

University of Florida Marketing Faculty

Joseph Alba (PhD, Psychology, Temple University, 1981; at UF since 1981)

Research Interests: consumer knowledge, decision making, pricing, brand equity, product design

Selected Recent Papers:

- Bolton, Lisa E. and Joseph W. Alba (forthcoming), "When Less is More: Consumer Aversion to Unused Utility," *Journal of Consumer Psychology*.
- Alba, Joseph W. (forthcoming), "In Defense of Bumbling," *Journal of Consumer Research*.
- Hoegg, JoAndrea & Joseph W. Alba (2007), "Taste Perception: More Than Meets the Tongue," *Journal of Consumer Research*, 33 (March), 490-498.
- Bolton, Lisa, Luk Warlop, & Joseph W. Alba (2003), "[Consumer Perceptions of Price \(Un\)Fairness](#)," *Journal of Consumer Research*, 29 (March), 474-491.

Lyle Brenner (PhD, Psychology, Stanford University, 1995; at UF since 1998)

Research Interests: consumer and managerial decision making, judgment under uncertainty, behavioral decision theory

Selected Recent Papers:

- Bilgin, B. & Brenner, L. (2008). "[Temporal distance moderates description dependence of subjective probability](#)," *Journal of Experimental Social Psychology*, 44, 890-895.
- Brenner, L., Rottenstreich, Y., Sood, S., & Bilgin, B. (2007). "[On the psychology of loss aversion: Possession, valence, and reversals of the endowment effect](#)," *Journal of Consumer Research*, 34, 369-376.
- Rottenstreich, Y., Sood, S., & Brenner, L. (2007). "[Feeling and thinking in memory-based versus stimulus-based choices](#)," *Journal of Consumer Research*, 33, 461-469.
- Brenner, L., Griffin, D. & Koehler, D. (2005). [Modeling patterns of probability calibration with Random Support Theory: Diagnosing case-based judgment](#). *Organizational Behavior and Human Decision Processes*, 97, 64-81.

Alan Cooke (PhD, Psychology, University of California—Berkeley, 1997; at UF since 1997)

Research Interests: consumer behavior, decision making, consumer choice, price perception, psychological scaling

Selected Recent Papers:

- De Wilde, Els, Alan D. J. Cooke, & Chris Janiszewski (2008), "[Attentional Contrast during Sequential Judgments: An Examination of the Number-of-Levels Effect](#)," *Journal of Marketing Research*, 45 (August), 437-449.
- Meyvis, Tom & Alan D.J. Cooke (2007), "[Learning from mixed comparisons: Anticipation of the future reduces appreciation of the present](#)," *Journal of Consumer Research*, 34 (2), 200–211.
- Cooke, Alan D.J., Chris Janiszewski, Marcus Cunha, Jr., Suzanne A. Nasco, & Els de Wilde (2004), "[Stimulus Context and the Formation of Consumer Ideals](#)," *Journal of Consumer Research*, 31 (June), 112-124.

Chris Janiszewski (PhD, Marketing, Northwestern University, 1987; at UF since 1987)

Research Interests: branding, price perception, consumer learning, perceived value

Selected Recent Papers:

- Laran, Juliano & Chris Janiszewski (2009), "[Behavioral Consistency and Inconsistency in the Resolution of Goal Conflict](#)," *Journal of Consumer Research*, 35 (April), 667-684.
- Janiszewski, Chris & Dan Uy (2008), "[Anchor Precision Influences the Amount of Adjustment](#)," *Psychological Science*, 19 (February), 121-127.
- Laran, Juliano, Chris Janiszewski, & Marcus Cunha (2008), "[Context-Dependent Effects of Goal Primes](#)," *Journal of Consumer Research*, 34 (December), 653-667.
- Janiszewski, Chris & Elise Chandon (2007), "[Transfer Appropriate Processing, Response Fluency, and the Mere Measurement Effect](#)," *Journal of Marketing Research*, 43 (May), 309-323.

Robyn LeBoeuf (PhD, Psychology, Princeton University, 2002; at UF since 2002)

Research Interests: judgment and decision making, behavioral decision theory, consumer behavior, intertemporal choice

Selected Recent Papers:

- Simmons, J. P., LeBoeuf, R. A., & Nelson, L. D. (2010). The effect of accuracy motivation on anchoring and adjustment: Do people adjust from provided anchors? *Journal of Personality and Social Psychology*, 99 (2), 917-932.
- Bilgin, B., & LeBoeuf, R. A. (2010). [Looming losses in future time perception](#). *Journal of Marketing Research*, 47 (3), 520-530.
- LeBoeuf, R. A., Shafir, E., & Bayuk, J. B. (2010). [The conflicting choices of alternating selves](#). *Organizational Behavior and Human Decision Processes*, 111 (1), 48-61.

- LeBoeuf, R. A., & Shafir, E. (2009). Anchoring on the “here” and “now” in time and distance judgments. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 35 (1), 81-93.
- LeBoeuf, R. A., & Simmons, J. P. (2010). [Branding alters attitude functions and reduces the advantage of function-matching persuasive appeals](#). *Journal of Marketing Research*, 47, 348-360.

Richard Lutz (PhD, Marketing, University of Illinois, 1973; at UF since 1982)

Research Interests: consumer behavior, advertising response, services marketing

Selected Recent Papers:

- Mick, D.G., Bateman, T.A., & Lutz, R.J. (2009), “Wisdom--The Pinnacle of Human Virtues and a Central Foundation for Macromarketing,” *Journal of Macromarketing*, forthcoming.
- Wagner, T., Lutz, R.J., & Weitz, B.A. (2009), “Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions,” *Journal of Marketing*, 73, 77–91.
- Guiry, M., A.W. Magi, & Lutz, R.J. (2006), “Defining and Measuring Recreational Shopper Identity,” *Journal of Academy of Marketing Science*, 34(1), 74-83.

Debanjan Mitra (PhD, Marketing, New York University, 2003, at UF since 2002)

Research Interests: quality, innovation, metrics, long-term effects, customer satisfaction, market entry, brand management

Selected Recent Papers:

- Mitra, Debanjan & Scott Fay (2010), “Managing Service Expectations in Online Markets: A Signaling Theory of E-tailer Pricing and Empirical Tests”, *Journal of Retailing*, 86, 184-199.
- Golder, Peter N., Rachel Shacham, & Debanjan Mitra (2009), “Innovations’ Origins: When, By Whom, and How are Radical Innovations Developed?” *Marketing Science*, 28(January), 166-179.
- Mitra, Debanjan & Peter N. Golder (2008), “Does Academic Research Help or Hurt MBA Programs?” *Journal of Marketing*, 72(September), 31-49.
- Mitra, Debanjan & Peter N. Golder (2006), “How Does Objective Quality Affect Perceived Quality? Short-Term Effects, Long-Term Effects, and Asymmetries,” *Marketing Science*, 25(May), 230-247.

Aner Sela (PhD, Marketing, Stanford University; at UF since 2010)

Research Interests: consumer judgment and decision making, nonconscious influences, goals, metacognition, the self-concept

Selected Recent Papers:

- Simonson, Itamar and Aner Sela (2011), ["On the Heritability of Consumer Decision Making: An Exploratory Approach for Studying Genetic Effects on Judgment and Choice,"](#) *Journal of Consumer Research*, 37 (April), 951-966.
- Sela, Aner, Jonah Berger and Wendy Liu (2009), ["Variety, Vice, and Virtue: How Assortment Size Influences Option Choice,"](#) *Journal of Consumer Research*, 35 (April), 941-51.
- Sela, Aner and Baba Shiv (2009), ["Unraveling Priming: When Does the Same Prime Activate a Goal versus a Trait?,"](#) *Journal of Consumer Research*, 36 (October), 418-33.

Woochoel Shin (PhD, Marketing, Duke University; at UF since 2010)

Research Interests: Internet Advertising, Advertising Strategy, Competitive Product Policy

- Shin, Woochoel and Wilfred Amaldoss (2011, forthcoming). “Competing for low-end markets”, *Marketing Science*.

Steve Shugan (PhD, Managerial Economics & Decision Sciences, Northwestern University, 1978; at UF since 1991)

Research Interests: modeling competition, services & entertainment marketing, advance- selling

Selected Recent Papers:

- Shugan, S. (2009). [“Ignore Successful Followers – Entry is Still Urgent,”](#) *Journal of Marketing Research*, 46(2).
- Shugan, S. (2009). [“Relevancy is Robust Prediction not Alleged Realism,”](#) *Marketing Science*, 28.
- Shugan, S. & Mitra, D (2009). [“Metrics—When and Why Non-Averaging Statistics Work,”](#) *Management Science*, 55, 4-15.
- Shugan, S. (2008). “Commentary—Defensive Marketing Strategies,” *Marketing Science*, 27, 85-87.

Bart Weitz (PhD, Marketing, Stanford University, 1977; at UF since 1985)

Research Interests: retailing, distribution channels, sales force management, personal selling

Selected Recent Papers:

- Bradford, Kevin & Barton Weitz (2009). [“Salespersons’ Management of Conflict in Buyer-Seller Relationships,”](#) *Journal of Personal Selling and Sales Management*, 29, 25-42.
- Bradford, Kevin, Wang, Qiong, Jun Xu, & Barton A. Weitz (2008). [“Creativity in Buyer-Seller Relationships: The Role of Governance”](#) *International Journal of Research in Marketing*, 25, 109-116.

- Kaltcheva, V. & B.A. Weitz (2006). "[The Moderating Influence of Motivational Orientation On the Relationship Between Shopping Environment Arousal and Behavior](#)," *Journal of Marketing*, Winter, 107-118.

Jinhong Xie (PhD, Engineering and Public Policy, Carnegie Mellon University, 1992; at UF since 1995)

Research Interests: innovation management and strategies, network effects, service pricing

Selected Recent Papers:

- Chen, Yubo & Jinhong Xie (2008), "[Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix](#)," *Management Science*, 54 (3), 477-491.
- Fay, Scott & Jinhong Xie (2008), "[Probabilistic Goods: An Innovative Way of Selling Products and Services](#)," *Marketing Science*, Vol. 27, No 4 (Summer) 674-690.
- Xie, Jinhong & Eitan Gerstner (2007), "[Service Escape: Profiting From Customer Cancellations](#)," *Marketing Science*, Vol. 26 (Spring) 18-30.

Peter Zubcsek (PhD, Marketing, INSEAD; at UF since 2010)

Research Interests: social networks, new product diffusion, viral marketing, game theory, CRM

- Katona, Zsolt and Peter Pal Zubcsek and Miklos Sarvary (2011), "Network Effects and Personal Influences: The Diffusion of an Online Social Network," *Journal of Marketing Research* 48(3), 425-443.
- Zubcsek, Peter Pal and Miklos Sarvary (2011), "Advertising to a Social Network," *Quantitative Marketing and Economics* 9(1), 71-107.