

ELLIE J. KYUNG

Tuck School of Business | Dartmouth College
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EMPLOYMENT

Tuck School of Business, Dartmouth College

Associate Professor of Business Administration (untenured; 2016-present)
Faculty Director of the Tuck Behavioral Lab (2010-present)
Assistant Professor of Business Administration (2010-2016)

Monitor Group, New York, NY

Co-Director of Applied Interface Research Lab, Marketspace (2002-2005)
Consultant, Market2Consumer (1998-2000), Marketspace (2000-2002)

EDUCATION

Leonard N. Stern School of Business, New York University

Ph.D., Marketing (2010), M.Phil., Marketing (2008)

Yale University

B.A., Cum Laude, Distinction in Major, Economics, International Studies (1998)

CURRENT FIELD LEADERSHIP

Associate Editor, *Journal of Consumer Research*, from 2021
Editorial Review Board Member, *Journal of Consumer Research*, 2016-present
Society for Consumer Psychology Conference Co-Chair, 2022
Blind vs. Non-Blind Review Committee, Society for Judgment and Decision Making, 2020

HONORS & AWARDS

2019	Outstanding Reviewer Award , <i>Journal of Consumer Research</i>
2017	Dartmouth Public Voices Fellow
2016-2017	Paul E. Raether T'73 Faculty Fellow , Tuck School of Business
2010	Stern Graduate Program Commencement Representative (MBA and Ph.D.) , New York University
2009-2010	Milton Reynolds Fellowship , New York University (<i>Competitive funding</i>)
2009-2010	C. W. Nichols Fellowship , New York University (<i>Competitive funding</i>)
2008	Letter of Commendation for Teaching Excellence , New York University
2007	Robert W. Shoemaker Fellowship , New York University (<i>Competitive funding</i>)
2005-2010	Doctoral Fellowship in Marketing , New York University, 2005-2010
1995	Selected for International Studies Major , Yale University, 1995

RESEARCH INTERESTS

Effects of Memory and Mental Representation on Consumer Judgments
Psychology of Magnitude Judgments: Time, Distance, Size, Speed, Orientation
Scale Design and Response Bias
Digital Interface Design (*implications based on the interests above*)

PUBLICATIONS (*denotes equal author contribution)

1. Thomas, Manoj* and **Ellie J. Kyung*** (2019), “Slider Scale or Text Box: How Response Format Shapes Responses,” *Journal of Consumer Research*, 45 (6), 1274-1293.
 - Marketing Science Institute Report (2018), 18-122-08.
2. **Kyung, Ellie J.**, Manoj Thomas, and Aradhna Krishna (2017), “When Bigger is Better (and When It is Not): Implicit Bias in Numeric Judgments,” *Journal of Consumer Research*, 44 (1), 62-79.
3. **Kyung, Ellie J.*** and Manoj Thomas* (2016), “When Remembering Disrupts Knowing: Blocking Implicit Price Memory,” *Journal of Marketing Research*, 53 (6), 937-953.
4. **Kyung, Ellie J.**, Geeta Menon, and Yaacov Trope (2014), “Construal Level and Temporal Judgments of the Past: The Moderating Role of Knowledge,” *Psychonomic Bulletin and Review*, 21 (3), 734-739.
5. Galak, Jeff, Joseph P. Redden, Yang Yang, and **Ellie J. Kyung** (2014), “How Perceptions of Temporal Distance Influence Satiation,” *Journal of Experimental Social Psychology*, 52, 118-123.
6. **Kyung, Ellie J.**, Geeta Menon, and Yaacov Trope (2010), “Reconstruction of Things Past: Why Do Some Memories Feel So Close and Others So Far Away?” *Journal of Experimental Social Psychology*, 46 (1), 217-220.
7. Menon, Geeta, **Ellie J. Kyung**, and Nidhi Agrawal (2009), “Biases in Social Comparison: Optimism or Pessimism?” *Organizational Behavior and Human Decision Processes*, 108 (1), 39-52.
8. Rayport, Jeffrey F., Bernard J. Jaworski, and **Ellie J. Kyung** (2005), “Best Face Forward: Improving Companies’ Service Interfaces with Customers,” *Journal of Interactive Marketing*, 19 (4), 67-80.

WORKING PAPERS IN PROGRESS

9. **Kyung, Ellie J.**, Yael Shani-Feinstein, and Jacob Goldenberg, “Moving Fast versus Moving Slow: The Effect of Perceived Speed on Mental Representation and Decision-Making,” under revision for 3rd round review, *Journal of Consumer Research*.
10. Ding, Yu and **Ellie J. Kyung**, “Time Flies...But Only When the Speed is ‘Just Right’: How Animation Speed Affects Perceived Waiting Time and the Online Customer Experience,” under revision for 2nd round review, *Journal of Consumer Research*.
11. Shalev, Edith, Meyrav Shoham, Coby Morvinski, and **Ellie J. Kyung**, “How Aggregate Reviewer Sentiment Affects Consumer Followership: The Diverging Roles of Likeability versus Credibility,” under revision for 2nd round review, *Journal of Consumer Research*.
12. Pleskac, Tim, **Ellie J. Kyung**, Gretchen Chapman, and Oleg Urminsky, “Comparing Single- vs. Double-blind Review of Scientific Abstracts for a High Stakes International Conference,” preparing for submission to *Nature Human Behavior*.
13. **Kyung, Ellie J.***, Manoj Thomas*, and Aradhna Krishna*, “How Political Ideology Shapes Health Risk Perceptions: Group versus Individual Risk from Covid-19.”
14. **Kyung, Ellie J.**, Manoj Thomas, and Aradhna Krishna, “Mental Mapping of Magnitude: How Horizontal versus Vertical Scale Orientation Biases Judgments.”
15. Longoni, Chiara, Luca Cian, **Ellie J. Kyung**, and Kellen Mrkva, “Algorithmic Unfairness Reduces Sensitivity to Bad Behaviors.”
16. **Kyung, Ellie J.**, “Examining the ‘Privacy Paradox’: The Role of Perceived Constraints.”

SELECTED WORK IN PROGRESS

- “The Slider Scale versus Text Box Effect: Moderation by Interface Considerations” with Manoj Thomas.
- “Effect of Construal Mindsets on Medical Malpractice Judgments” with Hal Arkes.
- “Shades of Gray: Scales and Truthful Disclosure” with Sarah Memmi and Manoj Thomas.
- “The Effect of Mental Representation on Perceived Speed” with Yael Shani-Feinstein, and Jacob Goldenberg.
- “The Effect of Perceived Speed on Risk Taking” with Yael Shani-Feinstein, and Jacob Goldenberg.

POPULAR PRESS

- Menon, Geeta and **Ellie J. Kyung** (June 9, 2020), “[When More Information Leads to More Uncertainty](#),” *Harvard Business Review* (lead digital article).
- **Ellie Kyung** (October 19, 2017), “[Hate Today’s Politics? How to Teach Kids About Tolerance](#),” *SheKnows* (re-featured June 3, 2020).

GRANTS

- | | |
|-----------|---|
| 2020 | Dartmouth COVID-19 Spark Funding (\$10,000) |
| 2018-2020 | National Science Foundation , “Collaborative Research: Comparing Single- vs. Double-Blind Review of Scientific Abstracts for Accuracy and Bias” (proposal #1824205)

PIs: Ellie Kyung (Dartmouth College: \$190,183), Tim Pleskac (University of Kansas: \$109,817) with Gretchen Chapman and Oleg Urminsky |
| 2013-2016 | 3M Non-Tenured Faculty Award (\$45,000) |

CONFERENCE PRESENTATIONS

1. Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2019), “Slow and Steady Versus Fast and Furious: The Effect of Speed on Decision Making,” *Society of Judgment and Decision Making*, Montreal, Canada.
2. Pleskac, Timothy, Ellie J. Kyung, Gretchen Chapman, and Oleg Urminsky (2019), “Comparison of Single- and Double-blind Review of Scientific Abstracts for a High Stakes International Conference,” *Society for Judgment and Decision Making*, Montreal, Canada.
3. Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2019), “Left-Right or Top-Down” The Effect of Horizontal Versus Vertical Orientation on Consumer Judgments,” *Association for Consumer Research*, Atlanta, GA.
4. Ding, Yu and Ellie J. Kyung (2019), “Time Flies...But Only When the Speed is ‘Just Right’: How Animation Speed Affects Perceived Waiting Time,” *Association for Consumer Research*, Atlanta, GA.
5. Kyung, Ellie J., Manoj Thomas, and Aradhna Krishna (2019), “Left-Right or Top-Down” The Effect of Horizontal Versus Vertical Orientation on Consumer Judgments,” *Society for Consumer Psychology*, Savannah, GA.
6. Thomas, Manoj and Ellie J. Kyung (2018), “Visualizing Price Magnitude: How Slider Scales Change Willingness-to-Pay,” *Association for Consumer Research*, Dallas, TX.
7. Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2018), “Slow and Steady versus Fast

- and Furious: The Effect of Speed on Decision Making,” *Association for Consumer Research*, Dallas, TX.
8. Kyung, Ellie J., Yael Shani-Feinstein, and Jacob Goldenberg (2018), “Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making,” *Behavioral Decision Research in Management Conference*, Harvard Business School, Boston, MA.
 9. Thomas, Manoj and Ellie J. Kyung (2018), “How Slider Scales Change Willingness-to-Pay: Recalibrating the Mental Number Line,” *Behavioral Decision Research in Management Conference*, Harvard Business School, Boston, MA.
 10. Thomas, Manoj and Ellie J. Kyung (2018), “How Slider Scales Systematically Bias Willingness-to-Pay: Implicit Recalibration of Monetary Magnitudes,” *Association for Consumer Research European Conference*, Ghent, Belgium.
 11. Shalev, Edith, Meyrav Shoham, and Ellie J. Kyung (2018), “The Reviewer Halo Effect: When What You Write Becomes Who You Are,” *Association for Consumer Research European Conference*, Ghent, Belgium.
 12. Thomas, Manoj and Ellie J. Kyung (2018), “How Slide Scales Systematically Bias Willingness-to-Pay: Implicit Recalibration of Monetary Magnitudes,” *Society for Consumer Psychology*, Dallas, TX.
 13. Shalev, Edith, Meyrav Shoham, and Ellie J. Kyung (2018), “The Reviewer Halo Effect: Why Where Consumers Read Reviews Matters,” *Society for Consumer Psychology*, Dallas, TX.
 14. Thomas, Manoj and Ellie J. Kyung (2017), “The Slider Scale Effect: Implicit Recalibration of Bids,” *New Directions in Pricing Management Research and Practice*, University of Illinois, Chicago, IL.
 15. Thomas, Manoj and Ellie J. Kyung (2017), “The Slider Scale Effect: Implicit Recalibration of Bids, *The Effect of Numerical Markers on Consumer Judgment and Decision Making*, Moore School of Business, University of South Carolina, Columbia, SC.
 16. Kyung, Ellie, Manoj Thomas, and Aradhna Krishna (2015), “Proactive Interference for Numeric Associations: The Rating Polarity Effect,” *Society for Consumer Psychology*, St. Pete’s Beach, FL.
 17. Kyung, Ellie, Manoj Thomas, and Aradhna Krishna (2015), “The Rating Polarity Effect: Overcoming the Surreptitious Influence of Implicit Numerical Associations on Consumer Judgments,” *Association for Consumer Research*, New Orleans, LA.
 18. Kyung, Ellie (2015), “Speeding Away from the Here and Now: Velocity and Mental Representation,” *Society for Consumer Psychology*, Phoenix, AZ.
 19. Shalev, Edith and Ellie Kyung (2015), “When Does the Opinion of “Anonymous” Affect Consumer Attitudes? The Role of Opinion Fluency,” *Society for Consumer Psychology*, Phoenix, AZ.
 20. Kyung, Ellie (2014), “Speeding Away from the Here and Now: Velocity and Mental Representation,” *Association for Consumer Research*, Baltimore, MD.
 21. Kyung, Ellie (2013), “Behind the ‘Privacy Paradox’: Decreasing Disclosure by Viewing Information as a Constrained Resource,” *Society for Judgment and Decision Making*, Toronto, Canada.
 22. Kyung, Ellie and Manoj Thomas (2013), “Knowing without Remembering: How Articulation Reduces the Accuracy of Numeric Comparisons,” *Society for Judgment and Decision Making*, Toronto, Canada.
 23. Kyung, Ellie (2013), “Behind the ‘Privacy Paradox’: Decreasing Disclosure by Viewing Information as a Constrained Resource,” *Association for Consumer Research*, Chicago, IL.

24. Kyung, Ellie and Manoj Thomas (2013), "Knowing without Remembering: How Articulation Reduce the Accuracy of Numeric Comparisons," *Society for Consumer Psychology*, San Antonio, TX.
25. Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2012), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," *Society for Consumer Psychology*, Las Vegas, NV.
26. Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," *Society for Judgment and Decision Making*, Seattle, WA.
27. Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," *Association for Consumer Research*, St. Louis, MO.
28. Thomas, Manoj and Ellie J. Kyung (2011), "When Recall Disrupts Memory: Evidence for Implicit Reference Prices," *Association for Consumer Research*, St. Louis, MO.
29. Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2011), "Malleable Memories: The Moderating Effect of Knowledge on Construal Mindsets When Reconstructing History," *Society for Consumer Psychology*, Atlanta, GA.
 - Discussant, Symposium Session: "Beyond Construal: Examining Broad Implications of Psychological Distance and Consumer Judgment"
30. Kyung, Ellie J. (2010), "Examining the 'Privacy Paradox': The Role of Perceived Constraints," *Association for Consumer Research*, Jacksonville, FL.
 - Co-Chair (with Nidhi Agrawal), Invited Special Session: "All My Children: Fostering Diverse Approaches to Consumer Well-Being Research"
31. Menon, Geeta, Ellie J. Kyung, and Nidhi Agrawal (2009), "Biases in Social Comparison: Optimism or Pessimism?," *Association for Consumer Research*, Pittsburgh, PA.
 - Chair, Special Session: "On Being Better (or Worse) than Others: Illuminating and Eliminating Biases in Social Comparison"
32. Menon, Geeta, Ellie J. Kyung, and Nidhi Agrawal (2009), "Biases in Social Comparison: Optimism or Pessimism?," *Society for Consumer Psychology*, San Diego, CA.
 - Session Co-chair (with Edith Shalev): "The Other Side of Social Comparison: Imputing Information About Others"
33. Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2008), "Reconstructing History: Construing Past Events to Influence Judgments of Recency and Culpability," *Society for Judgment and Decision Making*, Chicago, IL.
34. Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2007), "Reconstructing History: Construing Past Events to Influence Judgments of Recency and Culpability," *Association for Consumer Research*, Memphis, TN.

INVITED PRESENTATIONS

- **University of Pennsylvania**, The Wharton School, Marketing Camp (*scheduled, February 2021*)
- **University of Alberta**, Alberta School of Business (*scheduled, January 2021*)
- **University of Massachusetts Amherst**, Isenberg School of Management, October 2020
- **China Europe International Business School**, April 2020 (*postponed due to Covid-19*)

- **Tilburg University**, School of Economics and Management, April 2020 (*postponed due to Covid-19*)
- **Erasmus University**, Rotterdam School of Management, April 2020 (*postponed due to Covid-19*)
- **University of Houston**, Bauer College of Business, October 2018
- **University of Pennsylvania**, The Wharton School, Decision Process Seminar, March 2018
- **IDC Herzliya**, Arison School of Business, November 2017
- **Northeast Marketing Conference**, MIT Sloan School of Management, October 2017
- **University of Michigan**, Ross School of Business, March 2017
- **Kellogg School of Management**, Marketing Camp, September 2016
- **Tuck Marketing Camp**, May 2015
- **Carnegie Mellon University**, Center for Behavioral and Decision Research, April 2015
- **3M**, November 2014
- **Northeast Marketing Conference**, Harvard Business School, October 2012
- **ACR Doctoral Consortium**, Jacksonville, FL, October 2010
- **Cornell University**, Johnson Graduate School of Management, November 2009
- **University of Michigan**, Ross School of Business, November 2009
- **University of Southern California**, Marshall School of Business, November 2009
- **University of Toronto**, Rotman School of Management, October 2009
- **Dartmouth College**, Tuck School of Business, October 2009
- **Drexel University**, LeBow College of Business, October 2009
- **New York University**, Trope Lab, December 2006

BOOK CHAPTERS (*while working at Monitor Group*)

- Rayport, Jeffrey F., Bernard J. Jaworski, and **Ellie J. Kyung** (2005), “The Interface Audit,” in *Best Face Forward: Why Companies Must Improve Their Service Interfaces with Customers*, Boston, MA: Harvard Business School Press, 207-228.
- Rayport, Jeffrey, Bernie Jaworski, **Ellie J. Kyung**, and Dorsey McGlone (2004), “Human and Financial Capital,” in *Introduction to e-Commerce*, 2nd ed., New York, NY: McGraw-Hill/Irwin, marketSpaceU, 367-410.
- Jaworski, Bernard J., Jeffrey Rayport, Nancy Michels, **Ellie J. Kyung**, Jennifer Baron, Marco Smit, Rafi Mohammed (2001), “Market Communications and Branding,” in *e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketSpaceU, 169-211.

CASE STUDIES (*while working at Monitor Group*)

- Rayport, Jeffrey, Madeline Choquette, Dickson Louie, and **Ellie J. Kyung** (2002), “iVillage.com,” in *Cases in e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketSpaceU, 283-301.
- Rayport, Jeffrey, Dickson Louie, and **Ellie J. Kyung** (2002), “E-LOAN,” in *Cases in e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketSpaceU, 391-409.
- Rayport, Jeffrey, Dickson Louie, and **Ellie J. Kyung** (2002), “CBS MarketWatch,” in *Cases in e-Commerce*, New York, NY: McGraw-Hill/Irwin, marketSpaceU, 573-593.
- Pennings, Melissa, **Ellie J. Kyung**, Silvia Springolo (January 2003), “Driving Revenue through Usability: A Comparative Analysis of QVC.com versus HSN.com,” *MarketSpace Case Study*, 1-14.
- **Kyung, Ellie J.** (September 2002), “A Study in Selling Simplicity: TechTarget,” *MarketSpace Case Study*, 1-21.

- **Kyung, Ellie J.** (April 2002), “The Challenge to Position for Transition: Eastman Kodak,” *Marketspace Case Study*, 1-10.

TEACHING EXPERIENCE

Leonard N. Stern School of Business, New York University

Consumer Behavior (2008, undergraduate elective)

- Instructor rating: **6.6 / 7.0**; *Received Letter of Commendation for Teaching Excellence*

Tuck School of Business, Dartmouth College

Marketing (2011-present, MBA required core)

- Recent instructor ratings: **5.1** (2019*), **5.4** (2018), **5.2** (2017), **5.2** (2016) / **6.0**;
Mean instructor rating for the Marketing Core for the 10 years prior to my starting at Tuck: 4.1 / 6.0

**Note: 2019 involved managing substantial curriculum and logistics changes when the core course sequencing changed, overseeing course administration for all four sections of first year MBA students, and training a new faculty member to teach the course.*

Time in the Consumer Mind (2012-present, MBA elective Research-to-Practice Seminar)

- Mean instructor rating 2012-present: **5.7 / 6.0**
- Includes **three ratings of 6.0** (2020, 2017, 2012)
Mean instructor rating for electives: 4.9 / 6.0

FIELD LEADERSHIP (*appointed positions*)

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| 2022 | Conference Co-Chair, Society of Consumer Psychology |
| 2020 | Committee Recommending Single- v. Double-blind Review , Society for Judgment and Decision Making (SJDM) <ul style="list-style-type: none"> ▫ Formation of committee to re-evaluate 40-year history of single-blind review for potential sources of bias at the annual meeting was based on the large-scale experiment run at the 2018 Annual Meeting (my research with Tim Pleskac, Oleg Urminsky, Gretchen Chapman) |
| 2017 | Chair, Hillel Einhorn New Investigator Award Committee , SJDM <ul style="list-style-type: none"> ▫ Committee member 2016-2019 ▫ Instituted blind manuscript submission process to minimize reviewer bias |
| 2013-2016 | Co-Organizer of Women in SJDM Annual Meeting Event <ul style="list-style-type: none"> ▫ Annual event focused on promoting advancement of women in JDM through networking opportunities and keynote speakers |
| 2010-2013 | Program Committee Member , SJDM <ul style="list-style-type: none"> ▫ Formalized dedication of fundraising proceeds to student travel awards |

PROFESSIONAL SERVICE

FIELD

- **Associate Editor**
 - *Journal of Consumer Research*, beginning 2021
- **Editorial Review Board**
 - *Journal of Consumer Research*, 2016-present
- **Journal Reviewing:**
 - *European Journal of Social Psychology*
 - *Journal of Consumer Psychology*
 - *Journal of Consumer Research*
 - *Journal of Experimental Social Psychology*
 - *Journal of Judgment and Decision Making*

- *Journal of Marketing Research*
- *Marketing Letters*
- *Organizational Behavior and Human Decision Processes*
- **Society for Judgment and Decision Making** (details listed under “Select Field Leadership”)
 - Annual Meeting Program Committee, 2010-2013
 - Co-Organizer of Women in the SJDM Annual Meeting Event, 2013-2016
 - Hillel Einhorn New Investigator Award Selection Committee, 2016-2019 (*Chair, 2017*)
 - Committee Recommending Single- versus Double-blind Review, 2020
- **Conference Program Committee**
 - Society for Consumer Psychology, 2013-present
 - Association for Consumer Research, 2015-present
- **Conference Reviewer**
 - Association for Consumer Research, 2007-present
 - Competitive Papers Editorial Review Board, Association for Consumer Research, 2013
 - Society for Consumer Psychology, 2009-present
 - Society for Judgment and Decision Making, 2010-2016
 - AMA Winter Marketing Educators Conference, 2013, 2014
 - Theory and Practice in Marketing Conference, 2020
- **Grant Reviews**
 - National Science Foundation
 - German-Israeli Foundation for Scientific Research and Development
 - Israel Science Foundation
 - ACR / Sheth Foundation Research Grants

TUCK SCHOOL OF BUSINESS

- **Faculty Director of the Tuck Behavioral Lab**, 2010-present
 - Made the case for the necessity of a full-time lab manager at Tuck to the Dean’s Office; conducted search for Tuck’s first full-time Behavioral Research Program Manager
 - Oversee management of behavioral research processes at Tuck with Behavioral Research Program Manager
 - Established online subject pool, regular class subject pool, and paid subject pool
 - Lab resources utilized by 25+ faculty in Marketing, Strategy and Management, Finance, Operations and Management Science, and Economics
- **School Committees**
 - Assessment of Learning, 2011-2013
 - Strategy Monitoring, 2010-2011
 - Academic Freedom, Tenure, and Responsibility, 2015-2016
- Selected by Dean’s Office to represent Tuck Faculty at interview for **Tuck’s AACSB Accreditation**, 2012, 2018
- Selected by Dean’s Office to present to **Tuck’s Board of Overseers**, 2012 (*presentation on the value of the Research-to-Practice Seminar class format for MBA students*)
- **Student Advising**
 - Masters student: Sarah Kokinos (*Thayer School of Engineering*), 2011
 - PhD student: Yael Shani-Feinstein (*Ben-Gurion University of the Negev*), 2017-present
- **Co-curricular Activities**
 - Marketing and Consulting Interview Crash Course and interview support, 2011-present
 - Faculty Ethics Talk: Ethics of Marketing to Low Income Consumers, 2013-2018

- Admitted Students Weekend (invited by MBA student committee)
 - Faculty Panelist, 2011-2015
 - Sample Core Class Faculty, 2016 - 2019
- First-Year Project research design support, 2011-present
- Case Team Competition coaching support, 2013-present
- Encore Presentation, 2018 (*invited by MBA class of 2018: "final" faculty talk before graduation*)
- Tuck Tech Conference Fireside Chat Moderator, 2018

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
Association for Consumer Research (ACR)
Association for Psychological Science (APS)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)