

WILLIAM M. HEDGCOCK

University of Minnesota
Department of Marketing
321 19th Ave. South, Suite 3-150
Minneapolis, MN 55455

phone: 612-624-5071
hedgc001@umn.edu
<https://www.linkedin.com/in/hedgcock>
<https://carlsonschool.umn.edu/faculty/william-hedgcock>

ACADEMIC EMPLOYMENT

University of Minnesota, Carlson School of Management

- Associate Professor, 2018 - present
- Marketing Ph.D. Coordinator, 2019 - present
- Director of Carlson School Behavioral Labs, 2019 - present

University of Iowa, Tippie College of Business

- Associate Professor, 2015 - 2018
- Director of Marketing Ph.D. program and Henry Tippie Research Fellow, 2017 – 2018
- Assistant Professor, 2008 – Fall 2015
- Daniel E. McLean Research Fellow, 2012 – 2016
- Affiliate Professor of Neuroscience, 2011 – 2018
- Affiliate Professor Center on Aging, 2017 – 2018

INDUSTRY EMPLOYMENT

Carlson Companies, Minneapolis, MN

Senior Analyst, Carlson Consumer Group, 2000 - 2002

Consumer Information, Saint Paul, MN

Independent Consultant, 1999 - 2002

DriSteem Humidifier Company, Minneapolis, MN

Analyst – Lead Designer of New CRM practices, 1999 - 2000

Carlson Marketing Group, Minneapolis, MN

Business Analyst, Strategic Marketing Services, 1997 - 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, 1996 - 1997

EDUCATION

Ph.D. in Business, University of Minnesota, Carlson School of Management 2008

BA Economics and BA Psychology, Macalester College 1996

RESEARCH INTERESTS

Decision Neuroscience, Neuromarketing, Judgment and Decision Making, Choice, Decision Making in Aging

HONORS & 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 2010-2017 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

REFEREED JOURNAL ARTICLES

- Luangrath, A. W., Peck, J., Hedgcock, W., & Xu, Y. (2022), “Observing Product Touch: The Vicarious Haptic Effect in Digital Marketing and Virtual Reality,” *Journal of Marketing Research*.
- Hedgcock, W. M., Luangrath, A. W., & Webster, R. (2021), “Counterfactual thinking and facial expressions among Olympic medalists: A conceptual replication of Medvec, Madey, and Gilovich’s (1995) findings,” *Journal of Experimental Psychology: General*, 150(6), 13–21.
- Halfmann, K., Hedgcock, W., & Denburg, N. L. (2021), “Neural correlates of cognitive reappraisal of positive and negative affect in older adults,” *Aging & Mental Health*, 25(1), 126-133.
- Park, J., Lu, F., and Hedgcock, W. (2017), “Relative Effects of Forward and Backward Planning on Goal Pursuit,” *Psychological Science*, 28(11), 1620-1630. [Corrigendum: 2017, 1-2].
- 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.
- 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.
- 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.
- 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.
- 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.

- Halfmann, K., Hedgcock, W., Bechara, A., & Denburg, N. (2014), "Functional Neuroimaging of the Iowa Gambling Task in Older Adults," *Neuropsychology*, 28(6), 870-880.
- 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.
- 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.
- 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.
- Hedgcock, W., Crowe, D., Leuthold, A., & Georgopoulos, A. (2010), "A Magnetoencephalography Study of Choice Bias," *Experimental Brain Research*, 202 (1), 121-127.
- Hedgcock, W. & Rao, A. (2009a), "Trade-off Aversion as an Explanation for the Attraction Effect: A Functional Magnetic Resonance Imaging Study," *Journal of Marketing Research*, 46(1), 1-13.
- Hedgcock, W. & Rao, A. (2009b), "Aristotle's Anxiety: Choosing Among Methods to Study Choice," *Journal of Marketing Research*, 46(1), 20-24.
- 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.

BOOK CHAPTERS

- 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.
- 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.
- 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.
- Bennett, C. & Hedgcock, W. (2007), "Creating and Cultivating Brand Connections," Marketing Science Institute Conference Summary.

WORKING PAPERS

- Hedgcock, W., Xu, Y., Wang, D., Chen, H. "Are Facial Expressions Useful to Marketers? A Test in the Field" (revising for submission).
- Hedgcock, W., Levin, I., Halfmann, K., and Denburg, N. "Processing Similarities and Differences in Attribute Framing and Risky Choice Framing," (revising for submission).

Redden, J., Galak, J., Halfmann, K., and Hedgcock, W. “Satiation via a Top-Down Neural Mechanism,” (working paper available).

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).

PROJECTS

Kim, S. and Hedgcock, W. “You Will See an Ad’: Prompting Online Ads to Make Them Less Interruptive.” (poster available)

Zandvakili, R., Yang, M., Chan, J., and Hedgcock, W. “Using Psychophysiological Data to Predict Recall for Movie Trailers.” (conference submission available)

Kim, S. and Hedgcock, W. “Consumers’ Response to Limited Information Access.”

Hedgcock, W. “Neuromarketing Bibliometric Analysis.”

CONFERENCE PRESENTATIONS

“Predicting Customers’ Recall Using Psychophysiological Measures” with Ramin Zandvakili (presenter), Mochen Yang, and Jason Chan, American Marketing Association, Nashville, TN, Upcoming 2023.

“Predicting Ad Recall Using Consumer Psychophysiological Data” with Ramin Zandvakili (presenter), Mochen Yang, and Jason Chan, Informs, Indianapolis, IN, 2022.

“Predicting Customers’ Recall Using Psychophysiological Measures” with Ramin Zandvakili (presenter), Mochen Yang, and Jason Chan, CODE@MIT, Boston, MA, 2022.

“A Neuromarketing Bibliometric Analysis”, Association for Consumer Research Preconference Neuromarketing Workshop, Denver, CO, 2022.

“A Top-Down Neural Mechanism for Satiation” with Joe Redden (presenter), Jeff Galak, and Kameko Halfmann, Society for Consumer Psychology, Huntington Beach, CA, 2020.

“Virtual Touch Facilitates Psychological Ownership of Products in Virtual Reality” with Andrea Luangrath (presenter), Joann Peck, and Yixiang Xu, Society for Consumer Psychology, Huntington Beach, CA, 2020.

“Virtual Touch Facilitates Psychological Ownership of Products in Virtual Reality” with Andrea Luangrath (presenter), Joann Peck, and Yixiang Xu, Association for Consumer Research, Paris, 2020.

“The Vicarious Haptic Effect in Online Retail and Virtual Reality” with Andrea Luangrath (presenter), Joann Peck, and Yixiang Xu, Theory + Practice in Marketing, Columbia Business School, 2019.

“Revisiting How the Elongation Bias Affects Consumer Perceptions” with Dongeun Kim (presenter), Catherine Cole, and DJ Nayakankuppam, Association for Consumer Research, 2019

“Neuromarketing Past, Present, and Future” Consumer Neuroscience Preconference, Association for Consumer Research, Dallas, TX, 2018.

“New Research Technology” AMA Sheth Doctoral Consortium, Iowa City, IA, 2017.

“Theories in Consumer Neuroscience” Consumer Neuroscience Preconference, Association for Consumer Research, San Diego, CA, 2017.

- “I Believe This Is a Strong-Enough Attitude” with JaeHwan Kwon (presenter) and DJ Nayakankuppam, Society for Consumer Psychology, Miami, FL, 2015.
- “The ‘Left-to-Right Effect’ of Product Location on Consumer Judgment” with Jooyoung Park (presenter), Association for Consumer Research, Baltimore, MD, 2014.
- “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.
- “Strong Attitudes Without Elaboration: The Threshold Difference Effect” with JaeHwan Kwon (presenter), and Dhananjay Nayakankuppam, Association for Consumer Research, Chicago, IL, 2013.
- “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.
- “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.
- “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.
- “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.
- “Risk and Attribute Framing: They’re Different”, with Irwin Levin, Kameko Halfmann, Jooyoung Park and Natalie Denburg, Association for Consumer Research, Vancouver, BC, 2012.
- “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.
- “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.
- “Neural Correlates of Diminished Self-Control” with Kathleen Vohs and Akshay Rao, Society for Consumer Psychology, Atlanta, GA, 2011.
- “Decision Making in Older Adults” with Irwin Levin and Natalie Denburg, Interdisciplinary Symposium on Decision Neuroscience – Temple University, Philadelphia, PA, 2010.
- “Functional Imaging of Diminished Self-Control” with Kathleen Vohs and Akshay Rao, Decision Neuroscience Workshop – University of Michigan, Ann Arbor, MI, 2009.
- “Functional Imaging of Diminished Self-Control” with Kathleen Vohs and Akshay Rao, INFORMS Marketing Science Conference, Ann Arbor, MI, 2009.
- “Neurological Correlates of Diminished Self-Control” with Kathleen Vohs and Akshay Rao, Society for Neuroeconomics, Evanston, IL, 2009.
- “Valence Asymmetries in Preference: The Case of Attraction Effect” with Selin Malkoc (presenter) and Steve Hoeffler, Society for Consumer Psychology, San Diego, CA, 2009.

“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.

“Valence Asymmetries in Preference: The Case of Attraction Effect” with Selin Malkoc (presenter) and Steve Hoeffler, Association for Consumer Research, Duluth, MN, 2008.

“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.

“The Ralph Nader Effect: Decoy Disappearance and Attraction” Haring Symposium, Bloomington, IN, 2005.

“Examining Phantom Decoys: Paper and Pencil and fMRI Studies” with Akshay Rao, Association for Consumer Research, Duluth, MN, 2005.

CONFERENCE ROUNDTABLES

“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.

“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.

“Advancing Connections between Neuromarketing Academics and Industry”, Association for Consumer Research, New Orleans, LA, 2015.

“10 Years of Consumer Neuroscience: Progress, Challenges, and Promises”, Association for Consumer Research, Baltimore, MD, 2014.

“Reading the Mind of the Consumer: Promises and Challenges of Predictive Methods in Consumer Neuroscience”, Association for Consumer Research, Vancouver, BC, 2012.

“Neuroscience, Marketing and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare”, Association for Consumer Research, 2010.

“Consumer Neuroscience, Current State of Knowledge and Future Research Direction”, Association for Consumer Research, 2008.

CONFERENCE POSTERS

“You Will See an Ad’: Prompting Online Ads to Make Them Less Interruptive” with Sangmin Kim (presenter), Association for Consumer Research Conference, Denver, CO, 2022.

“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.

“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.

“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.

“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.

“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.

“Behavioral and Neural Differences between Risk and Attribute Framing” with Irwin Levin, Kameko Halfmann (presenter), and Natalie Denburg, Cognitive Neuroscience Society, Chicago, IL, 2012.

“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.

Selected for Neuroscience 2011's pool of newsworthy research.

“Contextual Effects on Choice: Behavioral and Neural Evidence of Decoys” with Akshay Rao, Cognitive Neuroscience Society, San Francisco, CA, 2006.

“The Decoy Effect: Cognitive and Neural Evidence” with Akshay Rao, Society for Judgment and Decision Making, Toronto, ON, Canada, 2005.

“The Ralph Nader Effect: Decoy Disappearance and Attraction” with Akshay Rao, Society for Judgment and Decision Making, Minneapolis, MN, 2004.

INVITED PRESENTATIONS

Counterfactuals and Vicarious Haptics	Macalester College	2022
Vicarious Haptics and Counterfactuals	Massachusetts Science + Engineering	2022
Who’s Minding the Store?	Ignite – Institute for Research in Mktg	2021
Process Measures and Preferences	Carlson Proseminar	2021
Neuromarketing in Academia and Industry	Carlson School Alumni Board	2020
Great Clips and Franchise Marketing	Carlson Senior Capstone	2020
Academic Industry Partnerships	Institute for Research in Marketing	2020
Neuromarketing in Academia and Industry	Institute for Research in Marketing	2019
Neuromarketing in Academia and Industry	Nielsen	2018
Processing Differences in Risk and Attribute Framing	University of Minnesota	2018
Processing Differences in Risk and Attribute Framing	University of Illinois	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	2016

	Seminar	
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

- The Economist, “The Enduring Value of an Analogue Technology,” – December 2022.
- Big Think, “This Thanksgiving, remember that things could be worse,” – November 2022.
- University Affairs, “Teaching students the benefits of planning backwards,” – November 2022.
- AMA, “The Vicarious Haptic Effect: Your Hand is Mine and I Like What It’s Holding,” – July 2022.
- SciTech Daily, “The Decoy Effect: What It Is and How to Make It Work for You,” – June 2022.
- WalletHub, “Best Credit Card Sign-Up Bonuses,” – June 2022.
- SciShow, “Why bronze feels better than silver,” (2M+ views) – May 2022.
- Behavioral Scientist, “What Can We Learn from the Solace of ‘At Least’ and the Sting of ‘If Only’?” – February 2022.
- Vice, “This Olympian’s Overjoyed Celebration Is Proof That Winning Bronze Is Better Than Silver,” – August 2021.
- Fastcompany, “Try these 7 mental tactics for achieving long-term goals,” – March 2021.
- NPR, “Why Bronze Medalists Are Likely Happier Than Those Who Win Silver,” – July 2021.
- The Gazette, “University of Iowa research finds bronze medalists happier than those with silver,” – July 2021.
- LinkedIn, “6 Resources You Should Have for Customer Experience Moving Forward,” – August 2021.
- WalletHub, “Best Medal Credit Cards,” – December 2021.
- Discovery at Carlson, “Achieving a Goal is the First Step,” – March 2019.
- 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.

CONSULTING, ADVISING, AND CLASS PROJECTS

Great Clips – independent consulting to evaluate price elasticities across salons and markets to determine pricing strategy.

Tippie Website 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.

LoveMPLSParks – class projects to improve branding and social media strategies.

Round Top Music Festival – two class projects to improve participant and patron experiences.

Empathic Software – consultation to improve research methods.

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

TEACHING

University of Minnesota, Carlson School of Management (most recent year)

Undergraduate Introduction to Marketing

Student Rating of Teaching – median score 6 (out of 7)

Undergraduate Buyer Behavior

Student Rating of Teaching – median score 5.62 (out of 6)

MBA Marketing Research - Rapid Insights

Student Rating of Teaching – median score 6.00 (out of 6)

MBA Marketing Research - Rapid Insights – synchronous online: Covid

Student Rating of Teaching – median score 5.60 (out of 6)

Undergraduate Buyer Behavior – synchronous online: Covid

Student Rating of Teaching – median score 5.52 (out of 6)

Online Asynchronous MBA Marketing Research - Rapid Insights

Student Rating of Teaching – median score 5.38 (out of 6)

MBA Marketing Research - Rapid Insights – HyFlex

Student Rating of Teaching – median score 5.70 (out of 6)

Undergraduate Buyer Behavior – HyFlex

Student Rating of Teaching – median score 5.62 (out of 6)

PhD Independent Readings

Student Rating of Teaching – median score 6.00 (out of 6)

Masters Marketing Research - Rapid Insights

Student Rating of Teaching – median score 5.94 (out of 6)

Masters Buyer Behavior

Student Rating of Teaching – median score 5.98 (out of 6)

PhD Seminar - JDM

Student Rating of Teaching – upcoming spring 2023

University of Iowa, Tippie College of Business (ratings for most recent year)

Undergraduate Consumer Behavior

Student Evaluation of Teaching – median score 5.90 (out of 6)

Undergraduate Advanced Market Research

Student Evaluation of Teaching – median score 5.88 (out of 6)

First-year Seminar Decision-Making and the Brain

Student Evaluation of Teaching – median score 5.94 (out of 6)

Undergraduate Honors Seminar Neuromarketing

Student Evaluation of Teaching – not collected honors seminars

Ph.D. Seminar in Consumer Behavior

Student Evaluation of Teaching – not collected for Ph.D. seminars

STUDENT ADVISING/EDUCATION

Advisor – Carlson MBA/MS Enterprise projects (5) 2021-present

Supervising Research – PhDs (2), MS/MBAs (4), undergraduate Honors (1) 2020-present

Mentor – McNair Scholar (1) 2021

Mentor – 1st and 2nd Year PhD student advising (6) 2018-present

Advisor – Undergraduate Research Assistants (35) 2011-2018

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, Park, Kim, and Xu
Neuroscience Rotation Co-Mentor (Ph.D.) - Halfmann
MS Committee Member – Korzenowski (Retail Merchandising)
Ph.D. Committee Member – Bae (Marketing), Zandvakili (IDSC), Harmon (2016, Marketing), Halfmann (2015, Neuroscience), Kwon (2015, Marketing), Moreno (2015, Neuroscience), Woodward (2015, Clinical Psychology), Ko (2015, Marketing), Le (2012, Marketing), Thomas (2011, Neuroscience), Smith (2011, Psychology)
Ph.D. Thesis Advisor (Marketing) – Jooyoung Park (2014)
Tippie Ph.D. Summer Seminar Speaker – 2009-2014, 2016-2017

SERVICE TO THE PROFESSION

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

Elsevier/Academic Press
European Journal of Marketing
European Journal of Marketing (neuromarketing special issue)
Frontiers in Decision Neuroscience (Editorial board member 2014 – present)
Frontiers Psychology
Information Systems Research
International Journal for Research in Marketing
Journal of the Association for Consumer Research
Journal of Consumer Psychology
Journal of Consumer Research (Editorial board member 2018-present)
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
Management Science
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 (AE 2022)
Society for Consumer Psychology Conference

Conference Coordination:

- “Fifth Annual Workshop on Consumer Neuroscience” (*preconference co-organizer with M. Reimann*), Association for Consumer Research Preconference, Denver, CO, 2022.
- “Forth Annual Workshop on Consumer Neuroscience” (*preconference co-organizer with M. Reimann, A. Craig and H. Plassmann*), Association for Consumer Research Preconference, San Diego, CA, 2020.
- “Third Annual Workshop on Consumer Neuroscience” (*preconference co-organizer with M. Reimann and A. Craig*), Association for Consumer Research Preconference, Dallas, TX, 2018.
- “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.

SERVICE TO THE UNIVERSITY

Representative:

- CSOM Marketing Post-doc Committee (2021 – present)
- CSOM Marketing PhD Committee (2018; chair from 2019 – present)
- Institute for Research in Marketing Advisory Board (2020 – present)
- DACDEI Admissions Subcommittee (2021-2022)
- Carlson School of Management DACDEI Committee (2020 – 2022)
- Marketing Masters Committee (2019 – 2022)

Undergraduate Faculty Advisory Committee (UFAC; 2021 – 2022)
Ignite presenter (2021)
Marketing Analytics Working Group (2019-2020)
Marketing Online Certificate (2018-2019)
University of Iowa Institutional Review Board Member (IRB-02), 2017-2018
University of Iowa Presidential Scholar Reviewer, 2016
University of Iowa Neuroscience Student Advisory Committee, 2012-2018
University of Iowa Neuroscience Program PhD Applicant Interviewer, 2013-2018
University of Iowa Learning Space Advisory Committee, 2013-2016
Tippie Marketing Instructor Reviewer – 2018
Tippie Marketing Junior Faculty Reviewer – 2016-2018
Tippie Elected Faculty Council, 2017-2018
Tippie Ph.D. Program Committee, 2017-2018
Tippie Marketing Depart. Master's Program Development Committee, 2017-2018
Tippie Marketing Department Undergraduate Curriculum Committee, 2013-2018
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, 2013
University of Iowa Neuroscience Program Publication Award Committee, 2012
Tippie Faculty Representative, Haring Symposium, 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:

Presenter at Ignite – Institute for Research in Marketing 2021
Research and proposal for improving the business PhD pipeline (PI; 2020-present)
CSOM Marketing PhD Committee (2018; chair from 2019 – present)
Chair Ph.D. Alumni Reunion – over 100 people in attendance including almost 50 alumni and family members (2018-2019)
Volunteer Ignite Conference (2019)
Marketing Subject Pool Coordinator, 2011-2018
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