

William Hedgcock

University of Iowa – Tippie School of Management – S252 Pappajohn Business Building – Iowa City, IA 52242
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ACADEMIC POSITIONS

University of Iowa, Tippie College of Business

Associate Professor of Marketing	<i>August 2015 – present</i>
Director of Marketing Ph.D. program	<i>July 2017 – present</i>
Henry Tippie Research Fellow	<i>July 2017 – present</i>
Daniel E. McLean Research Fellow	<i>June 2012 – 2016</i>
Assistant Professor of Marketing	<i>August 2008 – 2015</i>
Affiliate Professor of Neuroscience	<i>August 2011 – present</i>
Affiliate Professor Center on Aging	<i>February 2017 – present</i>

EDUCATION

University of Minnesota, Carlson School of Management

Ph.D. Business	<i>July 2008</i>
Supporting Field: Cognitive Science	

Macalester College

BA Economics, BA Psychology	<i>May 1996</i>
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AREAS OF EXPERTISE

Decision Neuroscience, Neuromarketing, Judgment and Decision Making, Choice, Decision Making in Aging, Trade-offs

HONORS AND AWARDS

- Innovations in Teaching Award, Tippie College of Business, 2015
- Early Career Research Award, Tippie College of Business, 2014
- Nominated for ICRU Distinguished Mentor Award, 2014
- Research and teaching highlighted to the Iowa Board of Regents “Exploring the Science of Decision-Making and Self-Control,” 2013
- Collegiate Teaching Award, Tippie College of Business, 2011-2012
- Listed by members of the University of Iowa classes of 2010, 2011, 2012, 2013, 2014, 2015, 2016 as a “person who had the most positive effect on their lives” while at the University
- Research highlighted and presented to University of Iowa President Sally Mason “Decision Neuroscience in Business,” 2011
- Old Gold Fellowship, University of Iowa, 2009
- Fellow, AMA/Sheth Doctoral Consortium, Arizona State University, 2007
- Research highlighted at the University of Minnesota Fellowship Dinner, 2006
- Carlson School Summer Research Fellowship, “*Could Ralph Nader’s Exit Have Helped Al Gore? The Impact of Decoy Entry and Exit on Consumer Choice,*” Principal Investigator – \$4,000, 2006

RESEARCH GRANTS

- 2015-2017: National Institute on Aging (NIA) R56, “*Stress and Decision-Making in Older Persons: Toward a Neurobehavioral Phenotype*,” Co-Investigator (w/Natalie Denburg as PI) – \$382,660
- 2010-2011: Social Science Funding Award – University of Iowa, “*Exploring Brain Mechanisms for Consumer Decision-Making in Older Adults*,” Co- Investigator (w/Natalie Denburg as PI) – \$25,000
- 2009-2010: Social Science Funding Award – University of Iowa, “*A Functional Magnetic Resonance Imaging Study of Positive and Negative Decision Framing in Younger and Older Adults*,” Principal Investigator – \$30,000
- 2008: Magnetic Resonance Research Pilot Funding – University of Iowa, “*An fMRI Study of Framing in Younger and Older Adults*,” Principal Investigator – \$9,844
- 2007: NSF Doctoral Dissertation Research Grant (#0647647), “*An fMRI Study of Regulatory Resource Depletion and the Attraction Effect*,” Co-Principal Investigator – \$25,450
- 2005: Center For Magnetic Resonance Research 3T Research Pilot Funding – University of Minnesota, “*Trade-off Aversion as an Explanation for the Attraction Effect: An fMRI Study*,” Principal Investigator – \$13,500

TEACHING GRANTS

- 2016: Conference Grant – Association for Consumer Research, “*Consumer Neuroscience Pre-Conference at ACR Berlin*,” Co-PI (w/Martin Reimann and Adam Craig) – \$2,250.
- 2015: Educational Excellence Grant – Tippie College of Business, “*Increasing Quality of Research Experiences for Undergraduates*,” Principal Investigator – \$15,250
- 2011-present: Iowa Center for Research with Undergraduates (ICRU) Fellow Funding – University of Iowa, Funding for ten undergraduate RAs, Principal Investigator – \$23,000
- 2014: Innovations in Teaching with Technology Award – University of Iowa – \$28,010
- 2014: Experiential Learning Award – Tippie College of Business – \$8,000
- 2011: Instructional Improvement Award – University of Iowa, “*Integrating Physiological Measures in the Study of Consumer Behavior*,” Principal Investigator – \$4,070
- 2008: Instructional Improvement Award – University of Iowa, “*Effectiveness of Clickers in Teaching Consumer Behavior*,” Principal Investigator – \$3,000

REFEREED JOURNAL ARTICLES

1. Park, J., Lu, F., and Hedgcock, W., “Relative Effects of Forward and Backward Planning on Goal Pursuit,” *Psychological Science*, 28(11), 1620-1630.
2. Koestner, B., Hedgcock, W., Halfmann, K., and Denburg, N. (2016), “The Role of the Ventromedial Prefrontal Cortex in Purchase Intent among Older Adults,” *Frontiers in Aging Neuroscience*, 8, 1-8.
3. Hedgcock, W., Rao, R., and Chen, A. (2016), “Choosing to Choose: The Effects of Decoys and Prior Choice on Deferral,” *Management Science*, 62(10), 2952-2976.
4. Park, J. and Hedgcock, W. (2016), “Thinking Concretely or Abstractly: The Influence of Fit between Goal Progress and Goal Construal on Subsequent Self-Regulation,” *Journal of Consumer Psychology*, 26(3), 395-409.
5. Halfmann, K., Hedgcock, W., Kable, J., and Denburg, N. (2016), “Individual Differences in the Neural Signature of Subjective Value among Older Adults,” *Social Cognitive and Affective Neuroscience*, 11(7), 1111-1120.

6. Hedgcock, W. and Rouwenhorst, R. (2014), "Clicking Their Way to Success: Using Student Response Systems as a Tool for Feedback," *Journal for Advancement of Marketing Education*, 22(2), 16-25.
7. Halfmann, K., Hedgcock, W., Bechara, A., & Denburg, N. (2014), "Functional Neuroimaging of the Iowa Gambling Task in Older Adults," *Neuropsychology*, 28(6), 870-880.
8. Halfmann, K., Hedgcock, W., & Denburg, N.L. (2013), "Age-Related Differences in Discounting Future Gains and Losses," *Journal of Neuroscience, Psychology, and Economics*, 6(1), 42-54.
9. Malkoc, S., Hedgcock, W., & Hoeffler, S. (2013), "Between a Rock and a Hard Place: The Failure of the Attraction Effect Among Unattractive Alternatives," *Journal of Consumer Psychology*, 23(3), 317-329.
10. Hedgcock, W., Vohs, K., & Rao, A. (2012), "Reducing Self-Control Depletion Effects through Enhanced Sensitivity to Implementation: Evidence from fMRI and Behavioral Studies," *Journal of Consumer Psychology*, 22(4), 486-495.
11. Hedgcock, W., Crowe, D., Leuthold, A., & Georgopoulos, A. (2010), "A Magneto-encephalography Study of Choice Bias," *Experimental Brain Research*, 202 (1), 121-127.
12. Hedgcock, W. & Rao, A. (2009), "Trade-off Aversion as an Explanation for the Attraction Effect: A Functional Magnetic Resonance Imaging Study," *Journal of Marketing Research*, 46(1), 1-13.
13. Huettel, S. A., Payne, J. W., Yoon, C., Gonzalez, R., Bettman, J. R., Hedgcock, W., & Rao, A. R. (2009), "Commentaries and Rejoinder to 'Trade-off Aversion as an Explanation for the Attraction Effect: A Functional Magnetic Resonance Imaging Study'," *Journal of Marketing Research*, 46(1), 14-24.
14. Hedgcock, W., Rao, A. R., & Chen, H. (2009), "Could Ralph Nader's Entrance and Exit Have Helped Al Gore? The Impact of Decoy Dynamics on Consumer Choice," *Journal of Marketing Research*, 46(3), 330-343.

REFEREED CONFERENCE PROCEEDINGS

15. William Hedgcock, Irwin Levin, Kameko Halfmann, Jooyoung Park, and Natalie Denburg (2012), "Risk and Attribute Framing: They're Different", in *NA - Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, Pages: 158-162.
16. Selin A. Malkoc, Steve Hoeffler, and William Hedgcock (2008), "Valence Asymmetries in Preference: the Case of Attraction Effect", in *NA - Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, Pages: 122-124.
17. William Hedgcock, Akshay Rao, and Haipeng (Allan) Chen (2008), "Could Ralph Nader's Exit Have Helped Al Gore? The Impact of Decoy Entry and Exit on Consumer Choice", in *NA - Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, Pages: 173-175.
18. William Hedgcock and Akshay Rao (2006), "What's on Your Mind? Neuroscientific Approaches to Studying Consumer Choice", in *NA - Advances in Consumer Research* Volume 33, eds. Connie Pechmann and Linda Price, Duluth, MN : Association for Consumer Research, Pages: 355-355.

BOOK CHAPTERS AND OTHER PUBLICATIONS

19. Denburg, N. L., & Hedgcock, W. (2015), Age-Associated Executive Dysfunction, the Prefrontal Cortex, and Complex Decision-Making. In T. Hess J. Strough, & C. Löckenhoff (Eds.), *Aging and Decision-Making: Empirical and Applied Perspectives*. Amsterdam: Elsevier Academic Press.

20. Levin, I., McElroy, T., Gaeth, G., Hedgcock, W., Denburg, N., & Tranel, D. (2014), Studying Decision Processes Through Behavioral and Neuroscience Analyses of Framing Effects. In V. Reyna and E. Wilhelms (Eds.), *Neuroeconomics, Judgment, and Decision Making*. New York, NY: Psychology Press.
21. Levin, I., McElroy, T., Gaeth, G., Hedgcock, W., & Denburg, N. (2014), Behavioral and Neuroscience Methods for Studying Neuroeconomic Processes: What We Can Learn from Framing Effects. In V. Reyna and V. Zayas (Eds.), *The Neuroscience of Risky Decision Making*. Washington DC: American Psychological Association.
22. Bennett, C. & Hedgcock, W. (2007), "Creating and Cultivating Brand Connections," Marketing Science Institute Conference Summary.

MANUSCRIPTS UNDER REVIEW OR REVISING FOR INVITED RESUBMISSION

1. Hedgcock, W., Levin, I., Halfmann, K., and Denburg, N. "Emotional Processing in Attribute Framing and Risk Framing," (revising for invited revision to *Journal of Consumer Research*).
2. Park, J. and Hedgcock, W. "Perceived Goal Progress and Preferences for Unifinal versus Multifinal Means," (revising for reject and resubmit to *Journal of Consumer Research*).

WORKING PAPERS

1. Redden, J., Galak, J., Halfmann, K., and Hedgcock, W. "Satiation via a Top-Down Neural Mechanism," (working paper available).
2. Park, J., Hedgcock, W., and Lee, J. C. "Right is Better: Displaying Superior Items to the Right of Inferior Items Boosts Fluency and Consumer Confidence," (working paper available).
3. Halfmann, K., Hedgcock, W., and Denburg, N., "Age, Gender, and Loss Aversion – an fMRI Study," (Manuscript in preparation).

SELECTED WORK IN PROGRESS

- A. Beranek, C., Bechara, A., and Hedgcock, W., "Psychophysiological Correlates of the Experiential Investment Task," (Manuscript in preparation).
- B. Sherman, A., Hedgcock, W., Xu, Y., and Denburg, N., "Characterizing Experiential Investment Task Performance in Seniors: Physiological and Behavioral Differences," (Finalizing analyses).
- C. Webster, R., and Hedgcock, W., "Revisiting Counterfactuals in Olympic Athletes," (Analyses complete, manuscript in preparation).
- D. Kwon, J., Nayakankuppam, D., and Hedgcock, W., "An Eye-Tracking Study: Entity Theorists' Biased Information Processing Against Counter-Persuasion," (Manuscript in preparation).
- E. Redden, J., Galak, J., Halfmann, K., and Hedgcock, W., "Neural Correlates of Music Satiation," (Manuscript in preparation).
- F. Hedgcock, W., Raghu, R., and Chen, A., "How Order Effects Choice: Analytical Model and Empirical Evidence," (Initial data collection complete, model in preparation).
- G. Hedgcock, W., Halfmann, K., Levin, I., and Denburg, N., "Divergent Neural Correlates of Risk and Attribute Framing in Seniors," (Manuscript in preparation).
- H. Halfmann, K., Hedgcock, W., and Denburg, N., "Characterizing Affect and Aging," (Manuscript in preparation).
- I. Halfmann, K., Haustein, M., Hedgcock, W., and Denburg, N., "Interoception and Regulation in Aging," (Manuscript in preparation).
- J. Hedgcock, W., Crowe, D., Moreno, G., and Georgopoulos, A., "Eye Tracking and MEG Studies of Choice Bias," (Finalizing analyses).

- K. Hedgcock, W., “Even Mark Cuban has a Tell: Use of Automated Facial Expression Methods to Predict Shark Investments,” (Finalizing analyses).
- L. Hedgcock, W. and Liu, Xiexin, “Use of Facial Expressions, Eye Tracking, Pupil Dilation, Heart Rate, and Skin Conductance in Marketing: a Validation and Predictive Ability Study,” (Data collection complete, analyzing).
- M. Hedgcock, W., Wang, D., and Chen, H., “Predicting Food Consumption with Facial Expression and Weather Data,” (Data collection complete, analyzing).

CONFERENCE PRESENTATIONS (PRESENTED BY HEDGCOCK UNLESS NOTED)

1. “Theories in Consumer Neuroscience”, Consumer Neuroscience Preconference, Association for Consumer Research, San Diego, CA, 2017.
2. “I Believe This Is a Strong-Enough Attitude” with JaeHwan Kwon (presenter) and DJ Nayakankuppam, Society for Consumer Psychology, Miami, FL, 2015.
3. “The ‘Left-to-Right Effect’ of Product Location on Consumer Judgment” with Jooyoung Park (presenter), Association for Consumer Research, Baltimore, MD, 2014.
4. “Focusing on Desirability vs. Feasibility: The Influence of Fit between Goal Progress and Construal Level on Subsequent Self-Regulation” with Jooyoung Park (presenter), Association for Consumer Research, Chicago, IL, 2013.
5. “Strong Attitudes Without Elaboration: The Threshold Difference Effect” with JaeHwan Kwon (presenter), and Dhananjay Nayakankuppam, Association for Consumer Research, Chicago, IL, 2013.
6. “Scamming Depression Era Elders: Neuroanatomical Basis for Poor Decision Making Among Older Adults” with Bryan Koestner (presenter), Kameko Halfmann, and Natalie Denburg, Association for Consumer Research, Chicago, IL, 2013.
7. “Reducing Self-Control Depletion Effects Through Enhanced Sensitivity to Implementation: Evidence from fMRI and Behavioral Studies” with Kathleen Vohs and Akshay Rao, Society for Personality and Social Psychology, New Orleans, LA, 2013.
8. “Be Smarter and Fitter: The Influence of Perceived Goal Progress on Consumer Perception and Preference for Multifinal versus Unifinal Means” with Jooyoung Park (presenter), Society for Consumer Psychology, San Antonio, TX, 2013.
9. “Forward versus Backward Planning: The Fit between Chronological Order of Planning and Mindset Abstraction” with Jooyoung Park (co-presenter) and Fang-Chi Lu (co-presenter), Society for Consumer Psychology, San Antonio, TX, 2013.
10. “Risk and Attribute Framing: They’re Different”, with Irwin Levin, Kameko Halfmann, Jooyoung Park and Natalie Denburg, Association for Consumer Research, Vancouver, BC, 2012.
11. “Why Older Adults are Impaired on Some Decision-Making Tasks But Not Others - Behavioral and Neuroimaging Evidence” with Kameko Halfmann, Irwin Levin (presenter), and Natalie Denburg, Society for Judgment and Decision Making, Minneapolis, MN, 2012.
12. “The Role of Emotional Processing in Risk and Attribute Framing” with Irwin Levin, Kameko Halfmann, and Natalie Denburg, Interdisciplinary Symposium on Decision Neuroscience – Temple University, Philadelphia, PA, 2011.
13. “Neural Correlates of Diminished Self-Control” with Kathleen Vohs and Akshay Rao, Society for Consumer Psychology, Atlanta, GA, 2011.
14. “Decision Making in Older Adults” with Irwin Levin and Natalie Denburg, Interdisciplinary Symposium on Decision Neuroscience – Temple University, Philadelphia, PA, 2010.
15. “Functional Imaging of Diminished Self-Control” with Kathleen Vohs and Akshay Rao, Decision Neuroscience Workshop – University of Michigan, Ann Arbor, MI, 2009.

16. “Functional Imaging of Diminished Self-Control” with Kathleen Vohs and Akshay Rao, INFORMS Marketing Science Conference, Ann Arbor, MI, 2009.
17. “Neurological Correlates of Diminished Self-Control” with Kathleen Vohs and Akshay Rao, Society for Neuroeconomics, Evanston, IL, 2009.
18. “Valence Asymmetries in Preference: The Case of Attraction Effect” with Selin Malkoc (presenter) and Steve Hoeffler, Society for Consumer Psychology, San Diego, CA, 2009.
19. “An MEG study of Neurological Difference in Decoy and Non-Decoy Choice Sets” with David Crowe and Apostolos Georgopoulos, Society for Judgment and Decision Making, 2008.
20. “Valence Asymmetries in Preference: The Case of Attraction Effect” with Selin Malkoc (presenter) and Steve Hoeffler, Association for Consumer Research, Duluth, MN, 2008.
21. “Could Ralph Nader’s Exit Have Helped Al Gore? The Impact of Decoy Entry and Exit on Consumer Choice” with Akshay Rao (presenter) and Haipeng Chen, Yale Center for Customer Insights, New Haven, CT, 2007.
22. “The Ralph Nader Effect: Decoy Disappearance and Attraction” Haring Symposium, Bloomington, IN, 2005.
23. “Examining Phantom Decoys: Paper and Pencil and FMRI Studies” with Akshay Rao, Association for Consumer Research, Duluth, MN, 2005.

CONFERENCE ROUNDTABLES

1. “Roundtable: Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social Neuroscience Informs Consumer Behavior (and Vice Versa)”. Association for Consumer Research, San Diego, CA, 2017.
2. “Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities For Collaboration At the Interface of Consumer Research and Functional Magnetic Resonance Imaging”, Association for Consumer Research, Berlin, Germany, 2016.
3. “Advancing Connections between Neuromarketing Academics and Industry”, Association for Consumer Research, New Orleans, LA, 2015.
4. “10 Years of Consumer Neuroscience: Progress, Challenges, and Promises”, Association for Consumer Research, Baltimore, MD, 2014.
5. “Reading the Mind of the Consumer: Promises and Challenges of Predictive Methods in Consumer Neuroscience”, Association for Consumer Research, Vancouver, BC, 2012.
6. “Neuroscience, Marketing and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare”, Association for Consumer Research, 2010.
7. “Consumer Neuroscience, Current State of Knowledge and Future Research Direction”, Association for Consumer Research, 2008.

CONFERENCE POSTERS

1. “Individual Differences in Temporal Discounting Among Older Adults: A Functional MRI Study” with Kameko Halfmann (presenter), Joe Kable, and Natalie Denburg, Cognitive Neuroscience Society, Boston, MA, 2014.
2. “Neurofunctional Differences Related to the Iowa Gambling Task in Healthy Older Adults” with Kameko Halfmann (presenter), Julie Gudenkauf, Antoine Bechara, and Natalie Denburg, Cognitive Neuroscience Society, San Francisco, CA, 2013.
3. “The Impact of Acute and Chronic Stress on Decision Making Among Older Adults” with Georgina Moreno (presenter), Whitney Strong, Daniel Tranel, and Natalie Denburg, Cognitive Neuroscience Society, San Francisco, CA, 2013.

4. “Temporal Discounting, Risk Aversion and Dental Decisions” with Chong Shao (presenter), Michelle McQuistan, Linnea Polgreen, Cheryl Straub-Morarend, and Natoshia Askelson, National Oral Health Conference, Huntsville, AL, 2013.
5. “Temporal Discounting, Risk Aversion and Dental Decisions” with Chong Shao (presenter), Michelle McQuistan, Linnea Polgreen, Cheryl Straub-Morarend, and Natoshia Askelson, Annual Meeting of the Iowa Section of the American Association for Dental Research, Iowa City, IA, 2013.
6. “Behavioral and Neural Differences between Risk and Attribute Framing” with Irwin Levin, Kameko Halfmann (presenter), and Natalie Denburg, Cognitive Neuroscience Society, Chicago, IL, 2012.
7. “Age-related Differences in Discounting the Future” with Kameko Halfmann (presenter), Angeleah Whitlatch, Daniel Tranel, and Natalie Denburg, Annual Meeting of the Society for Neuroscience, Washington, D.C., 2011.
 - o Selected for Neuroscience 2011's pool of newsworthy research.
8. “Contextual Effects on Choice: Behavioral and Neural Evidence of Decoys” with Akshay Rao, Cognitive Neuroscience Society, San Francisco, CA, 2006.
9. “The Decoy Effect: Cognitive and Neural Evidence” with Akshay Rao, Society for Judgment and Decision Making, Toronto, ON, Canada, 2005.
10. “The Ralph Nader Effect: Decoy Disappearance and Attraction” with Akshay Rao, Society for Judgment and Decision Making, Minneapolis, MN, 2004.

CONSULTING, ADVISING, AND CLASS PROJECTS

- Great Clips – independent consulting to evaluate price elasticities across salons and markets to determine pricing strategy.
- Tippie Marketing Team – class project evaluating website redesign. Groups surveyed prospective students and parents to determine needs and analyzed usability with eye tracking.
- University of Iowa Dining Services – class project evaluated how factors such as weather, emotions, day of year, and academic schedule affect food consumption with the goal of minimizing food waste.
- Allscripts – consulted on class project to improve user experience of health care patient portal through eye tracking and focus groups.
- Frank Magid and Associates – class projects that compared value of dial testing, facial expression encoding, eye tracking, and web-based polling to collect real-time audience reactions to newscasters.
- Hormel Foods – class project that evaluated the relative advantage of two different category management strategies using focus groups and eye tracking.
- University of Iowa Dining Services – class project that evaluated visual salience of different shelf layouts. Goal was to determine if these measures could predict sales.
- Hormel Foods – class project that evaluated the relative utility of using visual attention software, webcam eye tracking, screen-based eye trackers, and mobile eye tracking for several use cases.
- Hormel Foods – honors project evaluated how alternative shelf layouts affect purchase behavior for target and complementary items

INVITED PRESENTATIONS

The Experiential Investment Task	University of Minnesota	2018
The Experiential Investment Task	University of Illinois at Urbana-Champaign	2018
New Research Technology	AMA Sheth Doctoral Consortium	2017
Neuroretailing	Tippie MBA Academy	2017
Neuromarketing in Retail	Best Buy	2016
Neuromarketing at Iowa	University of Iowa Donor Talk	2016
Emotions in the Market	University of Iowa Tech Forum	2016
Neuromarketing	U of Iowa Department of Electrical and Computer Engineering Graduate Seminar	2016
Framing Effects Revisited	Richard Ivey Business School	2013
Regulatory Depletion and Why Brains	Texas A&M University	2012
Regulatory Depletion and Why Brains	The Ohio State University	2012
Risk and Attribute Framing	Emory University	2012
Risk and Attribute Framing	Iowa State – Distinguished Speaker Series	2012
Fundamentals of Decision Neuroscience	Boston University	2011
Neural Correlates of Regulatory Depletion	Boston University	2011
Fundamentals of Decision Neuroscience	University of Texas - Austin	2010
Neural Correlates of Decision Making	Macalester College	2009
Brain Imaging of Preferential Choice	University of Alberta	2009
Tradeoff Aversion and the Decoy Effect	Case Western University	2008
Tradeoff Aversion and the Decoy Effect	Vanderbilt University	2008
Tradeoff Aversion and the Decoy Effect	Washington University	2008
Tradeoff Aversion and the Decoy Effect	National University of Singapore	2008

SELECTED MEDIA

- WalletHub, “50+ New Year’s Facts – Traditions, Spending and More,” – December 11, 2017.
- USA Today, “Eye In the Sky Computers Your Emotions,” – January 3, 2016.
 - Also covered in the Des Moines Register and The Iowa City Press Citizen.
- The Gazette, “UI Tests Technology on Viewers of Ads,” – February 1, 2014.
- NPR Talk of the Nation (Science Friday), “What Your Brain Looks Like When You Lose Self-Control,” – June 22, 2012.
- Popular Science (online), “This Is What Your Brain Looks Like When You Lose Your Self-Control,” – June 19, 2012.
- Huffington Post (online), “Having Trouble with Self-Control? It's All In Your Head!” – June 12, 2012.
- Iowa Public Radio, “U-I Research Examines Loss of Self Control,” – June 7, 2012.
- Prevention Magazine (online), “Improve Your Willpower—Instantly,” – June 2012.
- Iowa Public Radio – The Exchange, “Could Ralph Nader’s Entrance and Exit Have Helped Al Gore?” on decoy entry and exit – October 7, 2009.
- The Economist, “The Way the Brain Buys,” on Trade-off Aversion as an Explanation for the Attraction Effect – December 20, 2008.
- Neurosciencemarketing.com, “Offer a Third Choice, Boost Sales,” on Trade-off Aversion as an Explanation for the Attraction Effect – December 15, 2008.

- WCCO Radio – Mondale and Jones, “Choice,” on Trade-off Aversion as an Explanation for the Attraction Effect – December 15, 2008.
- National Science Foundation – News From the Field, “Inside the Consumer Mind: U of M Brain Scans Reveal Choice Mechanism,” on Trade-off Aversion as an Explanation for the Attraction Effect – December 11, 2008.
- Minnesota Public Radio, “Devil is in the Details for Independent Voters,” on decoy entry and exit – August 13, 2008.
- MSNBC, “How Clinton’s Exit May Boost Obama,” on decoy entry and exit – August 12, 2008.
- Star Tribune, “Inside Track: Missing Hillary,” on decoy entry and exit – August 17, 2008.

TEACHING EXPERIENCE

University of Iowa, Tippie College of Business

<i>Consumer Behavior (undergraduate – 2 sections)</i>	2017
Student Evaluation of Teaching – median score available Jan 1. 2018	
<i>Ph.D. Seminar in Consumer Behavior (Ph.D. – 1 section)</i>	2017
Student Evaluation of Teaching – median score available Jan 1. 2018	
<i>Advanced Market Research (undergraduate – 1 section)</i>	2016
Student Evaluation of Teaching – median score 5.50 (out of 6)	
<i>Consumer Behavior (undergraduate – 1 section)</i>	2016
Student Evaluation of Teaching – median score 5.90 (out of 6)	
<i>Advanced Market Research (undergraduate – 1 section)</i>	2015
Student Evaluation of Teaching – median score 5.88 (out of 6)	
<i>Consumer Behavior (undergraduate – 3 sections)</i>	2015
Student Evaluation of Teaching – median score 5.92 (out of 6)	
<i>Neuromarketing (undergraduate honors seminar – 1 section)</i>	2015
Student Evaluation of Teaching – not applicable	
<i>Advanced Market Research (undergraduate – 1 section)</i>	2015
Student Evaluation of Teaching – median score 5.93 (out of 6)	
<i>Consumer Behavior (undergraduate – 2 sections)</i>	2015
Student Evaluation of Teaching – median score 5.88 (out of 6)	
<i>Ph.D. Seminar in Consumer Behavior (Ph.D. – 1 section)</i>	2014
Student Evaluation of Teaching – median score 6.00 (out of 6)	
<i>Consumer Behavior (undergraduate – 3 sections)</i>	2014
Student Evaluation of Teaching – median score 5.94 (out of 6)	
<i>Consumer Behavior (undergraduate – 3 sections)</i>	2013
Student Evaluation of Teaching – median score 5.94 (out of 6)	
<i>Decision-Making and the Brain (first-year seminar – 1 section)</i>	2013
Student Evaluation of Teaching – median score 5.94 (out of 6)	
<i>Consumer Behavior (undergraduate – 3 sections)</i>	2012
Student Evaluation of Teaching – median score 5.92 (out of 6)	
<i>Decision-Making and the Brain (first-year seminar – 1 section)</i>	2011
Student Evaluation of Teaching – median score 6.00 (out of 6)	
<i>Consumer Behavior (undergraduate – 3 sections)</i>	2011
Student Evaluation of Teaching – median score 5.87 (out of 6)	
<i>Consumer Behavior (undergraduate – 3 sections)</i>	2010
Student Evaluation of Teaching – median score 5.92 (out of 6)	
<i>Consumer Behavior (undergraduate – 3 sections)</i>	2009
Student Evaluation of Teaching – median score 5.73 (out of 6)	

University of Minnesota, Carlson School of Management

<i>Introduction to Marketing</i>	2005-2006
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PROFESSIONAL SERVICE

Journal or Book Editorial Board, Reviewer, Ad Hoc Reviewer:

Elsevier/Academic Press
European Journal of Marketing (neuromarketing special issue)
Frontiers in Decision Neuroscience
Frontiers Psychology
Journal of the Association for Consumer Research
Journal of Consumer Psychology
Journal of Consumer Research (starting as editorial board member 2018)
Journal of Economic Psychology (neuroeconomics special issue)
Journal of Marketing
Journal of Marketing Research
Journal of Marketing Research (neuromarketing special issue)
Journal of Neuroscience, Psychology, and Economics
Marketing Science
MIS Quarterly
The MIT Press
Organizational Behavior and Human Decision Processes (physiology special issue)
Routledge – Business and Economics
Social Cognitive and Affective Neuroscience
Transformative Consumer Research for Personal and Collective Well-Being

Grant Reviewer:

National Science Foundation

Conference Reviewer / Program Committee:

American Marketing Association Winter Educator's Conference
Association for Consumer Research Conference

Conference Coordination:

“Second Annual Workshop on Consumer Neuroscience” (*preconference co-organizer with M. Reimann and A. Craig*), Association for Consumer Research Preconference, San Diego, CA, 2017.

“Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social Neuroscience Informs Consumer Behavior (and Vice Versa)” (*roundtable co-organizer*), Association for Consumer Research, San Diego, CA, 2017.

AMA-Sheth Foundation Doctoral Consortium (*operational co-chair*), Iowa City, IA, 2017.

“Market Research Methods and Innovative Research Approaches” (*track co-chair*), American Marketing Association Summer Conference, San Francisco, CA, 2017.

“First Annual Workshop on Consumer Neuroscience” (*preconference co-organizer with M. Reimann and A. Craig*), Association for Consumer Research Preconference, Berlin, Germany, 2016.

“Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities For Collaboration At the Interface of Consumer Research and Functional Magnetic

Resonance Imaging” (*roundtable co-organizer*), Association for Consumer Research, Berlin, Germany, 2016.

“Advancing Connections between Neuromarketing Academics and Industry” (*roundtable co-organizer with M. Garcia-Garcia and M. Hsu*), Association for Consumer Research, New Orleans, LA, 2015.

“Self-Control Does a Body Good? Evidence From the Brain, Heart, Liver, and Behavior” (*special session co-organizer with K. Vohs*) with E. Berkman, D. Wagner and S. Segerstrom also presenting, Society for Personality and Social Psychology, New Orleans, LA, 2013.

“What’s on your Mind? Neuroscientific Approaches to Studying Consumer Choice” (*special session organizer*), Association for Consumer Research, 2005.

Representative:

University of Iowa Institutional Review Board Member (IRB-02), 2017-current

University of Iowa Presidential Scholar Reviewer, 2016

University of Iowa Neuroscience Program Student Advisory Committee, 2012-current

University of Iowa Neuroscience Program PhD Applicant Interviewer, 2013-current

University of Iowa Learning Space Advisory Committee, 2013-2016

Tippie Junior Faculty Reviewer – 2016-current

Tippie Elected Faculty Council, 2017-current

Tippie Ph.D. Program Committee, 2017-current

Tippie Marketing Department Master’s Program Development Committee, 2017-current

Tippie Marketing Department Undergraduate Curriculum Committee, 2013-current

Tippie Marketing Department Faculty Hiring Committee, 2015, 2017

University of Iowa Office of the Vice President for Research Ideation Summit, 2014

Tippie Teaching Award Committee, 2013, 2015, 2017

Tippie Marketing Department Representative at Tippie Preview Days, 2013

Tippie Faculty Rep., Mittelstaedt Symposium, University of Nebraska-Lincoln, 2013

University of Iowa Neuroscience Program Publication Award Committee, 2012

Tippie Faculty Representative, Haring Symposium, Kelley School of Business, Indiana University, 2010

Tippie Marketing Department Representative for AACSB accreditation, 2009

Tippie, Drafted proposal for Research and Creativity Strategic Initiative, 2009

Carlson School Doctoral Student Advisory Committee 2003-2005

Coordinator/Volunteer:

Marketing Subject Pool Coordinator, 2011-present

University of Minnesota Cognitive Science Journal Board, 2006-2008

MSI Branding Conference, Minneapolis, MN, 2007

Carlson on Branding, University of Minnesota, 2006

Marketing Department PhD Research Series, University of Minnesota, 2004-2006

Association for Consumer Research Conference, Portland, OR, 2004

AMA/Sheth Doctoral Consortium, Minneapolis, MN, 2003

Student Advising/Education:

Advisor – Undergraduate Research Assistants (31) 2011-present

Advisor – Eye Tracking Research Project, Marketing Institute (4) 2013-2014
 Instructor – Undergraduate Internships (9) 2009-2013
 Instructor – Undergraduate Honors Thesis (5) 2014-2015, 2015-2016, 2015-2017
 Instructor – Undergraduate Directed Readings (1) Summer 2014
 Instructor – Undergraduate International Studies Senior Project (1) Summer 2011
 Advisor – MBA Graduate Assistants (7) 2013-2017
 Advisor – 2nd Year Paper in Marketing for Ko and Park
 Neuroscience Rotation Co-Mentor (Ph.D.) - Halfmann
 External Ph.D. Committee Member – Halfmann (2015, Neuroscience), Moreno (2015, Neuroscience), Woodward (2015, Clinical Psychology), Thomas (2011, Neuroscience), Smith (2011, Psychology)
 Internal Ph.D. Committee Member – Harmon (2016), Kwon (2015), Ko (2013), Le (2012)
 Ph.D. Thesis Advisor (Marketing) – Jooyoung Park (2014), Yixiang Xu (current)
 Tippie Ph.D. Summer Seminar Speaker – 2009-2014, 2016-2017

AFFILIATIONS/GROUPS

Association for Consumer Research
 Society for Judgment and Decision Making
 Society for Consumer Psychology
 Cognitive Neuroscience Society
 Society for Neuroeconomics
 INFORMS – Marketing Science

PROFESSIONAL POSITIONS

Carlson Companies, Minneapolis, MN
Senior Analyst, Carlson Consumer Group *May 2000 – May 2002*

Consumer Information, Saint Paul, MN
Independent Consultant *June 1999 – May 2002*

DriSteem Humidifier Company, Minneapolis, MN
Analyst – Lead Designer of New CRM practices *June 1999 – May 2000*

Carlson Marketing Group, Minneapolis, MN
Business Analyst, Strategic Marketing Services *September 1997 – June 1999*

- Lead analyst for Visa Business USA, Visa Consumer USA, and Great Clips

Interpool Corporation, St. Paul, MN
Project Manager/Analyst, Assistant to the President *May 1996 – September 1997*