

MATHEW S. ISAAC

Albers School of Business and Economics
Seattle University
901 12th Avenue, Pigott 401
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isaacm@seattleu.edu
<https://www.seattleu.edu/directory/profiles/mathew-isaac-phd>

ACADEMIC POSITIONS

<i>Seattle University Loyola Endowed Professor</i>	<i>2025 - present</i>
<i>Chairperson of the Marketing Department</i>	<i>2022 - present</i>
<i>Full Professor (with tenure)</i>	<i>2020 - present</i>
<i>Thomas F. Gleed Chair of Business Administration</i>	<i>2022 - 2025</i>
<i>Genevieve Albers Professor</i>	<i>2018 - 2021</i>
<i>Associate Professor (with tenure)</i>	<i>2016 - 2020</i>
<i>Assistant Professor</i>	<i>2011 - 2016</i>
Department of Marketing – Albers School of Business and Economics, Seattle University	
<i>Visiting Professor</i>	<i>2023-2026</i>
Indian School of Business	
<i>Visiting Professor</i>	<i>2021-2022</i>
Department of Marketing – Cox School of Business, Southern Methodist University	
<i>Visiting Research Scholar</i>	<i>2017-2018, 2014-2015</i>
Department of Marketing – Foster School of Business, University of Washington	
<i>Post-Doctoral Research Fellow</i>	<i>2010 - 2011</i>
Department of Marketing – Kellogg School of Management, Northwestern University	

EDUCATION

<i>Ph.D., Marketing</i>	<i>2006 - 2010</i>
Kellogg School of Management, Northwestern University	
<i>MBA, Finance & Strategic Management</i>	<i>1998 - 2000</i>
Booth School of Business, University of Chicago	
<i>BA, Biological Sciences</i>	<i>1992 - 1996</i>
University of Chicago	

ACADEMIC PUBLICATIONS

*refereed

*Pena-Marin, Jorge, Mathew S. Isaac, and Jennifer Hong, "Going Smaller with Precise Numbers: Consequences of Processing Compatibility on Attribute Weighting and Consumer Choice," conditionally accepted, *Journal of Marketing*

*Isaac, Mathew S., Milica Mormann, and Shailendra Pratap Jain (2026), "Invisible Rankings: When Do Consumers Assume Best-to-Worst Ordinality When Choosing from an Unnumbered List?," conditionally accepted, *Journal of Consumer Research*

*Johnson, Alicia M., Daniel Villanova, Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi (2026), "First In, First Out? How Debt Age Affects Debt Prepayment Decisions," *Journal of Marketing Research*. <https://doi.org/10.1177/002224372614197>

*Bauer, Carlos, Mansur Khamitov, Mathew S. Isaac, and Julio Sevilla (2026), "The Visual Moderation Effect: How the Representation of Loyalty Reward Progress Affects Consumer Judgments and Behaviors," *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-025-01133-1>

*Schindler, Robert M. and Mathew S. Isaac (2026), "The Illusion of Victory: How Gambling Affinity Influences Extended-Warranty Decisions," *Journal of Public Policy & Marketing*. <https://doi.org/10.1177/07439156251380124>

*Whitley, Sarah C., Julio Sevilla, and Mathew S. Isaac (2025), "Units or Pounds? How Anchoring on Salient Price Information Influences Product Value Perceptions," *Journal of Marketing Research*, 62 (5), 876-894. <https://doi.org/10.1177/00222437251340367>

*van de Sandt, Julia, Elise Chandon Ince, Mathew S. Isaac, Aaron R. Brough, and Rajesh Bagchi (2025), "The Organized Ask: How Categorizing Data Requests Affects Consumers' Willingness to Disclose Information," *Journal of the Association for Consumer Research*, 10 (3). <https://www.journals.uchicago.edu/doi/10.1086/735027>

*Isaac, Mathew S. and Bobby J. Calder (2025), "Thirty Years of Persuasion Knowledge Research: From Demonstrating Effects to Building Theory to Increasing Applicability" *Consumer Psychology Review*, 8, 3-14. <https://doi.org/10.1002/arc.1107>

*Isaac, Mathew S., Rebecca Jen-Hui Wang, Lucy Napper, and Jesseca Marsh (2024), "To Err is Human: Bias Salience Can Help Overcome Resistance to AI in Healthcare," *Computers in Human Behavior*, 161. <https://doi.org/10.1016/j.chb.2024.108402>

*Mummalaneni, Simha, Rebecca Jen-Hui Wang, and Mathew S. Isaac (2024), "Email Campaigns that Suit the Candidate: Leveraging Automated Text Analysis to Increase Political Donations," *Journal of Interactive Marketing*, 59 (4), 385-399. <https://doi.org/10.1177/10949968241240453>

*Isaac, Mathew S., Julio Sevilla, and Rajesh Bagchi (2024), “The Commission Effect: Framing Affects Perceived Magnitude of Identical Payouts,” *Journal of Experimental Psychology: Applied*, 30 (1), 187–205. <https://doi.org/10.1037/xap0000441>

*Jain, Shailendra Pratap, Pragya Mathur, Mathew S. Isaac, Huifang Mao, and Durairaj Maheswaran (2024), “Brand Extension Failure and Parent Brand Penalty: The Role of Implicit Theories,” *Journal of Consumer Psychology*, 34 (1), 49–65. <https://doi.org/10.1002/jcpy.1343>

*Poor, Morgan and Mathew S. Isaac (2023), “Affective Debiasing: Focusing on Emotion During Consumption Attenuates Attribute Framing Effects,” *Journal of Behavioral Decision Making*, 36 (5), e2347. <https://doi.org/10.1002/bdm.2347>

*Lai, Edward, Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi (2023), “The Easy Addendum Effect: When Doing More Seems Less Effortful,” *Journal of Applied Psychology*, 108 (12), 2040–2052. <https://doi.org/10.1037/apl0001130>

- Featured in *New Scientist, Aeon/Psyche*.

*Isaac, Mathew S. (2023), “The Cure Effect: Individuals Demand Universal Access for Health Treatments that Claim to Eliminate Disease Symptoms,” *Journal of Experimental Psychology: Applied*, 29 (3), 544–556. <https://doi.org/10.1037/xap0000479>

- Featured in *IPR Behavioral Insights Research Center, Psychology Today*.

*Isaac, Mathew S. and Poornima Vinoo (2023), “Bracing for the Sting of Disposal: Product Purgatories Encourage Mental Simulation of the Disposal Process,” *Journal of Consumer Psychology*, 33 (3), 575–582. <https://doi.org/10.1002/jcpy.1342>

- Featured in *Society for Personality and Social Psychology (SPSP) Character & Context, Lifehacker, Psychology Today, Yahoo! Life*.

*Schindler, Robert M., Mathew S. Isaac, and Rebecca Jen-Hui Wang (2023), “Strategic Use of Just-Below Numbers in Packaged-Foods Calorie Information,” *Marketing Letters*, 34 (2), 237–250. <https://doi.org/10.1007/s11002-022-09642-7>

*Koukova, Nevena, Rebecca Jen-Hui Wang, and Mathew S. Isaac (2023), “‘If You Loved Our Product’: Are Conditional Review Requests Effective?,” *Journal of Retailing*, 99 (1), 85–101. <https://doi.org/10.1016/j.jretai.2022.09.002>

- Featured in *Lehigh Business*.

*Schindler, Robert M., Mathew S. Isaac, Eric Dolansky, and Grant C. Adams (2023), “Anxiety, Cognitive Availability, and the Talisman Effect of Insurance,” *Personality and Social Psychology Bulletin*, 49 (4), 642–656. <https://doi.org/10.1177/01461672221077791>

- Featured in *Society for Personality and Social Psychology (SPSP) Character & Context*.

*Graul, Antje R. H., Aaron R. Brough, and Mathew S. Isaac (2022), “How Emotional Attachment Influences Lender Participation in Consumer-to-Consumer Rental Platforms,” *Journal of Business Research*, 139, 1211–1217. <https://doi.org/10.1016/j.jbusres.2021.10.064>

- *Humphreys, Ashlee, Mathew S. Isaac, and Rebecca Jen-Hui Wang (2021), "Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey," *Journal of Marketing Research*, 58 (6), 1101-1119.
<https://doi.org/10.1177/0022243720940693>
- *Isaac, Mathew S., Carl Obermiller, and Rebecca Jen-Hui Wang (2021), "The Downside of Divinity? Reputational Harm to Sectarian Universities from Overtly Religious Advertising," *Journal of Advertising*, 50 (4), 423-440.
<https://doi.org/10.1080/00913367.2021.1940395>
- Featured in *Higher Ed Dive*.
- *Isaac, Mathew S. and Katie Spangenberg (2021), "The Perfection Premium," *Social Psychological and Personality Science*, 12 (6), 930-937.
<https://doi.org/10.1177/1948550620944313>
- Featured in *Society for Personality and Social Psychology (SPSP) Character & Context*.
- *Isaac, Mathew S., Yantao Wang, and Robert M. Schindler (2021), "The Round-Number Advantage in Consumer Debt Repayment," *Journal of Consumer Psychology*, 31 (2), 240-262. <https://doi.org/10.1002/jcpy.1192>
- *Cohen, Marc A. and Mathew S. Isaac (2021), "Trust Does Beget Trustworthiness, and also Begets Trust in Others," *Social Psychology Quarterly*, 84 (2), 189-201.
<https://doi.org/10.1177/0190272520965192>
- *Isaac, Mathew S. and Kent Grayson (2020), "Priming Skepticism: Unintended Consequences of Narrow Persuasion Knowledge Access," *Psychology & Marketing*, 37 (3), 466-478. <https://doi.org/10.1002/mar.21313>
- *Sevilla, Julio, Mathew S. Isaac, and Rajesh Bagchi (2018), "Format Neglect: How the Use of Numerical Versus Percent Rank Claims Influences Consumer Judgments," *Journal of Marketing*, 82 (6), 150-164. <https://doi.org/10.1177/0022242918805455>
- Featured in *Financial Times*.
- *Koschmann, Anthony and Mathew S. Isaac (2018), "Retailer Categorization: How Store-Format Price Image Influences Expected Prices and Consumer Choices," *Journal of Retailing*, 94 (4), 364-379. <https://doi.org/10.1016/j.jretai.2018.08.001>
- *Isaac, Mathew S. and Kent Grayson (2017), "Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility?," *Journal of Consumer Research*, 43 (6), 895-912. <https://doi.org/10.1093/jcr/ucw063>
- Featured in *Forbes*, *New York Times*, *Kellogg Insight*, *Kellogg Magazine*, *The Findings Report*
- *Brough, Aaron R., James E. B. Wilkie, Jingjing Ma, Mathew S. Isaac, and David Gal (2016), "Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption," *Journal of Consumer Research*, 43 (4), 567-582.
<https://doi.org/10.1093/jcr/ucw044>
- Named to the Marketing Science Institute's "must-read" list of 2016 journal articles
 - Featured in *Scientific American*, *Washington Post*, *New York Magazine*, *The Atlantic*, *Slate*, *Yahoo! News*, *Pacific Standard*, *Psychology Today*

*Isaac, Mathew S., Aaron R. Brough, and Kent Grayson (2016), "Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims," *Journal of Marketing Research*, 53 (3), 338-353. <https://doi.org/10.1509/jmr.14.0379>

- Featured in *Kellogg Insight*, *SmartCompany*, *Neurosciencemarketing.com*

*Isaac, Mathew S. and Morgan Poor (2016), "The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Experiential Judgments," *Journal of Consumer Psychology*, 26 (1), 53-65. <https://doi.org/10.1016/j.jcps.2015.05.002>

- Featured in *Harvard Business Review*

*Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2016), "How to Capture Consumer Experiences: A Context-Specific Approach to Measuring Engagement," *Journal of Advertising Research*, 56 (1), 39-52. <https://doi.org/10.2501/JAR-2015-028>

- Selected as the Best Paper to appear in the *Journal of Advertising Research* in 2016 by the journal's Senior Advisory Board and the Editorial Review Board
- Featured in *Kellogg Insight*

*Isaac, Mathew S. and Aaron R. Brough (2014), "Judging a Part by the Size of Its Whole: The Category Size Bias in Probability Judgments," *Journal of Consumer Research*, 41 (2), 310-325. <https://doi.org/10.1086/676126>

- Named to the Marketing Science Institute's "must-read" list of 2014 journal articles
- Featured in *Forbes*, *BizEd*, *Utah Business*, *Montreal Gazette*, *Ottawa Citizen*, *Yahoo! India*

*Isaac, Mathew S. and Robert M. Schindler (2014), "The Top-Ten Effect: Consumers' Subjective Categorization of Ranked Lists," *Journal of Consumer Research*, 40 (6), 1181-1202. <https://doi.org/10.1086/674546>

- Featured in *Financial Times*, *Harvard Business Review*, *Forbes*, *Fast Company*, *The Atlantic*, *Men's Health*, *Vancouver Sun*, *Calgary Herald*, *Science Daily*

*Brough, Aaron R. and Mathew S. Isaac (2012), "Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods," *Journal of Marketing*, 76 (4), 78-91. <https://doi.org/10.1509/jm.11.0181>

- Featured in *Harvard Business Review*, *Time*, *Women's Health*, *Stats and Curiosities* (HBR Press, 2013)

BOOK CHAPTERS

*refereed

*Schindler, Robert M. and Mathew S. Isaac (2026). Effort Motivation and Behavioral Influence. In: Spangenberg, Eric R. and Katie Spangenberg (eds) *Handbook of Social Psychology and Consumer Behaviour*. Edward Elgar, Northampton. *Forthcoming*.

*McElroy, Todd, Michael McCormick, Nikolay Rachev, Mathew S. Isaac, and Irwin P. Levin (2026). Framing the Mind: How Neuroscience and AI Reshape Our Understanding of Decisions. In: Wilhelms, Evan A., and Valerie F. Reyna (eds) *Neuroeconomics, Judgment, and Decision Making*. Psychology Press, vol 2. Routledge, New York. *Forthcoming*.

*Isaac, Mathew S. and Irwin P. Levin (2025). Attribute Framing and Decision Making: An Expanded Typology. In: McElroy, Todd (eds) *Decision-Making in Life and Work*. Integrated Science, vol 36. Springer, Cham. https://doi.org/10.1007/978-3-031-88415-3_12

MANAGERIAL PUBLICATIONS

*refereed

*Auffrey, Christopher, Mathew S. Isaac, Steven W. Kopp, Hannah Marriott, Aparna Sundar, Charles R. Taylor, and Franklin Velasco Vizcaino (2024), "A Stakeholder Approach to the Regulation of On-Premise Signs," *Interdisciplinary Journal of Signage and Wayfinding*, 8 (1), 5-22. <https://doi.org/10.15763/issn.2470-9670.2024.v8.i1.a146>

Isaac, Mathew S. (2023), "Drivers of Success: Restructuring the Cars.com Field Sales Organization," *The Case Centre* (Case Reference no. 523-0087-1).

Isaac, Mathew S. (2023), "Bridging Academia and Industry: Reflections on the Double Legacy of Andy Zoltners (1945-2023)," *Journal of Personal Selling & Sales Management*, 43 (3), 241-244. <https://doi.org/10.1080/08853134.2023.2237195>

Isaac, Mathew S. and Bobby J. Calder (2023), "Persuasion Knowledge in an Evolving Media Landscape: Future Research Directions," *Marketing Science Institute Working Paper Series [22-140]*.

Isaac, Mathew S. (2023), "The Cure Effect: Individuals Demand Universal Access for Health Treatments that Claim to Eliminate Disease Symptoms," *Marketing Science Institute Working Paper Series [22-130]*.

*Cohen, Marc A. and Mathew S. Isaac (2021), "Managers, Don't be Afraid to Trust!," *Rutgers Business Review*, 6 (3), 305-311.

*Isaac, Mathew S. (2021), "Collateral Damage? Consequences of Radically Transparent Reviews in Health Care," *The Joint Commission Journal on Quality and Patient Safety*, 47, 458-460.

*Hong, Jennifer and Mathew S. Isaac (2021), "Location, Location, Location: The Effect of Clutter on Evaluation and Aesthetic Judgment of Off-Premise Signage," *Interdisciplinary Journal of Signage and Wayfinding*, 5 (1), 26-40.

*Isaac, Mathew S. (2020), "A Sign of Trust?: The Value of Source Attribution in Accolade Claims," *Interdisciplinary Journal of Signage and Wayfinding*, 4 (2), 23-36.

*Isaac, Mathew S., Ajay T. Abraham, and Elaine Richards (2019), "Implementing the Challenger Sales Model at Cars.com: A Case Study," *Journal of Business and Industrial Marketing*, 34 (2), 291-302.

*Obermiller, Carl and Mathew S. Isaac (2018), "Are Green Men from Venus?," *Journal of Management for Global Sustainability*, 6 (1), 45-66.

*Isaac, Mathew S. and Morgan Poor (2016), “When (Firsthand) Experience Matters Less Than You Expect: The Influence of Advertising on Repurchase Decisions,” *Rutgers Business Review*, 1 (1), 2-6.

Isaac, Mathew S. (2016), “The Drawbacks of Rate-Your-Doctor Medical Transparency,” *Missouri Medicine*, 113 (3), 90-91.

- Guest editorial, reprinted with permission from the *Wall Street Journal* (April 13, 2016 op-ed)

Brough, Aaron R. and Mathew S. Isaac (2015), “Why Real Estate Agents Should Care about Buyer Usage Intent,” *Keller Center Research Report*, 8 (3), 12-16.

Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2013), “Taking the Customer’s Point of View: Satisfaction or Engagement?,” *Marketing Science Institute Working Paper Series [13-102]*.

- Received Marketing Science Institute’s Top Download Award for 2014, an annual award given to the authors of the working paper that was most downloaded in its first year of publication

*Isaac, Mathew S. and Aaron R. Brough (2012), “For Sale by Owner’ for Less than it’s Worth,” *Graziadio Business Review*, 15 (2).

SELECTED RESEARCH IN PROGRESS

Isaac, Mathew S., Meyrav Shoham, and Rebecca Jen-Hui Wang, “Tie Aversion,” (revising for 3rd round review in *Journal of Marketing Research*)

Pena-Marin, Jorge and Mathew S. Isaac, “Anticipating Trend Reversals During Financial Decision Making: The Dual Association of Round Numbers with Beginnings and Endings” (revising for 3rd round review in the *Journal of Consumer Psychology*)

van de Sandt, Julia, Elise Chandon Ince, Mathew S. Isaac, and Rajesh Bagchi, “Sustainable or Green? Consumer Response to Semantically Similar Eco-Labels,” (under 3rd round review in *Journal of the Academy of Marketing Science*)

Vinoo, Poornima, Grant M. Donnelly, Mathew S. Isaac, and Aaron R. Brough, “Used Enough? The Effect of Categorization on Product Replacement Timing,” (under 2nd round review in *Journal of Marketing Research*)

Vinoo, Poornima and Mathew S. Isaac, “The Donation Option Effect: Sellers’ Receptivity to Lowball Offers Increases when the Opportunity to Donate is Salient,” (revising for 2nd round review in *Journal of Marketing Research*)

Argo, Jennifer J., Virginia Weber, Aaron R. Brough, and Mathew S. Isaac, “Understanding Possession Destruction,” (revising for 2nd round review in *Journal of Consumer Research*)

Brough, Aaron R. and Mathew S. Isaac, “Burn Nike and Smash Keurig: Product Destruction and Public Backlash in Response to Perceived Brand Transgressions,” (under 2nd round review in *Journal of the Academy of Marketing Science*)

ACADEMIC HONORS AND AWARDS

Poets & Quants 50 Best Undergraduate Business Professors of 2025

Center for Business Ethics Faculty Fellowship, Seattle University, 2025-26

Research Grant, American Marketing Association (AMA) Consumer Behavior Special Interest Group (CBSIG), 2025

Marketing Science Institute (MSI) Scholar, Class of 2024

Raman Family Faculty Grant, RoundGlass India Center, Seattle University, 2024, 2026

Reviewer Award, *Journal of Consumer Psychology*, 2023

Reviewer Award, *Journal of Consumer Psychology*, 2021

Provost's Award for Excellence in Research, Scholarship, and Creative Endeavors for Tenured or Tenure Track Faculty, Seattle University, 2020-2021

Outstanding Reviewer Award, *Journal of Consumer Research*, 2020

Visiting Professor Program Fellowship, AEF (Association of National Advertisers (ANA) Educational Foundation), 2020-2021

Summer Faculty Fellowship, Seattle University, 2018

Summer Faculty Research Grant, Albers School of Business and Economics, Seattle University, 2017

The Case Centre Scholarship Recipient, 2016

Marketing Science Institute Research Grant (#4-2025) Recipient, 2016

Summer Faculty Research Grant, Albers School of Business and Economics, Seattle University, 2016

Summer Faculty Fellowship, Seattle University, 2015

Invited Faculty, Marketing Edge Professor's Institute, University of Cincinnati, 2014

Marketing Science Institute Research Grant (#13-102) Recipient, 2013

Transformative Consumer Research Grant Recipient from the Association of Consumer Research, 2013

Winner, State Farm Companies Foundation Doctoral Dissertation Award in Business (\$10,000), 2010

Fellow, Whitebox Advisors Graduate Student Conference (presenter), Yale University, 2010

Haring Symposium Fellow (presenter), Indiana University, 2009

First Place – Student Poster Award at the Society for Personality and Social Psychology (SPSP) Conference, 1 winner selected at each SPSP poster session, 2009

Graduate Management Admissions Council (GMAC) Doctoral Fellowship Award (\$13,000), 2 grants were awarded out of 24 applications, 2009

Winner, Student Travel Grant funded by the Stern School of Business, New York University for the 4th Annual Judgment and Decision Making Pre-conference at the Society of Personality and Social Psychology Conference, 10 of 38 poster presenters received this award, 2009

Winner, Best Paper – Marketing Track, Doctoral Colloquium at the Indian Institute of Management, Ahmedabad, India (20,000 Rs), 2009

Graduate Fellowship, Northwestern University, 2006 – 2010

Peter W. May Merit Scholarship, University of Chicago Graduate School of Business (\$10,000), 1998

Howell Murray Alumni Association Award, University of Chicago, 1996

INDUSTRY EXPERIENCE

Bain & Company, Inc. (Management Strategy Consulting)
Case Team Leader

San Francisco, CA
January 2005 – August 2006

ZS Associates (Sales & Marketing Consulting)
Manager
Senior Consultant

San Mateo, CA; Chicago/Evanston, IL
June 2004 – January 2005
February 2001 – June 2004

Intel Corporation (Technology)
Finance Intern, Systems Manufacturing Group

Hillsboro, OR
June 1999 - September 1999

CONSULTING EXPERIENCE

Industry

Media
Healthcare
Retail
Manufacturing
Technology
Private Equity

Representative Clients

National Public Radio, Lexis Nexis, Cars.com
The Doctors Company, Abbott Laboratories, Allergan
Macy's
Therma-Tru Doors, Masterbrand Cabinets, Atrium Windows
Microsoft, Google, Seagate, VeriSign, Varolii, Tableau Software
Kellwood Company, Bain Capital

Expert Witness

- Prepared expert report for the Washington State Office of the Attorney General (AGO) Consumer Protection Division in State of Washington v. Doxied LLC dba Puppyland, et al. (No. 23-2-05321-0 SEA) – 2024
- Prepared expert report and provided testimony for the Washington State Office of the Attorney General (AGO) Consumer Protection Division in State of Washington v. LLR, Inc., et al. (No. 19-2-02325-2 SEA) – 2020

INVITED SEMINARS

- University of South Carolina Marketing Camp (March 2026)
- University of Washington Tacoma (January 2026)
- University of South Florida (January 2026)
- INSEAD (December 2025)
- University of Arkansas (November 2025)
- Rutgers University (October 2025)
- Indian Institute of Management Indore (September 2025)
- Indian Institute of Management Nagpur (September 2025)
- Chinese University of Hong Kong (June 2025)
- Hong Kong Polytechnic University (June 2025)
- University of Hong Kong Conference on Behavioural Science for Business Relevance – Keynote Speaker (June 2025)
- University of Washington Seattle (March 2025)
- Tulane University (November 2024)
- University of Iowa Marketing Camp (May 2024)
- New York University (February 2024)
- Arizona State University (February 2023)
- Indian School of Business (February 2023)
- Grenoble Ecole de Management (June 2022)
- University of Texas at Arlington (April 2022)
- Peking University (March 2021)
- University of Illinois at Chicago (January 2020)
- Drexel University (October 2019)
- Southern Methodist University (January 2019)
- University of Cambridge (November 2018)
- University of British Columbia (February 2018)
- Utah State University (January 2018)
- University of Alberta (October 2017)
- University of Washington Seattle (March 2015)
- University of Washington Bothell (March 2013)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making

American Psychological Association
American Marketing Association
Academic Advisory Council for Signage Research and Education (Board Member)

SERVICE

To the Discipline

- Incoming Co-Editor: *Journal of Consumer Psychology* (2027-2029)
- Associate Editor: *Journal of Marketing Research* (2023-present)
- Associate Editor: *Journal of Consumer Psychology* (2025-present)
- Associate Editor: *Journal of Consumer Research* (2022-2024)
- Editorial Review Board: *Journal of Marketing* (2025-present), *Journal of Consumer Research* (2018-2022, 2025-present), *Journal of Consumer Psychology* (2018-2024), *Journal of Retailing* (2020-present), *Journal of Advertising* (2016-present), *Journal of Experimental Psychology: Applied* (2021-present), *Psychology & Marketing* (2025-present), *Journal of Marketing Research* (2018-2023)
- Ad-Hoc Reviewer: *Journal of Marketing*, *Journal of the Association of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Public Policy & Marketing*, *Journal of Advertising Research*, *Journal of Behavioral Decision Making*, *Journal of Business Research*, *Marketing Letters*, *Psychology & Marketing*, *International Journal of Consumer Studies*, *Journal of Consumer Behaviour*, *Interdisciplinary Journal of Signage & Wayfinding*, *Journal of Cognitive Psychology*, *Journal of Retailing and Consumer Services*, *Journal of Marketing Theory and Practice*, *Journal of Management for Global Sustainability*, *South Asian Journal of Global Business Research*, *Social Sciences*, *PLOS ONE*, *Thinking & Reasoning*, *Public Opinion Quarterly*
- Secretary/Treasurer (elected), Society of Consumer Psychology (2025-2027)
- Vice-Chair of Conference Programming, American Marketing Association Consumer Behavior Special Interest Group (2021-2024)
- Director, Institute for Public Relations (IPR) Behavioral Insights Research Center (2025-present), Board of Advisors (2023-present)
- Board of Directors, Academic Advisory Council for Signage Research and Education (2018-present), Secretary (2022-2023), Treasurer (2023-2024)
- Co-Chair, Association of Consumer Research Conference (2027)
- Co-Chair, AMA Consumer Behavior Special Interest Group Conference (2024)
- Co-Chair, Consumer Behavior Track, American Marketing Association Winter Conference (2022)
- Co-Chair, Research Skills Workshop, Society of Consumer Psychology Winter Conference (2022)
- Associate Editor: Association of Consumer Research Conference (2019, 2021, 2022)
- Co-Social Chair, Association of Consumer Research Conference (2023, 2026)
- Invited Member of European Science Foundation College of Expert Reviewers (2022-present)

- Blog Creator: *Psychology Today* “All Things Numbered” blog: <https://www.psychologytoday.com/us/blog/all-things-numbered>
- Doctoral Dissertation Committee Member: Shashi Minchael, University of Texas at Arlington (2022-2024)
- Reviewer: Society for Consumer Psychology Dissertation Proposal Competition (2019), AMS Mary Kay Dissertation Competition (2019), AMA John A. Howard/Doctoral Dissertation Award (2023), Marketing Science Institute Alden G. Clayton Dissertation Competition (2019, 2022, 2025)
- Reviewer: Association of Consumer Research Conference (2008-present)
- Reviewer: Society for Consumer Psychology Conference (2009-present)
- Reviewer: Summer & Winter American Marketing Association (AMA) Conferences (2014-present)
- Conference Session Scheduler: Association of Consumer Research Conferences (2007-2008)
- Conference Scribe: CMO Summit, co-sponsored by Marketing Science Institute and McKinsey & Co. (2007)
- Contributor: Sales Force Design for Strategic Advantage (A.Zoltners, P.Sinha, & S.Lorimer, 2004)

To Seattle University

- Committee Member: Albers Dean Search Committee (2024-2025)
- Chairperson: Raman Family Faculty Grant Selection Committee (2024)
- Advisory Board, Seattle University Office of Sponsored Projects (2020-2021)
- Chairperson: Seattle University Summer Faculty Fellowship Review Committee (2020-2021)
- Committee Member: Seattle University Summer Faculty Fellowship Review Committee (2019-2020)
- Committee Member: Seattle University Committee on Faculty Salary (2019-2020)
- Faculty Representative: Seattle University Brand Leadership Group (2013-2016)

To the Albers School of Business and Economics

- Committee Member, Albers Strategic Planning Committee (2023-2024, 2020-2021)
- Co-Chair, Albers Scholarship Review Committee (2020-2021)
- Faculty Mentor to Vladimir Dashkeev, Economics Department (2019-2021)
- Committee Member: Albers Scholarship Review Committee (2018-2020, 2021-2022)
- Committee Member: Director of Marketing & Communications Search Committee (2019)
- Committee Member: Albers Personnel Committee (2018-2019, 2020-2021)
- Committee Member: Albers Strategic Plan Brand Building Task Force (2017-2018)
- Panelist: Reflections on the Jesuit Brand (2017); co-sponsored by Albers Arrupe Alumni, Center for Jesuit Education, Institute for Catholic Thought and Culture, and SU Marketing Communications
- Chairperson: Albers Curriculum and Academic Policy Committee (CAPCOM) (2016-2017)

- Faculty Mentor to Ajay Abraham, Marketing Department (2015-2017)
- Committee Member: Albers Promoting Research Committee (2015-2017)
- Committee Member: Albers Faculty/Student Research Committee (2014-2017)
- Committee Member: Albers Professional MBA Implementation Committee (2013-2016)
- Committee Member: Albers Curriculum and Academic Policy Committee (CAPCOM) (2015-2016)
- Committee Member: Albers Professional MBA Revision Task Force (2012-2013)
- Committee Member: Albers PT MBA Task Force (Bridge MBA) (2012)
- Lead Organizer and Co-Coordinator: Albers Scholarship Seminar Series (2012-present)
- Co-chair, Albers Faculty-Staff Giving Campaign (2014-2015)
- Marketing Instructor: Albers Entrepreneurship program for trafficked, exploited, abused, refugee, and young women at risk; co-sponsored by HERA (Her Equality, Rights and Autonomy) (2015)
- Marketing Instructor: Albers Summer Business Institute (2013-2015)
- Marketing Instructor: Albers Academy of Finance Program (2014)
- Panelist: Reflections by Albers Faculty on the Economics of Inequality, Exclusion, and Consumerism (2014) – a university event with 50+ attendees examining research on markets and the promotion of justice; co-sponsored by the Institute for Catholic Thought and Culture, and Mission and Ministry
- Contributor, Albers Insights: Article titled "Are You Hiring the Wrong Person?" (Fall 2013)

To the Marketing Department

- Chair: Marketing Department (2022-present)
- Chair: Marketing Department Personnel Review Committee (2021)
- Chair: Marketing Department Faculty Candidate Search Committee (2018)
- Presenter: Presidential Campaign Ad Review for Seattle University American Marketing Association (AMA) Chapter (2016)
- Committee Member: Marketing Department Faculty Candidate Search Committee (2011, 2014, 2016)
- Organizer and Presenter: Super Bowl Ad Review for Seattle University Marketing Department (2014-2026)
- Lead Organizer and Coordinator: Screening of *Happy* Documentary (Fall 2018) - a Department of Marketing sponsored event aimed at educating students about the link between consumption and happiness
- Lead Organizer and Coordinator: "If You're So Successful, Why Aren't You Happy" – an Albers speaker's event (featuring Dr. Raj Raghunathan) aimed at educating students about the link between consumption and happiness
- Lead Organizer and Coordinator: "Brand Management and Protection in Emerging Markets" Event (Spring 2017) - an Albers speaker's event (featuring Dr. Yi Qian) aimed at educating students about counterfeit brands in the marketplace
- Grader: Undergraduate Marketing Assessment exam (2012-2014)

- Lead Organizer and Coordinator: “Marketing Beyonce” Event (Spring 2015) - an Albers event with 75+ attendees, aimed at educating students about marketing careers in the entertainment industry
- Lead Organizer and Coordinator: Sales Night (Fall 2012) - a university event with 170 attendees, and Sales Day (Spring 2014) - an Albers event with 50+ attendees, aimed at educating students about sales careers
- Interim Adviser: Marketing Club (Fall 2012)

TEACHING EXPERIENCE

Indian School of Business <i>MKCS: Post-Graduate Marketing Communications Strategy (5 sections, ~130 students)</i>	Hyderabad/Mohali, INDIA 2023-2025
Southern Methodist University Cox School of Business <i>MKTG 6201: MBA Marketing Management (2 sections, ~105 students)</i> <i>MKTG 6212: MBA Advanced Marketing Communications Management (1 section, ~15 students)</i> <i>MKTG 6226: MBA Advanced Marketing Strategy (1 section, ~30 students)</i>	Dallas, TX 2021 2021 2021
Seattle University Albers School of Business & Economics <i>MKTG 4910: AI and Marketing (1 section)</i> <i>MKTG 3500: Introduction to Marketing (19 sections, ~675 students)</i> <i>MBA 5220: Identifying and Accessing Markets (6 sections, ~140 students)</i> <i>MKTG 5325: MBA Sales Management (1 section, ~15 students)</i> <i>MKTG 4910: Brand Management (2 section, ~75 students)</i> <i>MKTG 559/MKTG 5330: MBA Brand Management (1 section, ~20 students)</i> <i>MKTG 3580: Sales Management (3 sections, ~85 students)</i> <i>MBA 5170: Marketing Strategy (5 sections, ~175 students)</i> <i>MBA 5080: Principles of Marketing (1 section, ~35 students)</i> <i>MKTG 4910: Consumption and Happiness (3 sections, ~85 students)</i>	Seattle, WA 2026 2012, 2016-2020 2015 2015 2015, 2017 2014 2014, 2015, 2019 2013-15, 2017 2013 2017-2018
Northwestern University Kellogg School of Management <i>MBA Course Instructor: MKTG 463 - Sales Force Management (1 section, ~45 students)</i> <i>MBA Teaching Assistant: Marketing Management, Channels, Consumer Behavior</i>	Evanston, IL 2011 2007-2010
Loyola University of Chicago, College of Business Administration <i>Course Instructor: MARK 310 - Consumer Behavior (2 sections, ~95 students)</i> <i>Independent Study Supervisor: Marketing Research Methods</i>	Chicago, IL 2009 2009
City Colleges of Chicago <i>Course Instructor: General Equivalency Diploma (GED) Preparatory Course</i>	Chicago, IL 1997-1998
University of Chicago <i>Teaching Assistant: 7 Undergraduate Biology Classes</i>	Chicago, IL 1996-1997

INVITED PROFESSIONAL AND COMMUNITY PRESENTATIONS

“Consuming Wisely: Eight Mistakes that Shoppers Make,” Indian American Community Services, Bellevue, WA (November 2025)

“The Impact of Information ‘Leakage’: How and Why Message Recipients Make Unwarranted Inferences from Communications,” Institute for Public Relations (IPR) Board of Trustees, Chicago, IL (September 2025)

“Behavioral Insights for Impactful Communication Strategies,” Marketing Communications Executives International, Seattle, WA (May 2025)

“Beware the Black Box: Leveraging A/B Tests to Enhance Communication Effectiveness,” Institute for Public Relations (IPR) Webinar (May 2025)

“The Opportunities and Challenges of A/B Testing, Randomized Controlled Trials, and Experimentation,” Puget Sound Research Form Luncheon, Seattle, WA (November 2024)

“The Cure Effect: Individuals Demand Universal Access for Health Treatments that Claim to Eliminate Disease Symptoms,” Marketing Science Institute (MSI) Online Webinar (March 2024)

“Harnessing Behavioral Insights for Impactful Communication Strategies,” Institute for Public Relations (IPR) Online Master Class (December 2023)

“Applying Behavioral Science Insights to Communications,” Prudential Financial Communications Winter Sessions, Newark, NJ (January 2023)

“Message Framing Effects in Attention, Perception, and Evaluation,” Institute for Public Relations (IPR) Board of Trustees, Dallas, TX (August 2022)

“The Psychology of Acquisition: Why We Buy and Keep Products We Barely Need and Rarely Use,” IslandWood Community Programs & Events, Bainbridge Island, WA (March 2022)

“The Downside of Divinity? Reputational Harm to Sectarian Universities from Overtly Religious Advertising,” Seattle University Board of Trustees, Seattle, WA (September 2021)

“Marketing Tactics That Produce Real Results,” Association of Professional Landscape Designers-Washington Chapter, Seattle, WA (November 2019)

“Nudges That Work: A Primer on Motivating Behavioral Change,” The Country Day School Headmasters’ Association, Seattle, WA (June 2019)

“The Digital Consumer,” Seattle University Marketing Communications, Seattle, WA (October 2018)

“The Curious Customer and The Curious Salesperson: How Implicit Theories Influence Customer Decisions and Sales Outcomes,” Google, Seattle, WA (September 2018)

“Psychological Pricing,” Starbucks, Seattle, WA (August 2018)

“The Value of Market Orientation: Product Strategy and Roadmapping Training for Product Managers,” Tableau Software, Seattle, WA (July 2016)

“Influencing ‘Customer’ Decision-Making,” Cars.com Sales Support Workshop, Chicago, IL (August 2014)

“Treating Employees Like Customers: Effective Strategies for Communications and Language Use,” Macy’s Inc. Human Resources Workshop, Cincinnati, OH (August 2013)

“Building a Customer-Centric Organization,” Cars.com Sales Support Workshop, Chicago, IL (August 2013)

“Love or Leave It: How to Negotiate for the Best Price,” Sellers’ Conference for Online Entrepreneurs, Seattle, WA (June 2013)

“The Message Effect: How Content, Choices, and Channels Influence Consumer Behavior,” Varolii Corporation User Interaction Conference, Las Vegas, NV (March 2013)

“A Blueprint for Sales Excellence,” Cars.com Sales Operations Workshop, Chicago, IL (August 2012)

“Persuasion and Value Creation: Effective Strategies for Interacting with Decision Makers,” The Doctors Company Indirect Sales Force Meeting, Napa, CA (September 2011)

“Assessing and Influencing Decision Makers: Insights from Science and Practice,” The Doctors Company Direct Sales Force Meeting, Los Angeles, CA (June 2011)

DOCTORAL COURSEWORK

Marketing

Marketing Strategy	Gregory Carpenter
Consumer Information Processing I	Brian Sternthal and Alice Tybout
Consumer Information Processing II	C. Miguel Brendl
Consumer Behavior	Angela Lee
Behavioral Decision Theory	Alexander Chernev
Advanced Marketing Theory: Behavioral Approach	Christopher Hsee
Marketing Literature	Oleg Urminsky and Yeshim Orhun
Trust, Deception, & Authenticity in Marketplace Exchange	Kent Grayson
Consumer Culture Theory	Kent Grayson
Judgment, Emotion, and Consumer Choice	Neal Roese
Philosophy of Science	Bobby Calder
Quantitative Models in Marketing, Analytical	Anne Coughlan
Quantitative Models in Marketing, Empirical	Eric Anderson

Psychology

Theories of Social Psychology	Galen Bodenhausen
Social Cognition	Daniel Molden
Motivated Thinking	Daniel Molden
Discourse Processes	William Horton
Social Psychology: Emotions	Wendi Gardner
Psychology of Belief and Judgment	Jane Risen and Eugene Caruso

Topics in Behavioral Science I: Judgment & Decision-Making
Topics in Behavioral Science II: Motivation
Behavioral Economics

George Wu and Reid Hastie
Ayelet Fishbach and Nicholas Epley
Richard Thaler and Emir Kamenica

Methodology and Statistics

Multivariate Analysis
Designs for Experimental and Quasi-Experimental Causal Research
Research Methods in Organizations
Psychometric Theory
Introduction to Structural Equation Modeling
Linear Models
Statistics for Experimental Design
Fundamentals of Statistics

Lakshman Krishnamurthi
Thomas Cook
Amy Cuddy
William Revelle
Kent Grayson
H. David Smith
H. David Smith
Satoru Suzuki