, and D. Anderson, "Laboratory Simulation vs. Revealed Preference Methods for Estimating Travel Demand Model: An Empirical Comparison," *Transportation Research Record*, 794, 1981, 42-51.
- Meyer, R., "A Model of Multiattribute Judgments Under Attribute Uncertainty and Information Constraint," *Journal of Marketing Research*, 19, 1982, 62-71.
- Meyer, R. and T. Eagle, "Context-Induced Parameter Instability in a Disaggregate-Stochastic Model of Store Choice," *Journal of Marketing Research*, 19, 1982, 62-71.
- Meyer, R., "A Descriptive Model of Consumer Information on Search Behavior," *Marketing Science*, 1 (1), 1982, 93-121.
- Johnson, E. and R. Meyer, "Compensatory Models of Non-Compensatory Choice Processes: The Effect of Varying Context," *Journal of Consumer Research*, 11 (1), 1984, 528-541.
- Pampel, F., I. Levin, J. Louviere, R. Meyer, and G. Rushton, "The Integration of Geographic, Social, and Economic Preferences in Retirement Decision Making," *Research on Aging*, (6) 2, 1984, 139-162.
- Meyer, R. and A. Sathi, "A Multiattribute Model of Consumer Choice During Product Learning," *Marketing Science*, 4 (6), 1985, 41-61.
- Phipps, A. and R. Meyer, "Normative versus Heuristic Models of Residential Choice Behavior," *Environment and Planning*, 17, 1985, 761-776.
- Meyer, R., "The Learning of Multiattribute Judgment Policies," *Journal of Consumer Research*, 14 (September), 1987, 155-173.
- Currin, I., R. Meyer, and N. Le, "Disaggregate Tree-Structured Modeling of Consumer Choice Data," *Journal of Marketing Research*, 25 (3), 1988, 253-265
- (Reprinted in W. Henry, M. Menasco, and C. Takada (eds.), *New Product Development and Testing*, Lexington Books, MA, 1989, 263-286.)
- Meyer R. and E. Johnson, "Information Overload and the Nonrobustness of Linear Models: A Comment on Keller and Staelin," *Journal of Consumer*

Research, 15 (4), 1989, 498-503.

Johnson, E., R. Meyer, and S. Goshe, "When Choice Models Fail: Compensatory Models in Negatively-Correlated Environments," *Journal of Marketing Research*, 26 (3), 1989, 255-270 (Finalist, 1994 O'Dell Award for best article in *Journal of Marketing Research*, judged after five years).

Meyer, R. and J. Assuncao, "The Optimality of Consumer Stockpiling Decisions," *Marketing Science*, 9 (1), 1990.

Kahn, B. and R. Meyer, "Consumer Multiattribute Judgments under Attribute Weight Uncertainty," *Journal of Consumer Research*, 17 (March), 1991, 508-522.

Assuncao, J., and Meyer, R., "The Rational Effect of Price Promotions on Sales and Consumption," *Management Science*, 5 (May), 1993, 517-535

(Winner, 1994 Frank Bass Award for best article based on a doctoral dissertation).

Kalwani, M., Meyer, R. J., and Morrison, D., "The Dirichlet-Multinomial as a Benchmark Chance Criterion for Some Discrete Choice Models," *Journal of Marketing Research*, 31 (February), 1994, 65-75.

Cripps, J. D., and Meyer, R. J., "Heuristics and Biases in Timing the Replacement of Durable Products," *Journal of Consumer Research*, 21 (2), 1994, 304-318.

Meyer, R. J., and Yong Shi, "Learning to Choose Among Inherently Risky Alternatives: Intuitive Solutions to the Armed-Bandit Problem," *Management Science*, 41 (5), 1995, 817-834.

Hutchinson, W. and R. Meyer, "Dynamic Decision Making: Optimal Policies and Actual Behavior in Sequential Choice Problems," *Marketing Letters*, 5 (4), 1994, 369-382.

Meyer, R. J., and Johnson, E. J., "Empirical Generalizations in the Modeling of Consumer Choice," *Marketing Science*, 14 (3), 1995, 180-189.

Meyer, R.J., "The Effect of Set Composition on Stopping Behavior in a Finite Search Among Assortments", *Marketing Letters Special Issue on the Time Course of Preferences*, 8 (1) 1997

- Meyer, R.J., and others, "Dynamic Influences on Individual Choice Behavior", *Marketing Letters*, 8(3), 1997, 349-360.
- Miyuri, Shirai, and R.J. Meyer, "Learning and the Cognitive Algebra of Price Expectations", *Journal of Consumer Psychology*, 6(4), 1997, 365-388, .
- Johnson, E. J. , R. J. Meyer, and B. Hardie., "Watching Consumers Decide: Process measures add insight to choice modeling" *Marketing Research*, 9 (Winter) 1997, 32-37.
- Louviere, J.J., ,Meyer, R.J., et. al., "Combining Sources of Preference Data for Modeling Complex Decision Processes Combining Data", *Marketing Letters* Special Issue on Choice Theory, Vol. 10, No.3 (August) 1999, 205-217.
- Amaldoss, W., Meyer, R., Raju, J., and Rappaport, A., "Collaborating to Compete: A Game-Theoretical Model and Empirical Investigation of the Effect of Profit-Sharing Arrangement and Type of Alliance", *Marketing Science*, Vol. 19, No. 2 (Spring) 2000, 105-126
- (Winner, 2001 John Little Award for best 2000 Article in a Marketing INFORMS Journal, and Frank Bass Award for best article based on a doctoral dissertation.*
- Banks, D., Meyer, R., and Hutchinson, J.W. "Reputation in Marketing Channels: Repeated-Transaction Bargaining with Two-Sided Uncertainty", *Marketing Science*, 21, No. 3 (Summer) 2002, 251-272.
- Kunreuther, H., Meyer, R., Zeckhauser, R., et. al, "High-Stakes Decision Making Normative, Descriptive and Prescriptive Considerations", *Marketing Letters*, Vo. 13, No. 3 (August) 2002, 259-268.
- Tülin Erdem, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Hai Che, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Robert Meyer, and Peter Reiss, "Theory-Driven Choice Models", *Marketing Letters* , 16, 2005, 225-237.
- Janakiraman, N., Meyer, R. and A. Morales "The Spillover of Surprise: the Effect of Positive and Negative Price Shocks on Cross-Category Purchasing Patterns", with, *Journal of Consumer Research*, 33, 2006, 361-369.
- Louviere, Jordan J., and Robert J. Meyer, "Formal Choice Models of Informal Choices: What Choice Modeling Research Can (and Can't) learn from Behavioral Theory", *Review of Marketing Research*, Volume 4, 2007 (in press).

- Zhao, Shengui, and Meyer, Robert , “Biases in Predicting Preference for the Whole Visual Patterns from Product Fragments”, *Journal of Consumer Psychology*, 17 (4), 2007, 292-304.
- Meyer, Robert J., Zhao, Shenghui, Meyer, Robert J., and Han, Jin., “Biases in Prior Valuations and Subsequent Utilization of Novel Product Attributes”, *Marketing Science*, 27(6), 2008, 1083-1096.
- Adamowicz, W., Bunch, D., Cameron, R., Dellaert, B., Hanneman, M., Keane, M., Louviere, J., Meyer, R., Steenburg, T., and J. Swait (2008), “Behavioral Frontiers in Choice Modeling”, *Marketing Letters*. 19, 215-228.
- Le, K. L., Meyer, R., and E. Bradlow, “Inferring the Dynamics of Hazard Response from Internet Usage Data: the Case of Hurricane Katrina”, *Risk Analysis* , 29(12), 2009, 1645 - 1808
- Meyer, R., Joachim V, et. al, “Behavioral Research and Empirical Modeling of Marketing Channels: Implications for both Fields and a Call for Future Research”, *Marketing Letters*, 21(3), 2010, 301-316
- Hutchinson, J.W., Zauberman, G., and R. Meyer, “On the Interpretation of Temporal Inflation Parameters in Stochastic Models of Judgment and Choice”, *Marketing Science*, 29, 2010, 23-31.
- Janakiraman, N., Meyer, R., and S. Hoch, “The Psychology of Decisions to Abandon Waits for Service”, *Journal of Marketing Research*, 48 (6), 970-984. December 2011.
- Meyer, Robert J., “Failing to Learn from Experience about Catastrophes: The Case of Hurricane Preparedness”, *Journal of Risk and Uncertainty*, 45(1):25-50, September, 2012.
- Meyer, Robert J., Kenneth Broad, Ben Orlove, and Nada Petrovic, “Dynamic Lab Simulation as an Approach to Understanding Hurricane Risk Response: Insights from the *Stormview Lab*”, *Risk Analysis*, 33(8): 1532-1552, August 2013.
- Meyer, Robert J., Daniel Wilks, Michael Horowitz, and Kenneth Horowitz, “A Mutualized Risk Market with Endogenous Prices, with Application to U.S. Landfalling Hurricanes”, *Weather, Climate, and Society*, 13 (July), 318-330.

- Meyer, Robert J., Earl J. Baker, Kenneth Broad, Ben Orlove, and Jeff Czykowski, “ The Dynamics of Hurricane Risk Perception: Real-Time Evidence from the 2012 Atlantic Hurricane Season”, *Bulletin of the American Meteorological Association*, 95, 1389-1402, September 2014.
- Gopalakrishnan, Arun, Raghu Iyengar, and Robert Meyer, “Consumer Dynamic Usage Allocation and Learning under Multi-part Tariffs: Theory and Empirical Evidence”, *Marketing Science*, 34(1), 116-133, January 2015.
- Kahn, Barbara, Alex Chernev), Ulf Böckenholt , Kate Bundorf , Michaela Draganska , Ryan Hamilton , Robert Meyer, and Klaus Wertebroch,"How Consumer Goals and Managerial/Policy Objectives Affect Assortment Variety Design", under second review, *Marketing Letters*, 25, 293-303, September 2014.
- Meyer, Robert and J. Wesley Hutchinson," (When) Are We Dynamically Optimal? A Psychological Field Guide for Marketing Modelers", *Journal of Marketing*, September 2016, Vol. 80, No. 5, pp. 20-33
- Treuer, Galen, Kenneth Broad, and Robert Meyer, "Using simulations to forecast homeowner response to sea level rise in South Florida: Will they stay or will they go?" *Global Environmental Change*, 2018, 48, 108-118.
- Kerry Milch, Kenneth Broad. Ben Orlove, and Robert Meyer, "Decision Science Perspectives on Hurricane Vulnerability: Evidence from the 2010-2012 Atlantic Hurricane Seasons", *Atmopsphere*, 9(1), 32, 2018.
- Berman Ron, Shiri Melumad, Colman Humphrey, and Robert Meyer, " "A Tale of Two Twitterspheres: Political Microblogging During and After the 2016 Primary and Presidential Debates " , *Journal of Marketing Research*, 56(6), 895-917.
- Sevilla. Julio, and Robert Meyer, “Leaving Something for the Imagination: the Effect of Visual Concealment on Preferences”, *Journal of Marketing*, 84(4):109-126, 2020.
- Melumad, Shiri and Robert J. Meyer,“Full Disclosure: How Smartphones Enhance Consumer Self-Disclosure,” *Journal of Marketing*, 84(3), 28-45, 2020.
- Melumad, Shiri, Robert J. Meyer, and Yoonduk Kim, “The Dynamics of Distortion: How Successive Summarization Alters the Retelling ofNews,” *Journal of Marketing Resarch*, 58(6),1058-1078, 2021

Jonah Berger, Yoonduk Kim, and Robert Meyer, "What Makes Content Engaging? Emotional Dynamics Shape Success". *Journal of Consumer Research*, 48(2), 235-250.

Uri Barnea, Robert Meyer, and Gidi Nave, "The Effects of Content Ephemerality on Information Processing", *Journal of Marketing Research*, in press 2023

2. Non-refereed Journal Articles

Meyer, Robert J. "A Field Guide to Publishing in an Era of Doubt", *Journal of Marketing Research*, 52 (5), 577-579, October 2015.

Grewal, Rajdeep, Robert Meyer, and Vikas Mittal, "Editorial—Education and Marketing: Decision Making, Spending, and Consumption", *Journal of Marketing Research*, 59 (1), 2022.

Bradlow, Eric, Iyengar, Ragu, Kahn, Barbara E., Lambertson, Cait, Lodish, Len, Meyer, Robert, and Jerry Wind, "Wharton Marketing: Where Academia Meets Practice", *Customer Needs and Solutions*, 8, 205-109, 2021.

3. Articles Under Revision/Editorial Review

Melumad, Shiri, and Robert Meyer, "A Negativity Bias in the Listening Versus Reading of News", under review, *Psychological Science*

Cai, Jeffrey, Raju, Jagmohan, and Robert Meyer, "Silent or Salient? Perks and Perils of Performance Posting" under revision for resubmission, *Management Science*

Hutchinson, J. Wesley, Robert J. Meyer and Lyle Brenner, "Extreme Bias and Instant Learning: the Intuitive Statistics of Maximum Values",

Cai, Jeffrey, and Robert J. Meyer, Dodging Disaster: "Dodging Disaster: The Optimality of Information Gathering under Catastrophic Financial Risk",

4. Books

The Ostrich Paradox: Why we Under-Prepare for Disasters, with H. Kunreuther. Wharton Press 2017

The Future of Risk Management, with H. Kunreuther and E. Michel-Kerjan, The University of Pennsylvania Press, 2019.

5. Articles Published in Books and Proceedings

- Louviere, J., D. Henley, R. Meyer, and L. Ostresh, "Travel Demand Segmentation: Some Theoretical Considerations Related to Behavioral Modeling," in P. R. Stopher and A. Meyburg (eds.), *Behavioral Travel Demand Models*. Lexington: D. C. Heath and Co., 1976, 256-270.
- Meyer, R., "Modeling the Dynamics of Urban and Rural Migration: An Application to the Alabama Black Belt," *Proceedings of the Association of American Geographers*, 8, 1976, 47-49.
- Meyer, R., "An Experimental Analysis of Student Apartment Selection Decisions Under Uncertainty," *Great Plains-Rocky Mountain Geographic Journal: Special Issue on Human Judgment and Spatial Behavior*, 6 (1), 1977, 30-38.
- Meyer, R., "Consumer Information Search and Choice Behavior: Two Models and an Initial Empirical Test," in L. McAlister (ed.), *Research in Marketing*, 1982, 259-279.
- Rushton, G., I. Levin, J. Louviere, F. Pampel, and R. Meyer, "Forecasting Migration Patterns of the Elderly From Experimentally-Derived Decision Functions," *Proceedings of the American Statistical Association*, 1980.
- Meyer, R., "Multiattribute Parameter Shifting: An Approach to Modeling Context and Dominance Effects in Individual Choice Behavior," in J. Huber, ed., *The Effect of Item Similarity on Choice Probabilities*, Fuqua School of Business, Duke University, 1981, 62-104.
- Meyer, R., "A Dynamic Multiattribute Model of Consumer Repeated Choice Behavior," in R. K. Srivastava and A. D. Shocker, eds., *Analytic Approaches to Product and Market Planning: The Second Conference*, Marketing Science Institute, 1981, 199-227.
- Smith, T., A. Mitchell, and R. Meyer, "A Computational Process Model of Evaluation Based on the Cognitive Structuring of Episodic Knowledge," in A. Mitchell (ed.) *Advances in Consumer Research*, 9, 1982, 136-143.
- Meyer, R., "On the Representation and Measurement of Consumer Choice Under Limited Information," in M. J. Houston and R. J. Lutz, eds., *1985 AMA Winter Educators' Conference: Marketing Communications - Theory and Practice*.
- Meyer, R., "A Theory of the Inductive Learning of Multiattribute Preferences," in D. Brinberg and R. Lutz (ed.), *Methodological Advances in Consumer*

Research (Springer-Verlag), 1989, 253-285.

- Meyer, R., and L. Cooper, "A Longitudinal Choice Analysis of Consumer Response to a Product Innovation," in R. Golledge, and H. Timmermans (eds.), *Behavioral Modeling in Geography and Planning*, London: Crown-Helm, 1988, 424-450.
- Kahn, B., and R. Meyer, "Modeling Customer Loyalty: A Customer-Based Source of Competitive Advantage," in G. Day, B. Weitz, and R. Wensley (eds.), *The Interface of Marketing and Strategy*, Greenwich, CT: JAI press, 1990, 231-54.
- Meyer, R.J. and D. Banks, "Behavioral Theory and Naïve Strategic Reasoning," in G. Day and D. Reibstein (eds.), *Wharton on Competitive Strategy*, New York: John Wiley, 1997, 151-176
- Meyer, R.J., and W. Hutchinson, "Dynamic Decision Making: Learning from the Past and Planning for the Future", In S. Hoich and H. Kunreuther, (Eds), *Wharton on Decision Making*. New York; John Wiley, pp. 37-62; 2001
- Meyer, Robert, "Why we Under Prepare for Hazards", in Ronald J. Daniels, Donald F. Kettl, and Howard Kunreuther (eds), *On Risk and Disaster: Lessons from Hurricane Katrina*, University of Pennsylvania Press, pp. 153-174, 2006
- Meyer, R.J., Zhao, Shengui, and Han, Jin, "The Rationality of Consumer Decisions to Adopt and Utilize Product-Attribute Enhancements: Why Are We Lured by Product Features We Never Use", in Rami Zwick and Amnon Rappoport (eds.), *Experimental Business Research, Volume III*, Springer, pp. 1-34., 2006
- Meyer, R.J., "Lessons from the Earthquake Lab: An Experimental Analysis of Learning from Experience about Natural Hazards", in *Emergency Management in Higher Education: Current Practices and Conversations*, Public Entity Risk Institute, 2008, 19-34.
- Meyer, R.J., "Why We Still Fail to Learn from Disasters", in *The Irrational Economist: Overcoming Irrational Decisions in a Dangerous World*, Public Affairs Press, 2010, 124-131
- Kunreuther, H., Meyer, R.J., and Michel-Kejan, Erwann, "Strategies for Better Protection Against Catastrophic Risks" in E. Shafir (ed.), *Behavioral Perspectives on Public Policy*. Princeton University Press, 2012, 398-416.
- Meyer, Robert, "The Disaster Cycle: What we do not learn from Experience", in

The Future of Risk Management. The University of Pennsylvania Press (in press)

6. Technical Reports and Monographs

Louviere, J., R. Meyer, F. Stetzer, and L. Beavers, "An Experiment to Drive Predictive Models of Public Response to Policy Manipulations in Public Bus Transportation." Technical Report Number 35, The Institute of Urban and Regional Research, the University of Iowa, Iowa City, December, 1974.

Koutsopoulos, K. and R. Meyer, "Mass Transit Decision Making Market Segmentation." Technical Report Number 69, The Institute of Urban and Regional Research, the University of Iowa, Iowa City, December, 1974.

Louviere, J., M. Piccolo, R. Meyer, and W. Duston, "Theory and Empirical Results in Real-World Studies of Human Judgment: Three Shopping Behavior Examples." Technical Report Number 1, Center for Behavioral Studies, the Institute for Policy Research, the University of Wyoming, March, 1977.

Meyer, R., I. Levin, and J. Louviere, "Methods for Analyzing Travel Behavior in Simulated Choice Environments: A Review." Discussion Paper Number 31, Department of Geography, University of Iowa, 1980.

Meyer, R., and J. Louviere, "Theory and Methods in the Behavioral Analysis of Migration Intentions: An Application to Post-Retirement, Housing Decision," Working Paper 35-80-81, Graduate School of Industrial Administration, Carnegie-Mellon University.

Meyer, R. and T. Eagle, "A Parsimonious Multinomial Choice Model Recognizing Alternative Independence and Context-Dependent Utility Functions," Working Paper 26-80-81, Graduate School of Industrial Administration, Carnegie-Mellon University, 1981.

Meyer, R., J. Louviere, and T. Eagle, "The Effect of Attribute Variance and Choice Model Parameter Estimates," Graduate School of Management, University of California, Los Angeles, October 1982.

Currim, I. S., R. Meyer, and N. Le, "A Concept-Learning System for the Inference of Production Models of Consumer Choice," Graduate School of Management, University of California, Los Angeles, February 1986.

Le, N., R. Meyer, and I. Currim, "CLS: Disaggregate Tree-Structured Modeling of Consumer Choice Data, User's Manual," Graduate School of Management, University of California, Los Angeles, February 1986.

Meyer, R. J., and Currim, I., "Recovering Contingent Processes in Consumer

Judgement: A Comparison of Revealed and Direct Assessment Methodologies," Marketing Department, Wharton School of Business, July 1992.

Meyer, R. J., and J.D. Cripps, "Inferring Complex Likelihoods from Serial Observation of Data: Biases in Learning and Choice", Department of Marketing, Wharton school of Business, 1996

Kunreuther, Howard, Van de Bulte, C., and R. Meyer, "Risk Analysis for Extreme Events: Economic Incentives for Reducing Future Losses", *NIST Monograph GCR 04-871*, National Institute of Standards Technology, Washington, 2004.

Meyer, R. J., and H. Kunreuther, "Learning from Experience about Natural-Hazards", Working Paper, *Wharton Center for Risk Management and Decision Processes*, 2005.

Meyer, R.J., "Development and Testing of a Dynamic Hurricane Simulator for the Laboratory Study of Hurricane Preparedness and Mitigation Decisions" *Wharton Center for Risk Management and Decision Processes*, 2010.

Meyer, R. J., Horowitz, M., Wilks, D., and K. Horowitz, "A Mutualized Risk Market with Endogenous Prices, with Application to U.S. Landfalling Hurricanes, *Wharton Center for Risk Management and Decision Processes*, 2009.

Baker, Earl J., Broad, K., Czykowski, J., Meyer, R., and B. Orlove, "Risk Perceptions and Preparedness among Mid-Atlantic Coastal Residents in Advance of Hurricane Sandy" *Wharton Center for Risk Management and Decision Processes*, 2012.

B. Papers Presented at Professional Meetings

"Decision Making Market Segmentation — An Approach to Mass Transit Marketing," with K. Koutsopoulos, Western Social Science Association, April, 1976.

"An Experimental Analysis of Student Apartment Selection Decisions Under Uncertainty," Special Session on Human Judgment and Spatial Behavior, Great Plains-Rocky Mountain Division of the Association of American Geographers, October, 1976.

"A Psychometric Meeting Approach to the Study of Primary Health Care Decision Making," with K. Koutsopoulos and D. Henley, Association of American Geographers, April, 1977.

- "Functional Analysis of Mode Choice," with I. Levin, and J. Louviere, Transportation Research Board, January, 1978.
- "Issues in Modeling Travel Behavior in Simulated Choice Environments: A Review," with I. Levin, D. Henley, and J. Louviere, Special Session on Mathematical Travel Modeling, Association of American Geographers, April, 1978.
- "Modeling Individual Responses to Non-Discrete Conservation Alternatives: ALaramie, Wyoming, Case Study," with J. Louviere, Association of AmericanGeographers, November, 1988.
- "A Time-Based Theory of Locational Preference Formation," Association of American Geographers, April, 1980.
- "Utility, Uncertainty, and Spatial Adaptation: A Behavioral Theory of Destination Choice Set Formation," Transportation Research Board, January, 1980.
- "Combining Simulation and Revealed Preference Methods in Analyzing Travel Behavior," with I. Levin and D. Henley, Transportation Research Board, January, 1980.
- "A Behavioral Analysis of Retirement Migration Decisions," with I. Levin, J. Louviere, G. Rushton, and F. Pampel, Nova Behavioral Conference on Aging, January, 1980.
- "Stochastic Destination Choice Within Evoked Sets of Alternatives," Association of American Geographers, April, 1980.
- "Consumer Information Search and Choice Behavior: Two Models and Empirical Tests," Interdisciplinary Conference on Choice Theory, April, 1980.
- "Forecasting Migration Search and Choice Behavior: Two Models and Empirical Tests," Interdisciplinary Conference on Choice Theory, April, 1980.
- "Theory and Methods in the Behavioral Analysis of Migration Intentions: An Application to Post-Retirement Housing Decisions," with J. Louviere, Regional Science Association, November, 1980.
- "Laboratory Simulation vs. Revealed Preference Methods for Estimating Travel Demand Models: An Empirical Comparison," with I. Levin, J. Stoner, J. Louviere, and D. Henley, Transportation Research Board, January, 1981.
- "Multiattribute Weight Shifting: An Approach to Modeling Context and Dominance Effects in Individual Choice Behavioral," with J. Louviere,

Colloquium on the Effect of Item Similarity on Choice Probabilities, Duke University, June, 1981.

"A Dynamic Multi-Attribute Choice Model of Consumer Response to Product Innovations," Conference on Analytic Approaches to Product and Marketing Planning, Vanderbilt University, October, 1981.

"A Cognitive Theory of Evaluation," with A. Mitchell, and T. Smith, Association of Consumer Research, October, 1981.

"Problems of Error Correlation and Intransferability in Stochastic Choice Modeling: Some Recent Developments," Meetings of the Institute of British Geographers, January, 1982.

"The Effect of Attribute Variance as Choice Model Parameter Estimates," Association for Consumer Research, October, 1981.

"A Dynamic Analysis of Consumer Attribute Trade-Offs," with A. Sathi, First Marketing Science Conference, University of Southern California, March, 1983.

"The Effect of Choice Context on Parameter Variation in Multinomial Logit Models: A Review," Psychometric Society, June 1983.

"Market Tests of a Disaggregate Stochastic Model of Consumer Preference Dynamics," ORSA/TIMS, November, 1983.

"A Disaggregate Stochastic Model of Consumer Preference Dynamics," Regional Science Association, November, 1983.

"The Role of Mathematical Models in Marketing Theory: An Example from the Study of Multiattribute Learning," AMA Marketing Theory Conference, February, 1984.

"Context Dependencies in Discrete Choice Models: Transferability Under Set Size and Positioning Variations," with E. Johnson, Marketing Science Conference, March, 1984.

"The Application of Probabilistic Choice Models to the Analysis of UPC Scanner Data: Issues in Aggregation and Choice Set Specification," Marketing Science Conference, March, 1984.

"Learning in Multiattribute Utility Analysis," Association for Consumer Research, October, 1984.

"On the Representation and Measurement of Consumer Choice Under Limited

- Information," AMA Marketing Theory Conference, February, 1985.
- "The Use of Computational Learning Algorithms to Infer the Form of Consumer Heuristic Choice Functions," with I. Currim and N. Le, Marketing Science Conference, March, 1985.
- "The Evolution of Attitude Structures," AMA Attitude Theory Conference, May, 1985.
- "Choice Set Configuration Effects on the Transferability of Probabilistic Choice Models," with E. Johnson, Association for Consumer Research, October, 1986.
- "An Algorithmic Approach to the Induction of Hierarchical Choice Processes," with I. Currim, Association for Consumer Research, October, 1986.
- "Inferring Production-System Models of Consumer Choice Based on Scanner Data," with I. Currim, ORSA/TIMS, November, 1985.
- "CLS: Production-System Models for Disaggregate Consumer Demand Analysis," with I. Currim, AMA New Product Development and Testing Workshop, March, 1986.
- "When Choice Models Fail: Compensatory Models in Efficient Sets," with E. Johnson, Marketing Science Conference, March, 1986.
- "Generalized Multiattribute Utility Models as Theories of Brand Loyalty," Association for Consumer Research, October, 1986.
- "Purchase Timing and Volume Decisions in a Dynamic Price Environment," ORSA/TIMS, October, 1986.
- "A Normative and Descriptive Analysis of Sequential Buying Under Price Uncertainty," with J. Assuncao, Marketing Science Conference, June, 1987.
- "Inferring Production-System Models of Decision Making Through Induction and Direct Elicitation: An Empirical Comparison of Methods," with I. Currim, Association for Consumer Research, October, 1987.
- "The Optimality of Consumer Decisions of What, When, and How Much to Buy," with J. Assuncao, Association for Consumer Research, October, 1987.
- "A Formal Description Theory of Consumer Temporal Buying Decisions," with J. Assuncao, TIMS/ORSA, April, 1988.

- "An Analysis of Consumer Multiattribute Judgments under Weight Uncertainty," with B. Kahn, Marketing Science Conference, March, 1989.
- "Are 'New and Improved' Products Worth the Price? Consumer Multiattribute Judgments Under Attribute Weight Uncertainty," Association for Consumer Research, October, 1989.
- "Biases in Consumer Learning of Multinomial Distributions," with J. Cripps, Marketing Science Conference, March 1990.
- "Heuristics and Biases in Sequential Decision Making," BANF/University of Alberta, Invitational Symposium on Choice Theory, May 1990.
- "Optimality in Consumer Response to Promotions," AMA Doctoral Consortium, Gainesville, FL., August 1990.
- "Ambiguity and Multiattribute Utility Assessment," ORSA/TIMS, November 1990.
- "How well have we done? Benchmarks for Brand Choice Models," with M. Kalwani and D. Morrison, Marketing Science Conference, March 1991.
- "Heuristics and Biases in Durable Replacement Decisions," with J. Cripps, Marketing Science Conference, Wilmington, DE, March 1991.
- "The Integration of Uncertain Gains and Losses in Multiattribute Decision Making," *Association for Consumer Research*, Chicago, IL, October 1991.
- "The Optimal of Durable Replacement Purchases," with J. Cripps, Conference on Behavioral Decision Research in Management, Berkely, CA, May 1992.
- "Recovering Contingent Process in Consumer Judgment: A Comparison of Methods," with I. Currim, Marketing Science Conference, London, July 1992.
- "Intuitive Dynamic Pricing Under Demand Uncertainty," with J. Walsh and R. Tyagi, *Marketing Science Conference*, St. Louis, Mo., March 1993.
- "Optimality in Intuitive Sequential Decision Making," Duke Invitational Symposium on Choice Theory, July 1993.
- "Optimal Stopping and Deciding When to Decide," *Association for Consumer Research Meetings*, Boston, October 1994.

“Modeling Learning in Stochastic Games”, Duke Research Camp on the Time Course of Preferences, Durham, NC, 1995.

“Naive Automata Play a Game of Preemptive Innovation,” *Marketing Science Conference*, Gainesville, FL, 1996.

“Biases in Strategic Reasoning”, *Charleston Conference on Managerial Decision Making*, May 1997

“On the Psychology of Repair”, *Association for Consumer Research*, Denver, CO, October, 1997

“Empirical Learning with Automated Agents”, *INFORMS*, Dallas, TX, October, 1997

“Process-Tracing Data as a Cross-Validation tool in Discrete-Choice Analysis”, paper presented at the HEC Choice Theory Conference, France, July 1998

“Heuristics and Biases in Intuitive Maintenance Decisions”, *Society for Consumer Research*, St. Petersburg, FL, February 1999.

“Heuristics and Biases in Judgments About Extreme-Value Distributions”, *Marketing Science Conference*, Syracuse, NY, May 1999

“A Theory of Intuitive Maintenance”, *Behavioral Decision Research in Management*, Miami, FL, June 1999.

“Training the Multilingual Judge: The Effect of Learning on Response-Mode Biases in Multiattribute Decision Making”, With J. Irwin, *Association for Consumer Research*, Columbus, OH, October 1999

“Limits to Learning in Complex Decision Making Environments”, *Asian Conference on Experimental Business Research*, Hong Kong, December 1999

“The Rational Fairness of Prices”, *Association for Consumer Research*, Salt Lake City, October 2000.

“Failures to Learn in Complex Decision Making Environments”, *Marketing Science Conference*, Los Angeles, June 2000.

“Learning Biases in High-Stakes Settings: The Case of Earthquake Mitigation”, *Workshop on High-Stakes Decision Making, Invitational Choice Symposium*, Pacific Grove, CA, May 2001.

“Failures to Learn in Complex Decision Making Environments”, *American*

Marketing Association Doctoral Consortium, Miami, Florida, June 2001.

“The Psychology of Price Shocks”, with N. Janakiraman and A. Morales and “Rational Fairness of Prices”, *Association for Consumer Research*, Austin, Texas, October 2001.

“Consumer Price Neglect”, with D. Banks and J. W. Hutchinson, *Marketing Science Conference*, Edmonton, Alberta, June 2002.

“The Psychology of Consumer Time Budgeting”, with Narayan Janakiraman, and Stephen Hoch, *Marketing Science Conference*, College Park, MD, June 2003

“Why You Can’t Teach Old Consumers New Tricks: An Experimental Analysis of Consumer Utilization of Innovative Product Attributes”, with Shengui Zhao and Jin Han, *Marketing Science Conference*, College Park, MD, June 2003

“Biases in Managerial Inferences about Customer Value from Purchase Histories: Intuitive Solutions to the Mailing-List Problem”, with David Schweidel and Peter Fader, *Marketing Science Conference*, College Park, MD, June 2003

“Observing Unobserved Heterogeneity: Using Process Data to Enhance Choice Models”, with Eric Johnson and Bruce Hardie, *Marketing Science Conference*, College Park, MD, June.2003

“Are Consumers Really Suboptimal Searchers? The Effect of Learning and Task Format on the Optimality of Stopping Decisions in Sequential Search Tasks”, with Wes Hutchinson, *Association for Consumer Research*, Toronto, October 2003

“Observing Unobserved Heterogeneity: Using Process Data to Enhance Choice Models”, with Eric Johnson and Bruce Hardie, *Association for Consumer Research*, Toronto, October 2003.

“The Rationality of Consumer Decisions to Adopt and Utilize Product-Attribute Enhancements: Why Are We Lured by Product Features We Never Use”, with J. Han and J. Zhao, *Second International Conference on Experimental Business Research*. Hong Kong , December 2003.

“Toward formal Behavioral Theories of Dynamic Decision Tasks”, 2004 Invitational Choice Symposium, Estes Park, CO, June 2004

“The Enhancement Biases in Consumer Forecasts of Utility for Novel Product

Attributes”, with S. Zhao. *Association for Consumer Research*, San Antonio, October 2005

“Biases in Predicting Preferences for Wholes from Product Fragments”. With S. Zhao, *Association for Consumer Research*, October 2005

“Heuristics and Biases in Consumer Reactions to Next-Generation Products”, First Conference on Bridging Operations and Marketing, Lisbon, Portugal, December 2005.

“Myopia in the Hurricane Belt: Why Consumers and Managers Fail to Learn from Experience”. *Marketing Science Conference, Pittsburgh*, May 2006.

“Pattern-matching processes and the functional form of utility functions”. *Seventh Invitational Choice Conference*, Philadelphia, June 2007.

“Why we under-prepare for Hazards”, *Western States Seismic Policy Conference*, Reno, Nevada, October 2007.

“Strategies for better protecting against disasters”, *Princeton Conference Behavioral Perspectives on Public Policy*, Princeton, NJ, October 2007

“Trade-offs in the dark: Exemplar-Based Learning and Extrapolated Preference Functions”, with Yanliu Huang, *Society for Judgment and Decision Making Conference*, Long Beach, CA, November 2007.

“Biases in Prior Valuations and Subsequent Utilization of Novel Product Attributes”, *Marketing in Israel Conference, Jerusalem*, December 2007

“Biases in Trial-and-Error Learning in Mitigation”, *Behavioral Research in Management Conference*, San Diego, April 2008

“Dysfunctional Learning from Non-Event Feedback”, *National Center for Risk and Economic Analysis of Terrorism*, Los Angeles, August 2008

“A Mutualized Risk Market with Endogenous Prices, with Application to U.S. Landfalling Hurricanes”, *Extreme Events Project Conference*, Center for Risk and Decision Processes, University of Pennsylvania, October 2008

“Heuristics and Biases in Dynamic Decision Making”, *Erin Anderson B2B Invitational Research Conference*, University of Pennsylvania, October 2008

“The Virtual Hurricane Lab: Using Laboratory Simulation of Model Consumer Responses to Mitigation Innovations”, meetings of *the Society for*

Insurance Research, Orlando, FL September, 2009

“Modeling Extrapolated Preferences”, with Yanliu Huang, *Association for Consumer Research*, Long Beach, Pittsburgh, PA, October 2009

“The Psychology of Adaptation to Low-Probability Extreme Events: the Case of Hurricane Mitigation”, *Predicting the Climate of the Coming Decades*, School of Marine and Atmospheric Sciences, University of Miami, January 2009.

“The Virtual Hurricane Lab”, Presented at the National Hurricane Conference, Orlando, April 2010

“Biases in Information Search Patterns: Evidence from Financial Settings”, Eighth Invitational Choice Symposium, Key Largo, FL, May 2010

“Heads in Sand: Failures to Gather Information in Advance of Low-Probability, High Consequence, Events”, *Marketing Science Conference*, Cologne, June 2010

“Using Simulations to Study Responses to Natural Hazard Threats”, International Geophysical Union, San Francisco, December 2010.

“Leaving Something for the Imagination: the Effect of Visual Concealment on Preferences” *Society for Consumer Psychology*, Atlanta, GA February 2011.

“Using Lab Simulations to Study Protective Responses to Hurricane Events”, with K. Broad and B. Orlove, NSF/NOAA Workshop Hurricane Preparedness, National Hurricane Center, Miami, FL, April 2011

“Heads in the Sand and Safe Harbors: Quasi-Rational Avoidance of Beneficial Financial Information” *Association for Consumer Research*, St. Louis, MO, October, 2011.

“Should I Take this call? Biases in Consumer Dynamic Usage Allocation and Learning under Multi-part Tariffs”, with A. Gopalakrishnan, and R. Iyengar, : Theory and Empirical Evidence”, *Marketing Science Conference*, Boston, July 2012

“Biases in Decisions to Seek and Avoid Financial Information” *Boulder Summer Conference on Consumer Financial Decision Making*, June, 2012.

“Biases in Variety-Seeking Dynamics”, *Ninth Invitational Choice Symposium*, Netherlands, June 2013.

“Intuitive Dynamic Optimality”, *Tenth Invitational Choice Symposium*, Lake Louise, Canada, May 2016

“Make America Tweet Again: A Dynamic Analysis of Micro-blogging During the 2016 U.S. Republican Primary Debates”, Association for Consumer Research, San Diego October 2017

“Emotional Volatility”, with J. Berger, Association for Consumer Research, Dallas, October 2018

“Have you heard the news? The effect of repeated summarization on the content of news”, with S. Melumad, Y. Kim, and A. Nenkova, Association for Consumer Research, Dallas, October 2018

“The Mobile Truth Serum: The Enhancing Effect of Smartphones on Self-Disclosure”, with S. Melumad, Theory and Practice of Marketing Conference, June 2019

“The Mobile Truth Serum: The Enhancing Effect of Smartphones on Self-Disclosure”, with S. Melumad, Association for Consumer Research, October 2019

“ Full Disclosure: How Smartphones Enhance Consumer Self-Disclosure” with S. Melumad, AMA Winter Educators’ Meeting, February 2020

“How Technology is Remaking Consumer Choice Processes”, Keynote, Frontiers in Service Conference, June 2021 (Virtual)

C. Invited Colloquia at Universities

Department of Geography, University of California, Santa Barbara, May 1980
Graduate School of Business, University of Washington, July 1981
Graduate School of Management, University of Rochester, 1982
Department of Geography, University of California, Santa Barbara, November 1983
Fuqua School of Business, Duke University, February 1984
College of Business Administration, University of Florida, March 1986
Johnson Graduate School of Management, Cornell University, February 1987
College of Business Administration, Pennsylvania State University, May 1989
Graduate School of Business, University of Arizona, January 1990
Graduate School of Business, University of California, Irvine, May 1990
Olin School of Business, Washington University, February 1991
Johnson Graduate School of Management, Cornell University, November 1991
University of Florida Winter Research Retreat, February 1992

Phelps Lecture Series, University of Michigan, April 1992
Department of Regional Science, University of Pennsylvania, November 1992
Faculty of Business, University of Alberta, November 1992
Sloan School of Business, MIT, February 1993
Simon Graduate School, University of Rochester, February 1994
Stanford University Summer Research Camp, August 1994
Duke University Research Camp, September
1995 Graduate School of Industrial Administration,
Carnegie-Mellon University, 1996 Australian Graduate
School of Management, Univ. New South Wales, 1996
Faculty of Economics, University of Sydney, 1996, 998
Yale Marketing Camp, December 1998
Graduate School of Business, Stanford University, May 1999
Haas School of Business, University of California, Berkeley, May 1999
College of Business, University of Miami, April 1999
Graduate School of Business, Columbia University, 2002
Singapore Management University, 2002, 2003
Tsukuba University, Japan, December 2006
Penn State University, February 2007
University of Arizona, November 2007
University of Houston, November 2008
University of Alberta, December 2009
NOAA National Hurricane Center, July 2010
National Center for Atmospheric Research, May 2011
University of Technology, Sydney, June 2011
University of Michigan, January 2012
University of Kansas, October 2012
Harvard University, January 2013
Boston College, January 2013
Tulane University, February 2013
ESCP, Paris, January 2013
University of Utah, February 2013
Texas A&M University, March 2013
University of Delaware, March 2013
University of Maryland, March 2013
University of Notre Dame, December, 2013
Michigan State University, September 2014
Cornell University, October 2014
University of Miami, September 2015
Baruch College, February 2016
University of Texas, Arlington, March 2016
University of Massachusetts, March 2016
University of Manitoba April 2016
Bocconi University May 2016
Duke University February 2017

University of Vienna May 2018
Univ. of Florida October 2019

IV. PROFESSIONAL ACTIVITIES

A. Editorial Activities

Editorial Positions

Senior Editor, AMA Journals, June 2016-present
Editor-in-Chief, *Journal of Marketing Research*, July 2012-June 2016
Associate Editor, *Journal of Marketing*, July 2013-present
Associate Editor, *Journal of Consumer Research*, July 2011-June 2012
Associate Editor, *Journal of Marketing Research*, June 2009-June 2012
Area Editor, *Marketing Science*, 2007-June 2012
Co-Editor, *Marketing Letters*, July 1994 – August 2000
Area Editor, *Marketing Science*, November 1988 - March 1995,
Associate Editor, *Journal of Consumer Research*, October 1994 - July 1996

1. Editorial Review Boards

Journal of Consumer Research, 1982 - present

JCR Outstanding Reviewer Award, 1988, 2003, 2019

Journal of the Academy of Marketing Science, 2013-present

Journal of Consumer Psychology, 1993 - 2012

Journal of Retailing, 1985 - 2004

Advisory Editor, *Special Issue on Applications of Scanner Data*, 1990-91

Marketing Letters, 1988 – 1994; 2006-2012

Marketing Science, 1994 – 2007

Monographs in Consumer Research, 1997-2005

2. Ad-hoc Reviewing

ACR Proceedings, 1981 - present

AMA Proceedings, 1981 – 2000

Bulletin of the American Meteorological Society, 2010

Environment and Planning, 1989 - 1990

Geographical Analysis, 1981 - 1995

Journal of Marketing, 1983 - present

Journal of Marketing Research, 1983 - present

Journal of Mathematical Psychology, 1984 - 1989

National Science Foundation Grant Proposals, 1987 - present

Management Science, 1985 - present

Transportation Research, 1982 – 2010

Weather and Society, 2010

3. Other editorial activities

President, *Journal of Consumer Research Policy Board*, 2019-2021

Marketing Science Editor search committee, 2007

B. Professional Conference Activities

1. Conference Organization Experience

Association for Consumer Research Conference Board, 1987, 1992, 1993, 1994, 1995

Advisory Committee, TIMS Marketing Science Conference, 1988

Organizer, special plenary session on Recent Developments in Behavioral Modeling, TIMS Marketing Science Conference, 1988

Organizer, session on Behavioral Models of Choice Dynamics, TIMS/ORSA Conference, 1988

Organizer, special session on Modeling Ambiguity Effects, Association for Consumer Research, 1989.

Organizing Committee and Track Chair, Banf Invitational Symposium on Choice Theory, May 1991

Organizer, special session on Recent Developments in Modeling Judgment Under Uncertainty, Association for Consumer Research, 1991.

Organizing Committee and Track Chair, Duke Invitational Symposium on Choice Arrangements Chair, TIMS/ORSA National Spring Meetings, 1986 Theory, July 1993.

Co-Chair, 1995 AMA Doctoral Consortium

Organizing Committee and Track Chair, Columbia Invitational Symposium on Choice Theory, 1996

Co-Chair, 1999 Association for Consumer Research Meetings

Co-Chair, 2007 Seventh Invitational Choice Symposium

Co-Chair, 2010 Eighth Invitational Choice Symposium

Co-organizer, Behavioral Insights from Text Conference, Wharton, 2017-2020

Organizing Committee, Invitational Choice Symposium, May 2019, 2022

Co-Chair, Psychology of Technology Conference, November 2022

2. Other Participation

Discussant, 1980 Regional Science Meetings

Discussant, 1984 AMA Marketing Theory Conference

Discussant, 1984 Marketing Educators' Conference

Discussant, 1988 Marketing Science Conference

Discussant 1988 Association for Consumer Research Meetings

Discussant, 1988 Wharton Competitive Student Conference
Panelist, 1989 Columbia-Wharton Marketing Seminar
Panelist, 1989 Columbia Summer Marketing Workshop
Discussant, 1993 Association for Consumer Research Meetings
Plenary Session Discussant, 1994 Marketing Science Conference
Discussant, 1994 Association for Consumer Research Meetings
Discussant, 1995 Association for Consumer Research Meetings
Panelist, 2009 MSI Practice Prize Conference
Panelist, AMA Winter Educators' Conference 2013, 2014, 2015
Panelist, AMA Doctoral Consortium, 2013, 2014, 2015, 2016
Panelist, AMA Summer Educators' Conference, 2013,2014
Panelist, ACR Doctoral Consortium 2012, 2013
Panelist, AMA-Sheth Asian Doctoral Consortium, 2014-2021.
2016 Panelist, ISMS Marketing Science Consortium, 2014, 2015

C. Congressional Testimony

U.S. Senate Hearings on Post-Transactional Marketing, Senate Commerce
Committee, October 2008

V. UNIVERSITY SERVICE

A. Committee Membership

1. Chairs of Doctoral Committees

Joao Assuncao, UCLA Marketing, 1990
John Cripps, UCLA Marketing, 1991
Yong Shi, Wharton Marketing, 1994
Darryl Banks, Wharton Marketing, 1998
Wilfred Amaldoss, Wharton Marketing, 1998
Narayan Janakiraman, Marketing, 2005
Shengui Zhao, Wharton Marketing 2006
Jeffrey Larson, Wharton Marketing 2007
Jeffrey Cai, Wharton Marketing 2015
Uri Barnea, Wharton Marketing 2019

2. Doctoral Dissertation Committees

Scott Mackenzie, UCLA Marketing, 1982-1983
Mita Sujan, UCLA Marketing, 1982-1983
Joseph Orsini, UCLA Marketing, 1982-1985
Judith Zaichowsky, UCLA Marketing, 1982-1983
Iris Furstenberg, UCLA Psychology, 1982-1983
Cynthia Yelvington, UCLA Psychology, 1982-1983

Debra Marlino, UCLA Marketing, 1984-1985
 Konraad Lecot, UCLA Computer Science, 1985-present
 Linda Leon, UCLA Management Science, 1987-1989
 Linda Price, Columbia Marketing, 1988
 Chitrabhanu Bhattocharya, Wharton Marketing, 1992
 Sharmila Chaterjee, Wharton Marketing, 1992
 Sankar Sen, Wharton Marketing, 1992
 Mohanbir Sawhney, Wharton Marketing, 1992
 Robin Siegal, Wharton Decision Sciences, 1994
 Kim Taylor, Wharton Decision Sciences, 1994
 Rajeev Tyagi, Wharton Marketing, 1995
 Marjorie Adams, Wharton Marketing 1995
 Nancy Buchan, Wharton Marketing 1996
 Sam Hui, Wharton Marketing 2007
 Xiaoyan Deng, Wharton Marketing 2008
 David Philens, University of Technology, Sydney, 2008
 Jessica Bolson, Marine Sciences, University of Miami, 2009
 Luke Greenacre, University of Technology, Sydney, 2009
 Chelsea Wise, University of Technology, Sydney, 2010
 Livia Levine, Wharton Legal Studies, 2014
 Arun Gopalakrishnan, Wharton Marketing 2014
 Valeria Stourm, Wharton Marketing, 2014
 Katie Yang, Wharton Marketing 2017
 Sydney Scott, Penn Psychology, 2017
 Shalena Srna, Wharton Marketing, 2018
 Tong Lu, Wharton Marketing, 2018

3. School/University Committees

UCLA/AGSM Research Paper Committee, 1985-1987, Chair 1986-1987
 Elected Member of UCLA/AGSM Staffing Committee, 1983-1984, 1987-1988
 UCLA Campus Privilege and Tenure Committee, 1987-1988
 Wharton Research Committee, 1990-1991
 Wharton MBA Executive Committee, 1992-93.
 Wharton Management Quintennial Review Committees, 1993-2012
 Wharton Doctoral Executive Committee, 1994-1996
 Wharton Advisory Committee on Academic Personnel, 1997-1999

VI. AWARDS AND GRANTS

A. Research Awards

2001 John D.C. Little Award for best paper in an INFORMS
 Journal, 2000

2001 Frank Bass Award for best article based on a doctoral dissertation

1994 Frank Bass Award for best article based on a doctoral dissertation

Finalist, 1994 O'Dell Award for best article in *Journal of Marketing Research*, judged after five years

A. GRANTS

Co-PI, UWIN Urban Water Sustainability Grant (NSF), \$175,000; 2015-2020

Co-PI, NSF, "WSC-Category 2 Collaborative: Robust Decision-Making For South Florida Water Resources", \$456,000, 2012-2016

Co-PI, NSF, "Decisions from Experience and the Role of Feedback in Environmental Decisions"
\$450,000, 2012-2014

Co-PI, NSF/NOAA Grant to study Hurricane Warning Risk Perception. Funding: \$397,000, 2009-11.

Investigator, Center for Research on Environmental Decision Making. Total Funding: \$5,000,000, 2010-2015

Co-PI, Florida Catastrophic Storm Risk Management Center, Florida State University, to study communication in hurricane mitigation. Funding: \$60,000, 2008

Co-Principle Investigator (with P. Kleindorfer and H. Kunreuther), NIST Grant to study individual mitigation decisions, 2002 (2 years), Funding: \$100,000

Principle investigator, SMU/Wharton Research Grants, 2002-4 (3 years).
Funding: \$33,000/year

Research Grants, Huntsman Center for Research on Technological Competition, 1992 – 1994 (Total Funding: \$15,000).

Principle Investigator, "Experimental Analysis of Consumer Buying Dynamics," National Science Foundation, 1989 (1 Year), Finding: \$54,000

Eight UCLA Faculty Research Grants, 1982-1989

Associate Investigator (Principal Investigator: Dr. Irwin Levin), "Behavioral Processes Underlying Transportation Model Choice," U.S.D.O.T, July to

November, 1979

Associate Investigator (Principal Investigator: Dr. Gerard Rushton), "Elderly Migration," Institute on Aging, August 1979 to present

Associate Investigator (Principal Investigators: Dr. L. Turner and Dr. J. Louviere), "Housing Decision by the Elderly," Administration on Aging, October 1979

UCLA Chancellor's Career Development Grant, 1984

USDOT/UMTA Fellowship 1978