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Tuck School of Business
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EDUCATION

<u>Institution</u>	<u>Degree</u>	<u>Date</u>	<u>Field</u>
Elphinstone College, Bombay University, India	BA	1977	Economics & Statistics
Bajaj Institute of Management Bombay University, India	MBA	1979	Marketing
Northwestern University	Ph.D.	1984	Marketing

ACADEMIC POSITIONS

September 1983 - August 1987	Assistant Professor, New York University
September 1987 - June 1995	Assistant/Associate Professor, Columbia University
July 1993 - June 1995	Visiting Associate Professor, Stanford University
July 1995 - April 1997	Associate Professor, University of North Carolina
May 1997 - June 1998	Visiting Associate Professor, Duke University, Adjunct Faculty, Duke Medical Center
July 1998 – May 2004	Professor, Tuck School, Dartmouth College, Adjunct Faculty, Dartmouth- Hitchcock Medical Center
June 2002 – June 2018	Member, Cancer Control Research Program, Norris Cotton Cancer Center, Lebanon, NH.

June 2002 – present	Charles Henry Jones Third Century Professor of Management
July 2015 – June 2018	Associate Dean for Innovation and Growth
July 2018 – July 2020	Deputy Dean
August 2020 – July 2021	Senior Associate Dean for Innovation and Growth
August 2021 - Present	Senior Associate Dean for Advancement and Tuck-Dartmouth Programs

TEACHING EXPERIENCE

MBA Program: Marketing Management, Marketing Strategy, Consumer Behavior, and Social Marketing.

Ph.D. Program: Seminar in Consumer Behavior.

Executive Program: Marketing Management, Marketing Strategy, Social Marketing, and Services Marketing.

RESEARCH INTERESTS

Application of social marketing principles and behavioral theory to consumer and employee wellness programs.

PUBLICATIONS

Lauffenburger JC et al., (2021), “REinforcement learning to Improve Non-adherence for diabetes treatments by Optimizing Response and Customizing Engagement (REINFORCE): study protocol of a pragmatic randomized trial,” BMJ Open, in press.

Lauffenburger J.C. et al., (2021), “Preferences for mobile health technology and text messaging communication in patients with type 2 diabetes: A qualitative interview study,” J Med Internet Res, <https://www.jmir.org/2021/6/e25958>.

Lauffenburger J.C. et al., (2021), “Rationale and design of the Novel Uses of adaptive Designs to Guide provider Engagement in Electronic Health Records (NUDGE-EHR) pragmatic adaptive randomized trial: A Trial Protocol,” Implementation Science, <https://implementationscience.biomedcentral.com/articles/10.1186/s13012-020-01078-9>.

Keller, P. A., K. Hesselton, and K.G. Volpp (2020), “Increasing Recruitment with Time Limited Financial Incentives,” Journal of the Association for Consumer Research, v.5, 3, 258-270.

- Keller, P.A. (2018), "Gender and Risk: The Emotional Fluctuation Effect," Journal of the Association for Consumer Research, 3 (1), 109-122.
- Sharma, E. and P. A. Keller (2017), "A Dollar Saved is not a Dollar Earned: Financial Deprivation Shifts Focus from Saving to Earning," Journal of the Association for Consumer Research, 2 (1), 64-77.
- Lauren G. Block, P. A. Keller, et al. (2016), "The Squander Sequence: Understanding Food Waste at Each Stage of the Consumer Decision-Making Process," Journal of Public Policy & Marketing, Fall, Vol. 35, No. 2, pp. 292-304.
- Williamson, S., L. G. Block, and P. A. Keller (2016), "Of Waste and Waists: The Effect of Plate Material on Food Consumption and Waste," Journal of the Association for Consumer Research, 1.1, 147-160.
- Cole, G. E., P. A. Keller et al. (2016), "A Message Development Tool for Health Communication: An Audience-Centered Design," Social Marketing Quarterly, 22.1, 3-18.
- Keller, P. A. (2015), "Social Marketing and Healthy Behaviors," in David W. Stewart (ed.), Handbook of Persuasion and Social Marketing, Chapter 2 (9-38), New York: Routledge.
- Shah, Avni M., et al. (2014), "Surcharges plus Unhealthy Labels Reduce Demand for Unhealthy Menu Items." Journal of Marketing Research 51.6 (2014): 773-789.
- Batra, R., P. A. Keller, and V. J. Strecher (eds.), (2011), "Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge," Armonk, N.Y.: M.E.Sharpe.
- Keller, P. A., B. Harlam, G. Loewenstein, and K. Volpp (2011), "Enhanced Active Choice: A New Method to Motivate Behavior Change," Journal of Consumer Psychology, 21, 4, 376-383.
- Scammon, D., P. A. Keller, et al. (2011), "Transforming Consumer Health," Journal of Public Policy and Marketing, 30, 1, 14-22.
- Keller, P. A. and A. Lusardi (2010), "Employee Retirement Savings: What We Know and What We are Discovering for Helping People to Prepare for Life After Work" book chapter in "Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers" David Mick, Simone Pettigrew, Connie Pechmann, and Julie Ozanne (eds.), Taylor and Francis Group, pp. 445-464.
- Jing et al. (2010), "A Review of Financial Behavior Research: Implications for Financial Education, NEFE (National Foundation for Financial Education) Series.
- Lee, A. Y., P. A. Keller, and B. Sternthal (2009), "Value from Regulatory Construal Fit: The Persuasive Impact of Fit between Consumer Goals and Message Concreteness." Journal of Consumer Research, 36 (5), February, 735-748.

Keller, P. A., D. R. Lehmann, and K. Milligan (2009), "Effectiveness of Corporate Well-Being Programs: A Meta-Analysis," Journal of Macromarketing, 29(3), September, 279-302.

Keller, A. P. and D. R. Lehmann (2008), "Designing Effective Health Communications: A Meta Analysis of Experimental Results," Journal of Public Policy and Marketing, 27 (2), 117-130.

Ratner, R., et al. (2008), "How Behavioral Decision Research can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention," Marketing Letters, 19 (3-4), December, 383-397.

Lusardi, A., P. A. Keller, and A. Keller (2008), "New Ways to Make People Save: A Social Marketing Approach," Chapter, Overcoming the Saving Slump: How to Increase the Effectiveness of Financial Education and Saving Programs, University of Chicago Press.

Keller, A. P. (2006), "Regulatory Focus and Efficacy of Health Messages," Journal of Consumer Research, 33 (June), 109-114.

Keller, A. P., Lipkus, I. M., and B. K. Rimer (2003), "Affect, Framing and Persuasion," Journal of Marketing Research, 40 (1), (February), 54-64.

Keller, A. P. and D. W. Rook (2003), Advances in Consumer Research, Volume XXX, Association for Consumer Research.

Keller, A. P., Lipkus, I. M., and B. K. Rimer (2002), "Depressive Realism and Health Risk Accuracy: The Negative Consequences of Positive Mood," Journal of Consumer Research, 29 (June), 57-69.

Lipkus, I. M., Biradavolu, M., Fenn, K., Keller, P. A., and B. K. Rimer (2001), "Informing Women about their Breast Cancer Risks: Truth and Consequences," Health Communication, 13 (2), 205-226.

Keller A. P. and L.G. Block (1999), "The Effect of Affect-Based Dissonance versus Cognition-Based Dissonance on Motivated Reasoning and Health-Related Persuasion," Journal of Experimental Psychology: Applied, vol. 5, 3, 1-12.

Keller, A. P. (1999), "Converting the Unconverted: The Effect of Inclination and Opportunity to Discount Health-Related Fear Appeals," Journal of Applied Psychology, vol. 84, 3, 403-415.

Block, L. G. and P. A. Keller (1998), "Beyond Protection Motivation: An Integrative Theory of Health Appeals," Journal of Applied Social Psychology, 28 (17), 1584-1608.

Keller A. P. and L. G. Block (1997), "Vividness Effects: A Resource Matching Perspective," Journal of Consumer Research, 24 (December), 295-304.

Block, L.G. and P. A. Keller (1997), "Effects of Self-Efficacy and Vividness on the Persuasiveness of Health Communications," Journal of Consumer Psychology, 6(1), 31-54.

Keller A. P. and L. G. Block (1996), "Increasing the Persuasiveness of Fear Appeals: The Effect of Arousal and Elaboration," Journal of Consumer Research, 22 (March), 448-59.

Block, L. G. and P. A. Keller (1995), "When to Accentuate the Negative: The Effects of Perceived Efficacy and Message Framing on Intentions to Perform a Health-Related Behavior," Journal of Marketing Research, 32 (May), 192-203.

Keller A. P. and A. McGill (1994), "Differences in the Relative Influence of Product Attributes Under Alternative Processing Conditions: Attribute Importance Versus Attribute Ease of Imageability," Journal of Consumer Psychology, 3(1), 29-49.

Anand, P. and B. Sternthal (1992), "The Effects of Program Involvement and Ease of Message Counterarguing on Advertising Persuasiveness," Journal of Consumer Psychology, 1 (3), 225-38.

Holbrook, M. B. and P. Anand (1992), "The Effects of Situation, Sequence, and Features on Perceptual and Affective Responses to Product Designs: The Case of Aesthetic Consumption," Empirical Studies of the Arts, 10:1, 19-31.

Anand, P. and B. Sternthal (1991), "Perceptual Fluency and Affect without Recognition," Memory and Cognition, 19 (3), 293-300.

Holbrook, M. B. and P. Anand (1990), "Effects of Tempo and Situational Arousal on the Listener's Perceptual and Affective Responses to Music," Psychology and Music, 18, 150-62.

Anand, P. and B. Sternthal (1990), "Ease of Message Processing as a Moderator of Repetition Effects in Advertising," Journal of Marketing Research, 27 (August), 345-53.

McGill, A. and P. Anand (1990), "The Effect of Imagery on Information Processing strategy in a Multiattribute Choice Task," Marketing Letters, 1, 7-16.

Anand, P. and M. B. Holbrook (1990), "Reinterpretation of Mere Exposure or Exposure of Mere Reinterpretation," Journal of Consumer Research, 17 (September), 242-44.

McGill, A. and P. Anand (1989), "The Effect of Vivid Attributes on the Evaluation of Alternatives: The Role of Differential Attention and Cognitive Elaboration," Journal of Consumer Research, 16 (September), 188-96.

Anand, P. and M. B. Holbrook (1989), "The Convergent Validity of Dichotic Listening and Hemispheric Priming as Methods for Studying Lateralized Differences in Affective Responses," Marketing Letters, 3, 199-208.

Anand, P. and B. Sternthal (1988), "Strategies for Designing Persuasive Messages: Deductions from the Resources Matching Hypothesis," in Patricia Cafferata and Alice Tybout (eds.), Cognitive and Affective Responses to Advertising, Lexington, Mass. 135-60.

Anand, P., M. B. Holbrook, and D. Stephens (1988), "The Formation of Affective Judgments: The Cognitive-Affective Model Versus the Independence Hypothesis," Journal of Consumer Research, 15 (November), 386-91.

Anand, P. (1987), "Inducing Franchisees to Relinquish Control: An Attribution Analysis," Journal of Marketing Research, 24 (May), 215-21.

Anand, P. and L. W. Stern (1985), "A Socio-Psychological Explanation for Why Marketing Channel Members Relinquish Control," Journal of Marketing Research, 22 (November), 365-77.

WORKING PAPERS

Chen E., P. A. Keller et al., "Evaluation of an Intervention to Improve Patients' Self-Management of Heart Failure," Working Paper.

Keller, A. P. and Annamaria Lusardi, "Message Design to Change Behavior," Working Paper.

Lee, Pamela, C. Gaffney, A. L. Olson, and P. A. Keller, "It's the Genes. There is Not Much We Can do About That: Mothers' Perceptions of Factors that Influence Childhood Overweight," Working Paper.

Keller, Anand, P. "Using Need for Control to Change Preventative Health Behaviors," Working Paper.

Keller, A. P., and A. L. Olson, "Negative Emotions and Coping Health Appraisal," Working Paper.

Keller, A. P. and L. G. Block, "How Source of Arousal Affects Memory for Health Communications," Working Paper.

RESEARCH SUPPORT

Grant (sub-award): National Institutes of Health (NIH) (# TBD)
Admin Core for ROYBAL Center for Therapeutic Optimization using Behavioral Science
Major Goal: To develop messages to reduce COVID vaccine hesitancy.

Grant (sub-award): National Institutes of Health (NIH) (# 122876)
Admin Core for ROYBAL Center for Therapeutic Optimization using Behavioral Science
Major Goal: Leveraging Electronic Health Record Tools to Reduce Health Disparities for Patients with Hypertension.

Grant (sub-award): National Institutes of Health (NIH) (# 122146)
Admin Core for ROYBAL Center for Therapeutic Optimization using Behavioral Science

Major Goal: To develop principle-driven interventions to enhance the evidence-based use of prescription medications.

Grant (sub-award): National Institute on Aging (NIA) (#122150-MOD001)

Medication adherence

Major Goal: Optimizing electronic health record prompts with behavioral economic to improve prescribing for older adults.

Grant (sub-award): National Cancer Institute (# 5 PO1 CA72099-01)

Improving Cancer Risk Communication

Major Goal: To enhance informed decision-making and mammography for women by correcting misperceptions about breast cancer risk and the risks and benefits of mammography.

Grant (sub-award): National Cancer Institute (# 530464)

Increasing Sun Screen Adolescent Behavior

Major Goal: To educate adolescents about solar protection and influence sun protection behaviors among parents, coaches and adolescents.

Grant: National Endowment for Financial Education (# 20137)

Tailoring Retirement Savings Communication

Major Goal: To provide an implementation plan to enhance retirement savings among employees.

Grant: Social Security Administration (#19-F-10002-9-01)

Marketing Financial Literacy

Major Goal: To create and market audience-friendly financial literacy products.

INSTITUTION SERVICE

Tuck Executive Committee, 1998, 1999, 2000, 2002

Tuck Research Committee, 2000

Area Chair, 2002 to 2006

Tuck Admission Committee, 2004

Tuck Executive Education Committee, 1999, 2000, 2006

Dartmouth Capital Fund Raising Committee, 2000

Dartmouth Provost Search Committee, 2001, 2018

Dartmouth, Director of Business Development, ISTS, 2002-2003

Dartmouth, Vice President of Equity and Diversity Search Committee, 2007-2008

Dartmouth, General Council Search Committee, 2017

Associate Dean for Innovation and Growth, 2015 – 2018

Deputy Dean, 2018 – 2020

Senior Associate Dean for Innovation and Growth, 2020 - present

PROFESSIONAL ACTIVITIES

Area Editor, Journal of Consumer Psychology, 2015 - 2017.

Area Editor, Journal of Consumer Research, 1999 - 2003.

Review Board, Journal of Marketing Research, 1999 to present.
Review Board, Journal of Public Policy and Marketing, 2008 to present.
Review Board, Social Marketing Quarterly, 2014 to present.
Review Board, Journal of Marketing, 2015 to present.
Review Board, Journal of Marketing Behavior, 2015 to 2019.
Review Board, Journal of Consumer Research, 1994 - 2014.
Review Board, Journal of Consumer Psychology, 2002 - 2007.
Review Board, Marketing Letters, 1990 - 2003.
Ad Hoc Reviewer, Marketing Science.
Ad Hoc Reviewer, Journal of Experimental Psychology: Applied.
Ad Hoc Reviewer, Psychology and Health.
Ad Hoc Reviewer, American Psychologist.
Reviewer, American Marketing Association Conference, 1984 - 1992, 1997.
Reviewer, Association for Consumer Research Conference, 1983 - 2010.
Reviewer, AMA Doctoral Dissertation Competition, 1988, 1990, 1996, 1997.
Reviewer, MSI Doctoral Dissertation Competition, 1995 - 1998, 2001, 2003, 2005, 2007.
Reviewer ACR/Sheth Dissertation Award 2006 - 2008
Doctoral Consortium Faculty 1986, 1990, 1996, 2004, 2005, 2006, 2008, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019.
Program Committee, Association for Consumer Research Conference, 1991, 1994, 1997, 2007.
Member ACR/TCR Advisory Committee, 2005 - 2010.
Co-Chairperson, Association for Consumer Research Conference, 2002.
C-Chairperson, Transformative Consumer Research Conference, 2007.
President-Elect, Association for Consumer Research, January 2007.
Member, Board of Academic Trustees, Marketing Science Institute, 2006 - 2010.
President, Association for Consumer Research, 2008.
Health Communication Advisor, Center for Disease Control, 2009 - 2014.
Co-Chairperson, Advertising and Consumer Psychology Conference, 2009.
Co-Chairperson, Advisory Board Member, CDC Annual Health Marketing Conference, 2010.
Fellow, Association for Consumer Research, 2018.