

REBECCA W. HAMILTON

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Robert H. Smith School of Business
University of Maryland – College Park
College Park, MD 20742
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I. Education

Ph.D. in Management, Massachusetts Institute of Technology, June 2000
The Means to an End: Effects of Process on Group Choice and Problem Solving
Dissertation Committee: Drazen Prelec (Chair), Nader T. Tavassoli, John S. Carroll

B.S. in Policy Analysis (with Distinction), Cornell University, May 1991

II. Positions Held

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| Robert H. Smith School of Business, University of Maryland | College Park, MD |
| 2007 - present | Associate Professor of Marketing |
| 2000 - 2007 | Assistant Professor of Marketing |

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| Price Waterhouse, LLP | Boston, MA |
| 1995 - 1996 | Principal Consultant |
| 1993 - 1995 | Senior Consultant |
| 1991 - 1993 | Staff Consultant |

III. Publications and Research

A. Peer-Reviewed Journal Articles

Hamilton, Rebecca W. (2003). Why Do People Suggest What They Do Not Want? Using Context Effects to Influence Others' Choices, *Journal of Consumer Research*, 29 (March), 492-506.

Received Robert Ferber Award Honorable Mention, 2003.

Hamilton, Rebecca W. and Gabriel J. Biehal (2005). Achieving Your Goals or Protecting Their Future? The Effects of Self-View on Goals and Choices, *Journal of Consumer Research*, 32 (September), 277-283.

Featured in *Research@Smith*, Winter 2006 and *Smith Business*, Spring 2006.

Thompson, Debora V., Rebecca W. Hamilton and Roland T. Rust (2005). Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, *Journal of Marketing Research*, 42 (November), 431-442.

Featured in *Insights from MSI*, Fall 2005 and *Smith Business*, Spring 2005.

Received 2007 Lehmann Best Paper Award, AMA Marketing Research SIG.

Finalist for the 2010 O'Dell Award, American Marketing Association.

- Rust, Roland T., Debora V. Thompson and Rebecca W. Hamilton (2006). Defeating Feature Fatigue, *Harvard Business Review*, 84 (February), 98-107.
Featured on NPR's *Weekend Edition*, WBUR's *Here and Now*, the *Jim Lehrer News Hour*, and PBS's *Nightly Business Report*.
- Thompson, Debora V. and Rebecca W. Hamilton (2006). The Role of Information Processing Mode in Consumers' Responses to Comparative Advertising, *Journal of Consumer Research*, 32 (March), 530-540.
- Hamilton, Rebecca W. (2006). When the Means Justify the Ends: Effects of Observability on the Procedural Fairness and Distributive Fairness of Resource Allocations, *Journal of Behavioral Decision Making*, 19 (October), 303-320.
- Hamilton, Rebecca W. and Debora V. Thompson (2007). Is There a Substitute for Direct Experience? Comparing Consumers' Preferences After Direct and Indirect Product Experiences, *Journal of Consumer Research*, 34 (December), 546-555.
Featured in *Research@Smith*, Sept. 2007, *PhysOrg* and *EurekaAlert!* Dec. 2007.
- Hamilton, Rebecca W. and Nevena Koukova (2008). Choosing Options for Products: The Effects of Mixed Bundling on Consumers' Inferences and Choices, *Journal of the Academy of Marketing Science*, 36 (September), 423-433.
- Hamilton, Rebecca W. and Joydeep Srivastava (2008). When 2+2 Is Not the Same As 1+3: Variations in Price Sensitivity Across Components of Partitioned Prices, *Journal of Marketing Research*, 45 (November), 450-461.
Rewritten for a managerial audience in Hamilton and Srivastava, When 2+2 is Not the Same as 1+3: Understanding Customer Reactions to Partitioned Prices, *Marketing Intelligence Review*, November 2009, 24-31.
Featured in Hamilton and Srivastava, Slicing and Dicing Your Pricing, *Harvard Business Review*, January/February 2010, 26.
- Thompson, Debora V., Rebecca W. Hamilton and Petia Petrova (2009). When Mental Simulation Hinders Behavior: The Effects of Process-Oriented Thinking on Decision Difficulty and Performance, *Journal of Consumer Research*, 36 (December), 562-574.
Featured in *ScienceDaily* and *Innovations Report*, May 2009.
- Hamilton, Rebecca W., Stefano Puntoni and Nader T. Tavassoli (2010). Categorization by Groups and Individuals, *Organizational Behavior and Human Decision Processes*, 112 (May), 70-81.
- Hamilton, Rebecca W., Joydeep Srivastava and Ajay T. Abraham (2010). When Should You Nickel and Dime Your Customers? A Manager's Guide to Benefits-Based Partitioned Pricing, *MIT Sloan Management Review*, 52 (Fall), 59-67.
- Hamilton, Rebecca W., Rebecca K. Ratner and Debora V. Thompson (2011). Outpacing Others: When Consumers Value Products Based on Relative Usage Frequency, *Journal of Consumer Research*, 37 (April), 1079-1094.
Featured in *Research@Smith*, Spring 2011 and *EurekaAlert!*, *ScienceBlog*, *PhysOrg*, *e!Science News* and *Innovations Report*, September 2010.

B. Working Papers

Abraham, Ajay, Rebecca W. Hamilton and Joydeep Srivastava (2011). When Dividing Prices Multiplies Customers' Expectations.

In preparation for resubmission to *Journal of Marketing Research*.

Arens, Zachary T. and Rebecca W. Hamilton (2011). The Rebound of the Forgone Alternative.

In preparation for resubmission to *Journal of Consumer Research*.

Espinoza, Francine and Rebecca W. Hamilton (2011). Persuasion via Correction: How Correcting for Perceived Influence Increases Compliance with Low Credibility Recommendations.

Kirmani, Amna, Rebecca W. Hamilton and Debora V. Thompson (2010). Being Good vs. Being Good at What They Do: Tradeoffs Between the Morality and Competence of Marketing Agents.

C. Work in Progress

When Does Anticipating Regret Decrease Experienced Regret? (with Debora V. Thompson and Zachary Arens).

Return on Amenities: Calculating Return on Investment in Services Provided to Customers (with Roland Rust and Chekitan Dev).

Understanding the Appeal of Suboptimal Contracts (with Wedad Elmaghraby and Anna Devlin).

D. Peer-Reviewed Conference Presentations

The Rebound of the Forgone Alternative. Association for Consumer Research Conference, St. Louis, MO, October 2011.

The Price is Right? Effects of Internal and External Reference Prices on Consumer Judgments. Association for Consumer Research Conference, St. Louis, MO, October 2011.

Consequences of Construal Mindsets: Goals, Regret and Fluency. Society for Consumer Psychology Conference, Atlanta, GA, February 2011.

On The Psychology of Construal Mindsets: Determinants and Consequences of Concrete Thinking. Association for Consumer Research Conference, Jacksonville, FL, October 2010.

It's All Relative: How Frames of Reference Influence Consumer Budgeting and Willingness to Pay. Society for Consumer Psychology Conference, St. Petersburg, FL, February 2010.

Setting the Stage: How Frames of Reference May Be Influencing Our Behavior. Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

Morality, Suspicion and Modification: New Directions after 15 Years' Persuasion Knowledge Research. Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

The Illusion of Avoiding Bias: How Correcting for Perceived Bias Can Make a Recommendation More Effective. Association for Consumer Research Conference, San Francisco, CA, October 2008.

Categories in Context. Association for Consumer Research Conference, Memphis, TN, October 2007.

The Effects of Outcome Versus Process-Oriented Thinking on Decision Difficulty. Association for Consumer Research Conference, Memphis, TN, October 2007.

Consumer Response to Price Presentation Formats: Implications for Partitioned Pricing and Transaction Bundling. Association for Consumer Research Conference, San Antonio, TX, October 2005.

The Effects of Mixed Bundling on Consumers' Inferences and Choices. Association for Consumer Research Conference, San Antonio, TX, October 2005.

Current Research on the Role of Inferred Motives in Consumer Reactions to Influence Agents. Association for Consumer Research Conference, Portland, OR, October 2004.

Motivational Influences of Social Context on Consumer Behavior. Association for Consumer Research Conference, Portland, OR, October 2004.

The Effects of Information Processing Modes on Consumers' Reactions to Comparative Advertising. Association for Consumer Research Conference, Portland, OR, October 2004.

Effects of Advertising on Consumers' Choices Among Risky Alternatives. Marketing Science Conference, College Park, MD, June 2003.

Putting Context Effects in Context: The Role of Information About the Choice Environment. Association for Consumer Research Conference, Atlanta, GA, October 2002.

When the Means Justify the Ends: Tradeoffs Between Distributive and Procedural Fairness. Judgment and Decision Making Conference, Society for Judgment and Decision Making, Orlando, FL, November 2001.

Personalization and Customization: Implications for Consumer Decision Making and Behavior. Association for Consumer Research Conference, Austin, TX, October 2001.

Why Do People Suggest What They Don't Want? Using Menus to Strategically Influence Others' Choices. Judgment and Decision Making Conference, Society for Judgment and Decision Making, New Orleans, LA, November 2000.

Strategic Framing: The Art and Science of Influencing Others. Association for Consumer Research Conference, Salt Lake City, UT, October 2000.

E. Invited Presentations

When Does Anticipating Regret Decrease Experienced Regret? Pamplin College of Business, Virginia Tech, Blacksburg, VA, September 2011.

New Graphic Cigarette Labels Will Cause Smokers to Stop, Think. Interview with WTOP 103.5FM, June 2011.

The Ultimate Deception: Shrinking Food Packages, To Life: Tools for Better Living. Expo sponsored by Coming of Age in Maryland, Silver Spring, MD, May 2011.

Branding by Amenity: Calculating the Return on Hotel Amenities. Cornell Hospitality Brand Management Roundtable, Cornell University, Ithaca, NY, May 2011.

Keynote Address: When Should You Nickel and Dime Your Customers? George Mason School of Business Marketing Camp, George Mason University, Fairfax, VA, April 2011.

When Does Anticipating Regret Decrease Experienced Regret? Moore School of Business Marketing Camp, University of South Carolina, Columbia, SC, April 2011.

Higher Food Prices and Shrinking Food Packages. The Diane Rehm Show, National Public Radio, Washington, DC, March 2011.

When and Why Should You Use a 2x2x2?! Challenging and Defending Complexity in Consumer Research. Schumann - Society for Consumer Psychology Doctoral Consortium, Atlanta, GA, February 2011.

The Honeymoon is Over: Managing Advisor/Advisee Relationships During the First Two Years of the PhD Program. Association for Consumer Research Doctoral Consortium, Jacksonville, FL, October 2010.

How Do Consumers Respond to Free? Annual Meeting of the Association of American University Presses, Salt Lake City, UT, June 2010.

Perception and Persuasion in the Age of Information. Clarice Smith Performing Arts Center, University of Maryland, College Park, MD, April 2010.

Is This Product for Me? Judging Product Value Based on Predicted Use Relative to Others. Yale School of Management, New Haven, CT, March 2010.

Creating Thailand's Brand Identity for the 21st Century. Thai American Business Program Conference, Robert H. Smith School of Business, University of Maryland, College Park, MD, March 2009.

The Effects of Process and Outcome Mental Simulation on Decision Difficulty and Satisfaction. University of Florida Marketing Camp, Gainesville, FL, March 2008.

Categorization by Groups. McDonough School of Business Marketing Camp, Georgetown University, Washington, DC, April 2007.

Affect, Goals and Motivation. Association for Consumer Research Doctoral Symposium, Orlando, FL, September 2006.

Managing Your Career Life Cycle: Getting Going, Keeping Going. Plenary Session at the American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, College Park, MD, July 2006.

Smith Leadership Series: Defeating Feature Fatigue. Robert H. Smith School of Business, University of Maryland, College Park, MD, April 2006.

Shifting Mental Construal by Engaging in a Direct Product Experience. W.P. Carey School of Business, Arizona State University, Tempe, AZ, April 2006.

Shifting Mental Construal by Engaging in a Direct Product Experience. Olin School of Business, Washington University in St. Louis, St. Louis, MO, April 2006.

Consumer Reactions to Partitioned Prices: Marketplace Norms, Perceived Fairness and Price Sensitivity. Rutgers University, Camden, NJ, November 2004.

Robert Ferber Award Presentation: Why Do People Suggest What They Do Not Want? Using Context Effects to Influence Others' Choices. Association for Consumer Research Conference, Toronto, ON, October 2003.

Why Do People Suggest What They Don't Want? Using Menus to Strategically Influence Others Choices. Cognitive Seminar, Department of Psychology, University of Maryland, College Park, MD, November 2000.

Structuring Problems: Enduring Effects of Social Context. Effective Enterprise Learning Workshop, MIT Center for Innovation in Product Development, Palo Alto, CA, March 2000.

The Group: Does It Have a Mind of Its Own? Brain and Cognitive Sciences Seminar, Massachusetts Institute of Technology, Cambridge, MA, January 1999.

IV. Research Funding

National Science Foundation Advance Grant, Understanding the Appeal of Suboptimal Contracts, with co-investigator Wedad Elmaghraby, 2011.

Center for Excellence in Service Summer Research Award, Return on Amenities: Calculating Return on Investment in Services Provided to Customers, 2011.

Robert H. Smith School of Business Summer Research Award, Will I Get My Money's Worth? Inferring Product Value Based on Predictions About Relative Use, 2009.

Robert H. Smith School of Business Summer Research Award, Increasing Customer Satisfaction by Matching Anticipated Regret with Experienced Regret, 2008.

Robert H. Smith School of Business Summer Research Award, The Effects of Activating Independent and Interdependent Self-Views on Consumers' Choices Among Risky Alternatives, 2004.

MSI Research Grant, Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, 2003.

Robert H. Smith School of Business Summer Research Award, Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, 2003.

University of Maryland GRB Summer Research Award, Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, 2003.

University of Maryland GRB Summer Research Award, Why Do People Suggest What They Don't Want? Using Menus to Strategically Influence Others' Choices, 2001.

MIT Center for Innovation in Product Development Research Grants, 1997-2000.

V. Doctoral Student Mentorship

Dissertation Committee Co-Chair:

Debora V. Thompson, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2006, Assistant Professor at Georgetown University. Winner of MSI's Alden Clayton Doctoral Dissertation Award and the AMA's John Howard Dissertation Award (only student to win both in the last 10 years).

Francine Espinoza, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2009, Assistant Professor at European School of Management and Technology (ESMT).

Zachary Arens, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD expected May 2012.

Dissertation Committee Member:

Nevena Koukova, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2005, Assistant Professor at Lehigh University.

Heather Adams, Department of Decision & Information Technologies, Robert H. Smith School of Business, University of Maryland, PhD December 2006, Instructor at University of Colorado, Boulder.

Shweta Oza, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD May 2007, Assistant Professor at University of Miami.

Brian G. Smith, Department of Communication, University of Maryland, PhD December 2009, Assistant Professor at University of Houston.

Yaron Schlomi, Department of Psychology, University of Maryland, PhD December 2009, Post-doctoral Researcher at University of Maryland.

Yu-Jen Chen, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD expected May 2013.

Heather Johnson, Department of Marketing, Robert H. Smith School of Business, University of Maryland, PhD expected May 2013.

Supervision of Second Year Papers:

Debora V. Thompson, Department of Marketing, Robert H. Smith School of Business, University of Maryland, Spring 2003.

Francine Espinoza, Department of Marketing, Robert H. Smith School of Business, University of Maryland, Spring 2006.

Zachary Arens, Department of Marketing, Robert H. Smith School of Business, University of Maryland, Spring 2009.

Tom Kim, Department of Marketing, Robert H. Smith School of Business, University of Maryland, expected Spring 2012.

VI. University and Departmental Service

Chair, Smith Behavioral Lab Committee, Robert H. Smith School of Business, 2002 – present

Chair, Recruiting Committee, Marketing Department, 2010

Marketing and Communications Planning and Policy Council, University of Maryland, 2008 – 2010

Marketing Task Force, University of Maryland, 2008 – 2010

Undergraduate Program Review Committee, Robert H. Smith School of Business, Fall 2008

Brand Assessment Task Force, Robert H. Smith School of Business, Fall 2007

Subject Pool Committee, Marketing Department, 2004 – present

PhD Student Selection Committees, Marketing Department, 2001 – 2006, 2009

Faculty Recruiting Committees, Marketing Department, 2002, 2004, 2006

Teaching Professor Hiring Committees, Marketing Department, 2001, 2002 – 2003

Coordinator of Marketing Department Seminar Series, Marketing Department, 2000 – 2002

VII. Professional Service

Associate Editor *Journal of Consumer Research*, 2011 – present

Editorial Review Board *Journal of Consumer Research*, 2005 – 2011
Journal of Interactive Marketing, 2008 – present
Journal of Marketing, 2011 – present
Journal of Marketing Research, 2011 – present

Ad Hoc Reviewer for: *Journal of Consumer Psychology*
Journal of Retailing
Journal of Service Research
Journal of the Academy of Marketing Science
Management Science
Marketing Science
ACR, SCP and AMA Conferences

Program Committee, Association for Consumer Research Conference, 2009 and 2011

VIII. Honors and Awards

Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor, *American Marketing Association*, 2011

Finalist for the William F. O'Dell Award, "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," *American Marketing Association*, 2010

Best Reviewer Award, *Journal of Interactive Marketing*, 2009

Outstanding Reviewer Award, *Journal of Consumer Research*, 2007-2008

Lehmann Best Paper Award, "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," *American Marketing Association Marketing Research SIG*, 2007

Marketing Science Institute (MSI) Young Scholar, 2007

AMA-Sheth Doctoral Consortium Faculty Fellow, 2006 and 2007

ACR Doctoral Consortium Faculty Fellow, 2006, 2007 and 2010

Top 15% Teaching Award, *Robert H. Smith School of Business*, 2003, 2005, 2006 and 2007

Legg Mason Teaching Innovation Award, *Robert H. Smith School of Business*, 2005

Robert Ferber Award for Best Dissertation-Based Paper Published in the *Journal of Consumer Research*, Honorable Mention, “Why Do People Suggest What They Do Not Want? Using Context Effects to Influence Others’ Choices,” *Association for Consumer Research*, 2003

AMA-Sheth Doctoral Consortium Fellow, *University of Southern California*, 1999

Degree Marshall (Valedictorian), College of Human Ecology, *Cornell University*, 1991

Merrill Presidential Scholar, *Cornell University*, 1991