

CV: Robert M. Schindler

School of Business-Camden, Rutgers University, Camden, NJ 08102

Phone: (856) 701-5111; Email: robert.schindler@rutgers.edu

Education:

Ph.D. in Psychology, 1976

University of Massachusetts

M.S. in Psychology, 1974

University of Massachusetts

B.A. in Biochemistry and Psychology, 1971

University of Pennsylvania

Professional Experience:

Professor, 2006-present; Associate Professor, 1989-2006

Rutgers University, School of Business-Camden

Assistant Professor, 1984-1989

University of Chicago, Graduate School of Business

Assistant Professor, 1981-1984

Northeastern University, School of Business Administration

Marketing Research Analyst, 1979-1981

AT&T Long Lines, Bedminster, NJ

Research Associate and Lecturer, 1978-1979

Rutgers University, Department of Psychology and Institute for Cognitive Studies

Postdoctoral Fellow, 1976-1978

University of Rochester, Department of Psychology

Instructor, 1974-1975

Princeton University, Department of Psychology

Research Programs:

Numerical cognition and the effects of price endings on the consumer

Motivational processes involved in consumer price promotions.

Nostalgia and the role of early experience in the formation of product preferences.

Online word-of-mouth communication.

Sacredness, superstition, and magical thinking in consumer behavior.

Mindfulness and head-heart balance in business education.

Honors and Awards:

Google Scholar citation profile: 13,394 citations; h-index = 41; i10-index = 54

Ranked 4th in number of pricing research articles, adjusted for multiple authorship (Leone, R.P. et al.,

2012, "A Citation and Profiling Analysis of Pricing Research from 1980 to 2010," *Journal of Business Research*, 65, 1010-1024)

Scholar-Teacher Award. Rutgers University, 2020

Chancellor's Award for Teaching Excellence. Rutgers University, Camden, 2009.

Award for Lifetime Achievement in Pricing Research. Fordham University Pricing Center, 2007.

Research grant, awarded by Durables Study Group, Marketing Science Institute, 1985.

Postdoctoral fellowship, National Institute of Mental Health, 1976-1978.

Publications – Books:

- Schindler, R.M. (2023), *Pricing Strategies: Harvesting Product Value*, 2nd edition. London, UK: Sage Publications.
- Schindler, R.M., editor (2015), *Nostalgia and Age-Related Preferences*, Volume 6 in *Legends in Consumer Behavior: Morris Holbrook*, Thousand Oaks, CA: Sage Publications.
- Schindler, R.M. (2012), *Pricing Strategies: A Marketing Approach*. Thousand Oaks, CA: Sage Publications.

Publications – Journal Articles:

- Schindler, R.M., M.S. Isaac, E. Dolansky, and G.C. Adams (2023), “Anxiety, Cognitive Availability, and the Talisman Effect of Insurance,” *Personality and Social Psychology Bulletin*, 49 (4), 642-656.
Summarized in *Research Digest*, <https://digest.bps.org.uk/2022/03/03/magical-thinking-and-insurance-taking-out-cover-makes-us-feel-that-misfortune-is-less-likely-to-occur/>
“Really interesting and I think profound paper ...,” tweeted by Cass Sunstein, March 11, 2022, <https://twitter.com/CassSunstein/status/1502432664392982542>.
- Schindler, R.M., M.S. Isaac, and R.J. Wang (2023), “Strategic Use of Just-Below Number in Packaged-Foods Calorie Information,” *Marketing Letters*, 34, 237-250.
- Chan, S.S., M. Van Solt, R.E. Cruz, M. Philp, S. Bahl, N. Serin, N.B. Amaral, R.M. Schindler, A. Bartosiak, S. Kumar, M. Canbulut (2022), “Social Media and Mindfulness: From the Fear of Missing Out (FOMO) to the Joy of Missing Out (JOMO),” *Journal of Consumer Affairs*, 56 (3), 1312-1331.
- Schindler, R.M. and E.A. Minton (2022), “What Becomes Sacred to the Consumer: Implications for Marketers,” *Journal of Business Research*, 151, 355-365.
- Schindler, R.M., S.S. Sen, and J.A. Wiles (2022), “‘Enjoy!’ The Effects of Service Blessings on the Consumer,” *Services Marketing Quarterly*, 43 (1), 110-128.
- Isaac, M.S., Y. Wang, and R.M. Schindler (2021), “The Round-Number Advantage in Consumer Debt Payoff,” *Journal of Consumer Psychology*, 31 (2), 240-262.
- Schindler, R.M., V. Lala, and J.E. Taylor (2021), “Born to Shop? A Genetic Component of Deal Proneness,” *Journal of the Association for Consumer Research*, 6 (1), 48-53.
- Bahl, S., G.R. Milne, S.M. Ross, D.G. Mick, S.A. Grier, S.K. Chugani, S.S. Chan, S. Gould, Y. Cho, J.D. Dorsey, R.M. Schindler, M.R. Murdock, and S. Boesen-Mariani (2016), “Mindfulness: Its Transformative Potential for Consumer, Societal, and Environmental Well-Being,” *Journal of Public Policy & Marketing*, 35 (Fall), 198-210.
- Thomas C. Kinnear Award for the *JPPM* article that makes the most significant contribution to marketing and public policy issues in the past three-year period, August, 2019.
- Schindler, R.M., V. Lala, and C. Corcoran (2014), “Intergenerational Influence in Consumer Deal Proneness,” *Psychology & Marketing*, 31 (5), 307-320.
- Isaac, M.S. and R.M. Schindler (2014), “The Top-Ten Effect: Consumers’ Subjective Categorization of Ranked Lists,” *Journal of Consumer Research*, 40 (April), 1181-1202.
- Schindler, R.M. and B. Bickart (2012), “Perceived Helpfulness of Online Consumer Reviews: The Role of Message Content and Style,” *Journal of Consumer Behaviour*, 11 (May/June), 234-

243.

Seton Hall University/NJ Policy Research Organization's "New Jersey Bright Ideas for Business Award," October, 2013

Schindler, R.M., H.G. Parsa, and S. Naipaul (2011), "Hospitality Managers' Price-Ending Beliefs: A Survey and Applications," *Cornell Hospitality Quarterly*, 52 (4), 421-428.

Summary version published in *MIT Sloan Management Review*, Summer 2011, 52 (4), 16.

Scammon, D.L., P.A. Keller, P.A. Albinsson, S. Bahl, J.R. Catlin, K.L. Haws, J. Kees, T. King, E.G. Miller, A.M. Mirabito, P.C. Peter, and R.M. Schindler (2011), "Transforming Consumer Health," *Journal of Public Policy & Marketing*, 30 (Spring), 14-22.

Schindler, R.M. (2009), "Patterns of Price Endings Used in U.S. and Japanese Price Advertising," *International Marketing Review*, 26 (1), 17-29.

Schindler, R.M. (2006), "The 99-Price Ending as a Signal of a Low-Price Appeal," *Journal of Retailing*, 82 (1), 71-77.

Bizer, G.Y. and R.M. Schindler (2005), "Direct Evidence of Ending Digit Drop-Off in Price Information Processing," *Psychology & Marketing*, 22 (October), 771-783.

Seton Hall University/NJ Policy Research Organization's "New Jersey Bright Ideas for Business Award," September, 2006

Schindler, R.M., M. Morrin, and N.N. Bechwati (2005), "Shipping Charges and Shipping-Charge Skepticism: Implications for Direct Marketers' Pricing Formats," *Journal of Interactive Marketing*, 19 (Winter), 41-53.

Schindler, R.M. and R. Chandrashekar (2004), "Influence of Price Endings on Price Recall: A By-Digit Analysis," *Journal of Product and Brand Management*, 13 (7), 514-524.

Holbrook, M.B. and R.M. Schindler (2003), "Nostalgic Bonding: Exploring the Role of Nostalgia in the Consumption Experience," *Journal of Consumer Behaviour*, 3 (December), 107-127.

Seton Hall University/NJ Policy Research Organization's "New Jersey Bright Ideas for Business Award," October, 2004

Simmons L.C. and R.M. Schindler (2003), "Cultural Superstitions and the Price Endings Used in Chinese Advertising," *Journal of International Marketing*, 11 (2), 101-111.

Schindler, R.M. and M.B. Holbrook (2003), "Nostalgia for Early Experience as a Determinant of Consumer Preferences," *Psychology & Marketing*, 20 (April), 275-302.

Schindler, R.M. and T.M. Kibarian (2001), "Image Communicated by the Use of 99 Endings in Advertised Prices," *Journal of Advertising*, 30 (Winter), 95-99.

Schindler, R.M. (2001), "Relative Price Level of 99-Ending Prices: Image Versus Reality," *Marketing Letters*, 12 (3), 239-247.

Bickart, B. and R.M. Schindler (2001), "Internet Forums as Influential Sources of Consumer Information," *Journal of Interactive Marketing*, 15 (Summer), 31-40.

Seton Hall University/NJ Policy Research Organization's "E-Commerce New Jersey Bright Ideas for Business Award," October, 2002

Schindler, R.M. (1998), "Consequences of Perceiving Oneself as Responsible for Obtaining a Discount: Evidence for Smart-Shopper Feelings," *Journal of Consumer Psychology*, 7 (4), 371-392.

- Schindler, R.M. and P.N. Kirby (1997), "Patterns of Rightmost Digits Used in Advertised Prices: Implications for Nine-Ending Effects," *Journal of Consumer Research*, 24 (September), 192-201.
- Holbrook, M.B. and R.M. Schindler (1996), "Market Segmentation Based on Age and Attitude Toward the Past: Concepts, Methods, and Findings Concerning Nostalgic Influences on Customer Tastes," *Journal of Business Research*, 37 (September), 27-39.
- Schindler, R.M. and T.M. Kibarian (1996), "Increased Consumer Sales Response Through Use of 99-Ending Prices," *Journal of Retailing*, 72 (Summer), 187-199.
- Holbrook, M.B. and R.M. Schindler (1994), "Age, Sex, and Attitude Toward the Past as Predictors of Consumers' Aesthetic Tastes for Cultural Products," *Journal of Marketing Research*, 31 (August), 412-422.
- Schindler, R.M. and M.B. Holbrook (1993), "Critical Periods in the Development of Men's and Women's Tastes in Personal Appearance," *Psychology & Marketing*, 10 (November/December), 549-564.
- Schindler, R.M. (1992), "The Real Lesson of New Coke: The Value of Focus Groups for Predicting the Effects of Social Influence," *Marketing Research*, 4 (December), 22-27.
- Schindler, R.M. (1992), "A Coupon is More than a Low Price: Evidence from a Shopping-Simulation Study," *Psychology & Marketing*, 9 (November/December), 431-451.
- Schindler, R.M., M.B. Holbrook, and E.A. Greenleaf (1989), "Using Connoisseurs to Predict Mass Tastes," *Marketing Letters*, 1 (1), 47-54.
- Schindler, R.M. and A.R. Wiman (1989), "Effects of Odd Pricing on Price Recall," *Journal of Business Research*, 19 (November), 165-177.
- Holbrook, M.B. and R.M. Schindler (1989), "Some Exploratory Findings on the Development of Musical Tastes," *Journal of Consumer Research*, 16 (June), 119-124.
- Deighton, J. and R.M. Schindler (1988), "Can Advertising Influence Experience?" *Psychology & Marketing*, 5 (Summer), 107-119.
- Schindler, R.M. (1988), "The Role of Ego-Expressive Factors in the Consumer's Satisfaction with Price," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 1, 34-39.
- Holbrook, M.B., E.A. Greenleaf, and R.M. Schindler (1986), "A Dynamic Spatial Analysis of Changes in Aesthetic Responses," *Empirical Study of the Arts*, 4, 47-61.
- Haber, R.N. and R.M. Schindler (1981), "Error in Proofreading: Evidence of Syntactic Control of Letter Processing?" *Journal of Experimental Psychology: Human Perception and Performance*, 7, 573-579.
- Schindler, R.M. (1978), "The Effect of Prose Context on Visual Search for Letters," *Memory and Cognition*, 6, 124-130.
- Schindler, R.M., A.D. Well, and A. Pollatsek (1976), "Inducing the Familiarity Effect," *Perception and Psychophysics*, 19, 425-432.
- Pollatsek, A., A.D. Well, and R.M. Schindler (1975), "Familiarity Affects Visual Processing of Words," *Journal of Experimental Psychology: Human Perception and Performance*, 1, 328-338.
- Well, A.D., A. Pollatsek, and R.M. Schindler (1975), "Facilitation of Both 'Same' and 'Different' Judgments of Letter Strings by Familiarity of Letter Sequence," *Perception and Psychophysics*, 7, 511-520.
- Schindler, R.M., A.D. Well, and A. Pollatsek (1974), "Effects of Segmentation and Expectancy on

Matching Time for Words and Nonwords," *Journal of Experimental Psychology*, 103, 107-111.

Other Academic Publications:

- Schindler, R.M. (2024), "9 Endings in Pricing," in *Encyclopedia of Pricing*, Andreas Hinterhuber (ed.), Edward Elgar Publishing, in press.
- Schindler, R.M. and E. Minton (2023), "Becoming Sacred to the Consumer," *Rutgers Business Review*, 8 (Fall), 150-166.
- Holbrook, M.B. and R.M. Schindler (2013), "Comment on 'Is There a Song-Specific Age? – A Replication of Holbrook & Schindler's 1989 Study,'" *Musicae Scientiae*, 17 (3), 305-308.
- Schindler, R.M. (2008), "Blessings and the Spiritual Life of Consumers," comment in *Journal of Business Research*, 61 (May), 542-543.
- Schindler, R.M. and R.F. Yalch (2006), "It Seems Factual, But Is It? Effects of Using Sharp Versus Round Numbers in Advertising Claims," *Advances in Consumer Research*, Vol. 33, C. Pechmann and L.L. Price (eds.), Duluth, MN: Association for Consumer Research, 586-590.
- Schindler, R.M. and B. Bickart. (2005), "Published Word of Mouth: Referable, Consumer-Generated Information on the Internet," in *Online Consumer Psychology: Understanding and Influencing Consumer Behavior in the Virtual World*, C.P. Haugtvedt, K.A. Machleit, and R.F. Yalch (eds.), Hillsdale, NJ: Lawrence Erlbaum Associates, 35-61.
- Schindler, R.M. (1995), "Quick Choices As Targetable Units of the Consumer Decision Process," in *Research in Marketing*, Vol. 12, J. Sheth and A. Parvatiyar (eds.), Greenwich, CT: JAI Press, 219-250.
- Schindler, R.M. (1994), "Consumer Motivation for Purchasing Low-Deductible Insurance," in *Marketing and Public Policy Conference Proceedings*, Vol. 4, D.J. Ringold (ed.), Chicago, IL: American Marketing Association, 147-155.
- Schindler, R.M. (1994), "How to Advertise Price," in *Attention, Attitude, and Affect in Response to Advertising*, E. Clark, T. Brock, and D. Stewart (eds.), Hillsdale, NJ: Lawrence Erlbaum Associates, 251-269.
- Schindler, R.M. and T. Kibarian (1993), "Testing for Perceptual Underestimation of 9-Ending Prices," in *Advances in Consumer Research*, Vol. 20, L. McAlister and M.L. Rothschild (eds.), Provo, UT: Association for Consumer Research, 580-585.
Summary version published in the magazine *Stores*, January 1995, pp. 10-11.
- Schindler, R.M. (1991), "Symbolic Meanings of a Price Ending," in *Advances in Consumer Research*, Vol. 18, R.H. Holman and M.R. Solomon (eds.), Provo, UT: Association for Consumer Research, 794-801.
- Holbrook, M.B. and R.M. Schindler (1991), "Echoes of the Dear Departed Past: Some Work in Progress on Nostalgia," in *Advances in Consumer Research*, Vol. 18, R.H. Holman and M.R. Solomon (eds.), Provo, UT: Association for Consumer Research, 330-333.
- Schindler, R.M. (1989), "The Excitement of Getting a Bargain: Some Hypotheses Concerning the Origins and Effects of Smart-Shopper Feelings," in *Advances in Consumer Research*, Vol. 16, T.K. Srull (ed.), Provo, UT: Association for Consumer Research, 447-453.
- Schindler, R.M. and D.M. Bauer (1988), "The Uses of Price Information: Implications for Encoding," in *1988 AMA Educators' Proceedings*, Series No. 54, G. Frazier et al. (eds.), Chicago, IL: American

Marketing Association, 68-73.

Schindler, R.M. and L.S. Warren (1988), "Effect of Odd Pricing on Choice of Items from a Menu," in *Advances in Consumer Research*, Vol. 15, M.J. Houston (ed.), Provo, UT: Association for Consumer Research, 348-353.

Schindler, R.M., M. Berbaum, and D.R. Weinzimer (1987), "How an Attention-Getting Device Can Affect Quick Choice Among Similar Alternatives," in *Advances in Consumer Research*, Vol. 14, M. Wallendorf and P.F. Anderson (eds.), Provo, UT: Association for Consumer Research, 505-509.

Schindler, R.M. (1986), "Conditions Under Which a Single Ad May Have a Delayed Persuasive Effect," in *Advances in Consumer Research*, Vol. 13, R.J. Lutz (ed.), Provo, UT: Association for Consumer Research, 566-567.

Schindler, R.M. and S.E. Rothaus (1985), "An Experimental Technique for Exploring the Psychological Mechanism of the Effects of Price Promotions," in *Advances in Consumer Research*, Vol. 12, E.C. Hirschman and M.B. Holbrook (eds.), Provo, UT: Association for Consumer Research, 133-137.

Schindler, R.M. (1984), "How Cents-Off Coupons Motivate the Consumer," in *Research on Sales Promotion: Collected Papers*, K.E. Jocz (ed.), Cambridge, MA: Marketing Science Inst., 47-62.

Schindler, R.M. (1984), "Consumer Recognition of Increases in Odd and Even Prices," in *Advances in Consumer Research*, Vol. 11, T.C. Kinnear (ed.), Provo UT: Association for Consumer Research, 459-462.

Schindler, R.M. and M. Berbaum (1983), "The Influence of Salience on Choice," in *Advances in Consumer Research*, Vol. 10, R.P. Bagozzi and A.M. Tybout (eds.), Provo UT: Association for Consumer Research, 416-418.

Selected Invited Talks and Paper Presentations:

"When Pennies Matter." Retail Podcast 905 in Tell Me Something Good About Retail, hosted by Bob Phibbs, October 2023, <https://www.retaildoc.com/podcast/retail-podcast-905-robert-schindler-when-pennies-matter>

"Consumers' Other-Than-Rational Motives for Buying Insurance" (with Mathew S. Isaac). Presented at New Ideas in Insurance, University of Connecticut Law School, September 2022, <https://www.youtube.com/watch?v=OAvegUelzFc>

"The Skills Behind Effective Followership" (with C. Spell and J.D. LoRusso). Presented at Eastern Academy of Management Annual Meeting, Wilmington, DE, May 2019.

"Unbundling Small-Loss Protection in Homeowners Insurance to Improve Large-Loss Protection." Presented at The Protection Gap in Property Insurance conference, Rutgers Center for Risk and Responsibility, Camden, NJ, March 2019.

"Born to Shop? A Genetic Component of Deal Proneness," (with V. Lala, J. Taylor). Presented at Association for Consumer Research Conference, October 2018.

"The Legacy of André Delbecq's Course, 'Spirituality and Business Leadership'" (with A. Winkler). Presented at International Association of Management, Spirituality, and Religion Conference, Fayetteville, AR, May 2017.

"The Round-Number Advantage in Consumer Debt Payoff" (with M. Isaac and Y. Wang). Presented at The Effect of Numerical Markers on Consumer Judgment and Decision Making Conference,

University of South Carolina, Columbia, SC, April 2017.

“Formation, Faith, and Values in a Secular Age.” Invited participant, Professional Development Workshop, Academy of Management Conference, Vancouver, BC, August 2015.

“A Business-School Course for Teaching Spiritual Growth.” Presented at the Business Professors Teaching Summit, Drexel University, Philadelphia, May 2015.

“Do Round Numbers Influence Consumer Debt Repayment?” (with M. Isaac and Y. Wang). Presented at Association for Consumer Research Conference, Baltimore, MD, October 2014

“Pricing and Product Risks.” Invited talk given at Professional Pricing Society, 23rd Annual Spring Conference, Chicago, IL, May 2012.

“Talisman Insurance: Does Insurance Coverage Help You Avoid Tempting Fate?” (with E. Dolansky and G. Adams). Presented at Association for Consumer Research Conference, St. Louis, MO, October 2011.

“Fourteen Research Ideas in Behavioral Pricing.” Working paper presented at Association for Consumer Research Conference, St. Louis, MO, October 2011.

“Psychological and Cultural Factors in the Use of Just-Below Pricing.” Presented at Academy of Marketing Science Cultural Perspectives in Marketing Conference, Lille, France, July 2010.

“Affections for the Past – Psychological Underpinnings.” Invited talk, Nostalgia in the 21st Century seminar series, University of Strathclyde, Glasgow, Scotland, January 2010.

“A Meta-Analytic Review of Just-Below Pricing Effects” (with T. Freling, L. Vincent, D. Hardesty, and J. Rowe). Presented at the Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

“Games Bargain Hunters Play: An Update.” Presented at Association for Consumer Research Conference, San Francisco, CA, October 2008.

“A Social Marketing Model of Religious Organizations.” Presented at Winter Marketing Educators’ Conference, Austin, TX, February 2008.

“Intergenerational Influence in Consumer Deal Proneness” (with V. Lala and C. Grussenmeyer). Presented at the Association for Consumer Research Conference, Memphis, TN, October 2007.

“What Prices Reveal About the Mind.” Keynote address presented at Fordham University Pricing Conference, New York, NY, September 2007.

“Role of Price Awareness in the Tendency of Insurance Consumers to Purchase Low Deductible Levels” (with B. Kornberger). Invited talk at Behavioral Pricing Research Conference, University of Illinois, Champaign, IL, May 2005.

“Pride: The First of the Seven Deadly Sins.” Presented in Rutgers-Camden Liberal Studies Program lecture series, April 2004.

“Shipping Charges and Shipping-Charge Skepticism: Implications for Direct Marketers’ Pricing Formats” (with M. Morrin, and N.N. Bechwati). Presented at Fordham University Pricing Conference, November 2003.

“Effect of Leftmost Digits on Impression of Price Differences” (with G.Y. Bizer). Invited talk at Behavioral Pricing Research Conference, University of Illinois, Champaign, IL, May 2003.

“An Historical Analysis of the Endings Used in Advertised Prices.” Presented at 11th Conference on Historical Analysis and Research in Marketing, Michigan State University, East Lansing, MI,

May 2003.

“Numerical Simplicity and the Price Endings Used in Retail Advertising.” Presented at the Fordham University Pricing Conference, New York, NY, November 2001.

“Published ‘Word of Mouth’: Referable Consumer-Generated Information on the Internet” (with B. Bickart). Presented at the Society for Consumer Psychology conference, “Online Consumer Psychology: Understanding and Influencing Consumer Behavior in a Virtual World,” Seattle, WA, May 2001.

“When Pennies Matter: Effects of Using 9 Endings in Retail Prices.” Invited talk at Ohio State University, Columbus, OH, May 2001.

“Consumer Information Processes Involved in the Effects of 9-Ending Pricing.” Invited talk at conference titled, “Processing Price Information: Conscious and/or Non-Conscious,” University of Illinois, Champaign, IL, September 1997.

“Increased Sales of Discounted Items Through Use of 99-Ending Prices” (with T.M. Kibarian). Invited talk at Conference on Behavioral Pricing, Marketing Science Institute, Boston, MA, April 1995.

Other Publications:

Schindler, R.M. (2004), “Fine Tuning a Retail Price,” *Retail Navigator*, Vol. 2 (Summer), <http://www.retailnavigator.net/two.asp>.

Schindler, R.M. and B. Bickart (2002), “Characteristics of Online Comments Valued for Hedonic and Utilitarian Shopping Tasks,” abstract published in *Advances in Consumer Research*, Vol. 29, 428-429.

Schindler, R.M. (1987), “A New Study on Pricing: Odd Price Endings Do Affect Your Image,” *Directions*, 9 (January/February), 1-2, 12

Media Coverage:

Research-related interviews and descriptions of my work have appeared in numerous publications and broadcast programs including:

New York Times
Philadelphia Inquirer and Daily News
Forbes
Radio Times (WHYY, Philadelphia)
Fox 29 TV news
Newsweek (International Edition)
The Star Ledger
CNN Business
Business Newsmakers (WCIU-TV, Chicago)
John Gambling Show (WOR, New York)
Atlantic City Press
Vox.com

Wall Street Journal
Catalog Age
Psychology Today
Dun’s Business Month
BBC news
Harper’s Magazine
The Atlantic
Time
Toronto Globe and Mail
CBC Radio News (Ottawa, Canada)
New York Magazine
Retaildive.com

Courses Taught:

Pricing Strategies - undergraduate and MBA
Principles of Marketing - undergraduate
Marketing Research – undergraduate

Head-Heart Balance in the Workplace – undergraduate and MBA
Consumer Behavior - undergraduate and MBA
Marketing Management - MBA

Member, 4 dissertation committees, University of Chicago, 1984-1989.

Supervised 19 undergraduate and MBA-level independent-study and honors research papers, Rutgers University, 1989-present.

Faculty advisor for recipients of competitive Rutgers Undergraduate Research Fellowships:
Brian Kornberger, 2003-2004
Saun Conlin, 2005-2006

Editorial Activities:

Editorial Review Boards:

Psychology & Marketing, 2003-present.
Journal of Foodservice Business Research, 2002-2006.
Journal of Consumer Marketing, 1987-1991

Ad Hoc Reviewer – Journals:

Journal of Marketing
Journal of Consumer Research
Journal of Marketing Research
Journal of Retailing
Journal of Business Research
Journal of the Academy of Marketing Science
Journal of Consumer Psychology
Journal of the Association for Consumer Research
Journal of Advertising
International Journal of Research in Marketing
Marketing Letters
Journal of Interactive Marketing
Journal of Personality and Social Psychology
Management Science
Psychomusicology: Music, Mind, and Brain
Journal of Marketing Communications
Scandinavian Journal of Psychology
International Journal of Electronic Marketing and Retailing
Quarterly Journal of Economics
Journal of Economic Psychology
International Journal of Internet Marketing and Advertising
Journal of Retailing and Consumer Services
Sloan Management Review
Economics Bulletin
Annual Review of Marketing

Ad Hoc Reviewer – Conferences:

Association for Consumer Research, Annual Conference
American Marketing Association, Summer Educators' Conference
American Marketing Association, Winter Educators' Conference

Society for Consumer Psychology, Annual Conference
Marketing and Public Policy Conference
Academy of Marketing Science, Annual Conference, Retailing Conference

Professional Organizations:

Memberships:

Association for Consumer Research
Society for Consumer Psychology
American Marketing Association

Recent Service:

Co-organizer, 2009 Behavioral Pricing Conference, Orlando, FL
Organizer, special topic session, "Price-Ending Research," Fordham University Pricing Conference, 2002.
Co-organizer, special topic session, "Expanding the Scope of Word of Mouth: Consumer-to-Consumer Information on the Internet," at 2001 Association for Consumer Research Conference.

Selected Consulting Work:

Verizon Enterprise Solutions
Diversified Foam Products, Inc.
McDonald Garden Center
Starting Point, Inc.
International Business Research, Inc.
Revenue Management Solutions, Inc.
Admerasia, Inc.
CVS Corporation
Campbell Soup Company

Service to Rutgers University:

Course and Program Development:

Designed and implemented undergraduate Honors Thesis Option, 1993-present.
Developed new undergraduate and MBA-level course, "Pricing Strategies," 1989-present.
Developed online MBA-level course, "Pricing Strategies," 2016-present.
Developed undergraduate seminar for Business Leader Development Program and the Honors College, "Head-Heart Balance in the Workplace," 2009-present.

Recent Administrative Service:

Marketing Association, Faculty Advisor, 2015-present.
Mu Kappa Tau, Faculty Advisor, 2016-present.
Honors Thesis Coordinator, 1994-present.
Assurance of Learning and Continuous Improvement Committee, 2020-present.
Faculty liaison to Philly Ad Club, 2016-2018
AACSB Intellectual Contributions Task Force, 2017-2018.
Marketing Area Coordinator. 1998-1999, 2002, 2005-2006, 2008-2010.
Instructional Resources & Responsibilities Committee. Member, 2001-2002, 2005-2006, 2008-

present; Co-chair 2002-2005; Chair, 2011-2014.
Curriculum Committee. Co-chair, 2007-2008, 2011-2012; Chair, 2009-2010.
Intellectual Contributions Committee. Member, 2001-2004, 2012-2013.