

August 2011

REBECCA K. RATNER

Robert H. Smith School of Business
University of Maryland
3307 Van Munching Hall
College Park, MD 20742-1815
(301) 405-2175
Fax: (301) 405-0146

4501 Connecticut Ave. NW
Washington, DC 20008
(202) 249-2132
rratner@umd.edu

Positions Held

2006 – present	Associate Professor of Marketing University of Maryland, College Park, MD
Fall 2005	Visiting Associate Professor of Marketing University of Maryland, College Park, MD
2004-2006	Associate Professor of Marketing The Kenan-Flagler Business School, Chapel Hill, NC
Fall 2004	Visiting Associate Professor of Marketing, Kilts Center Fellow University of Chicago, Chicago, IL
1999-2004	Assistant Professor of Marketing The Kenan-Flagler Business School, Chapel Hill, NC
1998-1999	Instructor of Marketing The Kenan-Flagler Business School, Chapel Hill, NC
1996-1997	Visiting Scholar, Marketing Department The Wharton School, Philadelphia, PA

Education

Ph.D., Social Psychology, Princeton University, 1999
M.A., Social Psychology, Princeton University, 1995
B.A., Psychology with Honors, magna cum laude, Williams College, 1992

Academic Awards and Honors

Allen J. Krove Award for Teaching Excellence, Robert H. Smith School of Business, 2010
Top 15% Teaching Award, Robert H. Smith School of Business, 2007 - 2010
Best Paper Award (Most Influential Paper in Conflict Management from 1998 – 2001, Academy of Management), 2006
University of Chicago James M. Kilts Center for Marketing, Visiting Faculty Fellow, 2004
Edward M. O'Herron, Jr. Distinguished Faculty Scholar (awarded for outstanding teaching at Kenan-Flagler Business School), 2003-2004
Marketing Science Institute Young Scholar, 2003
University of North Carolina at Chapel Hill Junior Faculty Development Award, 2002

Weatherspoon Award for Excellence in Undergraduate Teaching at Kenan-Flagler Business School
 (awarded each year to one faculty member in the Business School), 2001
 Princeton University Dean's Fund for Scholarly Travel Award, 1995, 1997
 Institutional National Research Service Award Training Grant, 1995
 National Science Foundation Graduate Student Fellowship, 1993-1995, 1997-1998
 Princeton University Psychology Department First-Year Student Merit Prize, 1993
 Phi Beta Kappa, 1992

Research Interests

Consumer decision making over time, including affective forecasts and memories of consumption-related guidelines and experiences; variety-seeking; social norms.

Teaching Interests

Consumer behavior, marketing for social value, marketing management, marketing research.

Journal Articles

- Etkin, J., & Ratner, R.K. "Dynamic Impact of Variety among Means on Motivation" (forthcoming, April 2012), *Journal of Consumer Research*.
- Hamilton, R.H., Ratner, R.K., & Thompson, D.V. "Outpacing Others: When Consumers Value Products Based on Relative Usage Frequency" (2011). *Journal of Consumer Research*, 37, 1079 - 1094.
- Fishbach, A., Ratner, R.K., & Zhang, Y. "Inherently Loyal or Easily Bored?: Nonconscious Activation of Consistency versus Variety-Seeking Behavior" (2011), *Journal of Consumer Psychology*, 21, 38-48.
- Meyvis, T., Ratner, R.K., & Levav, J. "Why We Don't Learn to Accurately Forecast Our Feelings: How the Misremembering of Our Predictions Blinds Us to Our Past Forecasting Errors," (2010), *Journal of Experimental Psychology: General*, 139, 579-589 (Lead article).
- Zauberman, G.Z., Ratner, R.K., & Kim, B.K. "Memories as Assets: Strategic Memory Protection in Choice over Time," (2009), *Journal of Consumer Research*, 35, 715-728 (Lead article).
- Ratner, R.K., Soman, D., Zauberman, G., Ariely, D., Carmon, Z., Keller, P.A., Kim, B.K., Lin, F., Malkoc, S., Small, D.A., & Wertenbroch, K. (2008), "How Behavioral Decision Research Can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention," *Marketing Letters*, 19, 383-397.
- Fox, C.R., Ratner, R.K., & Lieb, D. (2005). "How Subjective Grouping of Options Influences Choice and Allocation: Diversification Bias and the Phenomenon of Partition Dependence," *Journal of Experimental Psychology: General*, 134 (4), 538-551.
- Ratner, R.K., & Herbst, K.C. (2005). "When Good Decisions Have Bad Outcomes: The Impact of Affect on Switching Behavior," *Organizational Behavior and Human Decision Processes*, 96 (1), 23-37
- Novemsky, N., & Ratner, R.K. (2003). "The Time Course and Impact of Consumers' Erroneous Beliefs about Hedonic Contrast Effects." *Journal of Consumer Research*, 29, 507-516.

- Ratner, R.K., & Kahn, B.K. (2002). "The Impact of Private versus Public Consumption on Variety-Seeking Behavior." *Journal of Consumer Research*, 29, 246-257.
- Wathieu, L., Brenner, L., Carmon, Z., Chattopadhyay, A., Wertenbroch, K., Drolet, A., Gourville, J., Muthukrishnan, A.V., Novemsky, N., Ratner, R.K., & Wu, G. (2002). "Consumer Control and Empowerment: A Primer." *Marketing Letters*, 13(3), 297-305.
- Ratner, R.K. & Miller, D.T. (2001). "The Norm of Self-Interest and Its Effects on Social Action," *Journal of Personality and Social Psychology*, 81, 5-16 (Lead article).
- Ratner, R.K., Kahn, B.E., & Kahneman, D. (1999). "Choosing Less-Preferred Experiences for the Sake of Variety." *Journal of Consumer Research*, 26, 1-15 (Lead article).
- Miller, D.T., & Ratner, R.K. (1998). "The Disparity Between the Actual and Assumed Power of Self-Interest." *Journal of Personality and Social Psychology*, 74, 53-62.
- Winner of Most Influential Paper Award in Conflict Management from 1998 – 2001, Academy of Management, Conflict Management Division.*
- Kahn, B.E., Ratner, R.K., & Kahneman, D. (1997). "Patterns of Hedonic Consumption Over Time." *Marketing Letters*, 8, 85-96.
- Vorauer, J.D., & Ratner, R.K. (1996). "Who's Going to Make the First Move?: Pluralistic Ignorance as an Impediment to Relationship Formation." *Journal of Social and Personal Relationships*, 13, 483-506.

Book Chapters

- Riis, J., & Ratner, R. K. (2011), "Simplified Nutrition Guidelines to Fight Obesity" In Rajeev Batra, Punam Keller, & Vic Strecher (eds.), *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*, 333-345.
- Ratner, R.K., Zhao, M., & Clarke, J. A. (2010). "The Norm of Self-Interest: Implications for Charitable Giving." In D.M. Oppenheimer & C.Y. Olivola, *The Science of Giving: Experimental Approaches to the Study of Charity*. NY: Taylor and Francis.
- Kahn, B.E., & Ratner, R.K. (2005). "Variety for the Sake of Variety: Diversification Motives in Consumer Choice." In S. Ratneshwar & D. Mick (Eds.), *Inside Consumption: Consumer Motives, Goals, and Desires*, New York, NY: Routledge, 102 - 121.
- Miller, D.T., & Ratner, R.K. (1996). "The Power of the Myth of Self-Interest." In L. Montada & M.J. Lerner (Eds.), *Current Societal Concerns about Justice*. New York: Plenum Press.

Refereed Conference Proceedings

- Zauberman, G., & Ratner, R.K. (2003). "Making Decisions About the Future: Special Session Summary," in P.A. Keller & D.W. Rook (Eds.), *Advances in Consumer Research*, XXX.
- Ratner, R.K., & Fitzsimons, G.J. (2002). "When Will Consumers Act on Their Attitudes?: New Directions in Attitude-Behavior Consistency: Special Session Summary," in S.M. Broniarczyk & K. Nakamoto (Eds.), *Advances in Consumer Research*, XXIX.

Ratner, R.K., & Zauberger, G. (1999), "Exploring Situational Determinants of Contrast and Assimilation: Effects of Lay Theories, Evaluation Goals, and Framing: Special Session Summary," in E. Arnould & L. Scott (Eds.), *Advances in Consumer Research*, XXVI.

Research under Review

Zhang, Ying, Ayelet Fishbach, and Rebecca K. Ratner. "Progress versus Preference Construals of Choice: Diverging Consequences for Choice Experience and Variety Desired"

Manuscripts in Preparation

"Lack of Consumer Attention to Real-Time Experience: A Barrier to Learning from Product Trial"
(with Nathan Novemsky and Joseph Nunes)

"Mixed Signals: The Influence of Partitioning on Consumption" (with Jordan Etkin)

Research in Progress

Consuming Now versus Later: Effects on Motivation from Variety among Means (with Jordan Etkin)

Effects of Goal Progress and Temporal Construal on Motivation: A Matching Hypothesis (with Jordan Etkin)

Bowling Alone: Social Norms Regarding Solitary vs. Joint Consumption (with Rebecca W. Hamilton)

Prediction Errors and the Planning Fallacy: When Reminding of Forecasts Inhibits Learning (with Tom Meyvis and Jonathan Levav)

When Making Choices is Motivating (with Simona Botti and Kathleen Vohs)

Presentations at Professional Meetings

Hamilton, R.W., Ratner, R. K., Thompson, D.V. (2009). "Will I Get My Money's Worth? Inferring Product Value Based on Predictions About Relative Use," Paper presented at the annual meeting of the Association for Consumer Research, Pittsburgh.

Ratner, R.K., Herbst, K. & Novemsky, N. (2008). "When Dominated Options Are Chosen: The Interplay of Affect and Cognition in Repeated Risky Choice." Paper presented at the annual meeting of the Association for Consumer Research, San Francisco.

Ratner, R.K., Zhao, M., & Miller, D.T. (2008). "How Can You Say 'No'?: Deference Granted to Advocates Who Are Victims." Paper presented at the annual meeting of the Association for Consumer Research, San Francisco.

Ratner, R.K., & Riis, J. (2008). "What Good Is a Guideline That People Can't Remember?: The Benefits of Extreme Simplicity." Paper presented at the annual meeting of the Association for Consumer Research, San Francisco.

Kim, B. Kyu, Zauberger, G., & Ratner, R.K. (2007). "Memory Pointers: Strategic Memory Protection through Acquisition of Recall Cues," Paper presented at the annual meeting of the Association for Consumer Research, Memphis.

- Ratner, R.K., Meyvis, T., & Levav, J. (2007). "Why Don't Consumers Learn to Make Better Affective Forecasts: How Misremembering Their Past Predictions Blinds People to Their Past Forecasting Errors." Paper presented at the Transformational Consumer Research Conference, Tuck School of Business, Dartmouth College, Hanover, NH.
- Ratner, R.K., Zhang, Y., & Fishbach, A. (2006). "Variety vs. Consistency-Seeking: A Matter of the Primed Rule." Paper presented at the annual meeting of the Society for Judgment and Decision Making, Houston.
- Ratner, R.K., Meyvis, T., & Levav, J. (2006). "Why We Don't Learn to Accurately Forecast Our Feelings: How the Misremembering of Our Predictions Blinds Us to Our Past Forecasting Errors." Paper presented at the Association for Consumer Research Conference, Orlando.
- Meyvis, T., Ratner, R.K., & Levav, J. (2006). "Why We Don't Learn to Accurately Forecast Our Feelings: How the Misremembering of Our Predictions Blinds Us to Our Past Forecasting Errors." Paper presented at the Behavioral Decision Research in Management Conference, Santa Monica.
- Meyvis, T., Ratner, R.K., & Levav, J. (2006). "Why We Don't Learn to Accurately Forecast Our Feelings: How the Misremembering of Our Predictions Blinds Us to Our Past Forecasting Errors." Paper presented at the Society for Personality and Social Psychology, Palm Springs.
- Meyvis, T., Ratner, R.K., & Levav, J. (2005). "Why We Don't Learn to Accurately Forecast Our Feelings: How the Misremembering of Our Predictions Blinds Us to Our Past Forecasting Errors." Paper presented at the annual meeting of the Society for Judgment and Decision Making, Toronto.
- Ratner, R.K., Zhang, Y., & Fishbach, A. (2005). "Variety vs. Consistency-Seeking: A Matter of the Primed Rule." Paper presented at the annual meeting of the Association for Consumer Research, San Antonio.
- Zauberman, G., & Ratner, R.K. (2004). "Strategic Memory Protection in Choice over Time." Paper presented at the annual meeting of the Society for Judgment and Decision Making, Minneapolis.
- Zauberman, G., & Ratner, R.K. (2004). "Strategic Memory Protection in Choice over Time." Paper presented at the annual meeting of the Association for Consumer Research, Portland.
- Zauberman, G., & Ratner, R.K. (2004). "Strategic Memory Protection in Choice over Time." Paper presented at the 9th Behavioral Decision Research in Management Conference, Durham, North Carolina.
- Fox, Craig R., Ratner, R.K., & Lieb, D. (2003). "Diversification and Partition Dependence in Choice and Allocation." Paper presented at the annual meeting of the Society for Judgment and Decision Making, Vancouver.
- Ratner, R.K., & Kubowicz, C. (2003). "Apologies and Coupons to Resolve Consumer Complaints: How Appealing is Each to You Versus to Others?" Paper presented at the annual meeting of the Association for Consumer Research, Toronto.
- Fox, Craig R., Ratner, R.K., & Lieb, D. (2003). "Diversification and Partition Dependence in Consumer Choice." Paper presented at the annual meeting of the Association for Consumer Research,

Toronto.

- Ratner, R.K., & Herbst, K.C. (2002). "When Good Decisions Have Bad Outcomes: Attenuating the Effect of Regret on Switching Behavior." Paper presented at the annual meeting of the Society for Judgment and Decision Making, Kansas City, Kansas.
- Ratner, R.K., & Herbst, K.C. (2002). "When Good Decisions Have Bad Outcomes: Attenuating the Effect of Regret on Switching Behavior." Paper presented at the annual meeting of the Association for Consumer Research, Atlanta, Georgia.
- Ratner, R.K., & Herbst, K.C. (2002). "When Good Decisions Have Bad Outcomes: Attenuating the Effect of Regret on Switching Behavior." Paper presented at the 8th Behavioral Decision Research in Management Conference, Chicago, Illinois.
- Ratner, R.K., & Miller, D.T. (2001). "Why Do Vested People Show Greater Attitude-Behavior Consistency?: Implications of a Norm of Self-Interest for Social Action." Paper presented at the annual meeting of the Association for Consumer Research, Austin, Texas.
- Ratner, R.K., MacInnis, D.J., & Weiss, A.M. (2000). "Preferences for Item Order within a Compilation." Paper presented at the annual meeting of the Association for Consumer Research, Salt Lake City, Utah.
- Novemsky, N., & Ratner, R.K. (2000). "Predicted, Experienced, and Remembered Contrast Effects in Hedonic Experiences." Paper presented at the annual meeting of the Society for Consumer Psychology Conference, San Antonio, Texas.
- Ratner, R.K. (1999). "Expectations of Others' Self-Interest: Consequences for Group Decision Making." Paper presented at the annual meeting of the Association for Consumer Research, Columbus, Ohio.
- Ratner, R.K., & Kahn, B.E. (1998). "Social Influences in Variety Seeking." Paper presented at the annual meeting of the Association for Consumer Research, Montreal, Canada.
- Ratner, R.K., Novemsky, N., & Kahneman, D. (1998). "Comparing Consumers' Predictions to Reality: Hedonic Contrast Effects Evident in Consumers' Predictions But Not Real-Time Experience." Paper presented at the annual meeting of the Association for Consumer Research, Montreal, Canada.
- Ratner, R.K., Kahn, B.E., & Kahneman, D. (1997). "Differential Effects of Variety-Seeking on Experienced Versus Remembered Utility." Paper presented at the annual meeting of the Association for Consumer Research, Denver, Colorado.
- Ratner, R.K., & Miller, D.T. (1997). "The Norm of Self-Interest." Poster presented at the annual meeting of the American Psychological Society, Washington, D.C.
- Miller, D.T., & Ratner, R.K. (1997). "Who Has the Right to Help?" Paper presented at the International Congress of Psychology, Montreal, Canada.
- Ratner, R.K., & Voraueer, J.D. (1996). "Pluralistic Ignorance as an Impediment to Relationship Formation." Paper presented at the annual meeting of the Eastern Psychological Association, Philadelphia, Pennsylvania.

Ratner, R.K., & Miller, D.T. (1995). "Vested Interest and Social Action: The Inhibiting Effects of Inaccurate Consensus Estimates." Paper presented at the annual meeting of the Eastern Psychological Association, Boston, Massachusetts.

Kahn, B.E., Ratner, R.K., & Kahneman, D. (1995). "Is Variety-Seeking a Puzzle?" Paper presented at the annual meeting of the Association for Consumer Research, Minneapolis, Minnesota.

Ratner, R.K., & Goethals, G.R. (1993). "The Role of Cognition Deniability in Dissonance Reduction." Paper presented at the annual meeting of the Eastern Psychological Association, Arlington, Virginia.

Invited Presentations

Ratner, R.K. London Business School, Marketing Seminar Series (upcoming Spring 2012).

Ratner, R.K. Marketing in Israel Research Camp (upcoming December 2011).

Ratner, R.K. "Outpacing Others: When Consumers Value Products Based on Relative Usage Frequency," University of Minnesota, Marketing Seminar Series, March 2011.

Ratner, R.K. "Outpacing Others: When Consumers Value Products Based on Relative Usage Frequency," University of Maryland, Psychology Department, Social, Decision, and Organizational Sciences Seminar Series, November 2010.

Ratner, R.K. "Persuasion," Consumer Product Safety Commission, May 2010.

Ratner, R.K. "How Memory Errors Lead Consumers Astray," University of Wisconsin - Madison, Marketing Seminar Series, November 2009.

Ratner, R.K. Invited discussant for special session on retrospective evaluations. Association for Consumer Research, October 2009.

Ratner, R.K. "How Memory Errors Lead Consumers Astray," Fuqua School of Business, Duke University, Marketing Seminar Series, September 2009.

Ratner, R.K. "How Memory Errors Lead Consumers Astray," Virginia Tech Marketing Seminar Series, September 2009.

Ratner, R.K. "Helping Consumers: Current Directions in Consumer Behavior Research," Haring-Sheth Distinguished Scholar, 39th Annual Haring Symposium for Doctoral Research, Indiana University, March 2009.

Ratner, R.K. Discussant for special session entitled "Understanding Hedonic Misprediction: The Role of Lay Beliefs." Association for Consumer Research, October 2008.

Ratner, R.K. Speaker for panel entitled "Managing Your Specific Theories: Consumer Decision Making and Choice." Association for Consumer Research Doctoral Symposium, October 2008.

Ratner, R. K. "When Good Decisions Have Bad Outcomes: The Impact of Affect on Switching Behavior," Decision Making Interest Group, National Cancer Institute, March 2008.

- Ratner, R.K. "Why Don't People Learn to Make Accurate Affective Forecasts?" International Conference on Hedonic Adaptation and Prediction, Harvard University, September 2007.
- Ratner, R.K. "The Norm of Self-Interest: Implications for Charitable Donations." Conference on Experimental Approaches to the Study of Charitable Giving, Princeton University, July 2007.
- Ratner, R.K. "Helping Consumers Help Themselves with Nutrition." 7th Annual Invitational Choice Symposium, Wharton School, University of Pennsylvania, June 2007.
- Ratner, R.K. "What Are Your Reviewers Thinking?" Plenary session on Research, Publishing, and Navigating the Review Process, American Marketing Association Sheth Doctoral Consortium, Arizona State University, May 2007.
- Ratner, R.K. "Why People Don't Learn to Make Accurate Forecasts: How Misremembering Our Predictions Blinds Us to Our Past Forecasting Errors." Marketing camp, Columbia Business School, Columbia University, May 2007.
- Ratner, R.K. "Why People Don't Learn to Make Accurate Forecasts: How Misremembering Our Predictions Blinds Us to Our Past Forecasting Errors." Decision processes seminar, The Wharton School, University of Pennsylvania, January 2007.
- Ratner, R.K. "Why We Don't Learn to Accurately Forecast Our Feelings: How Misremembering Our Predictions Blinds Us to Our Past Forecasting Errors." Cognitive psychology seminar, University of Maryland, October 2006.
- Ratner, R.K. "Why We Don't Learn to Accurately Forecast Our Feelings: How Misremembering Our Predictions Blinds Us to Our Past Forecasting Errors." Distinguished Speaker in Marketing, University of Colorado - Boulder, October 2006.
- Ratner, R.K. "A Social Norm to Incorporate Variety: Manifestations and Boundary Conditions." Marketing research retreat, University of Florida, February 2006.
- Ratner, R.K. "A Social Norm to Incorporate Variety: Manifestations and Boundary Conditions." Marketing area seminar, University of Toronto, November 2005.
- Ratner, R.K. "The Norm of Self-Interest and the Inhibition of Nonvested Social Action." Social psychology and Industrial/Organization joint psychology seminar, University of Maryland, October 2005.
- Ratner, R.K. "Can Memory Errors Lead Consumers Astray?" Association for Consumer Research Doctoral Symposium, September 2005.
- Ratner, R.K. "A Social Norm to Incorporate Variety: Manifestations and Boundary Conditions." Marketing area seminar, University of Maryland, March 2005.
- Ratner, R.K. "A Social Norm to Incorporate Variety: Manifestations and Boundary Conditions." Marketing area seminar, Boston University, February 2005.
- Ratner, R.K. "The Norm of Self-Interest and the Inhibition of Nonvested Social Action." Management and Organizational Behavior workshop, University of Chicago, December 2004.
- Ratner, R.K. "The Norm of Self-Interest and the Inhibition of Nonvested Social Action." Political Psychology workshop, University of Chicago, November 2004.

- Ratner, R.K. "When Good Decisions Have Bad Outcomes: Attenuating the Effect of Regret on Switching Behavior." Marketing Area, Chicago Graduate School of Business, University of Chicago, December 2003.
- Ratner, R.K. "When Good Decisions Have Bad Outcomes: Attenuating the Effect of Regret on Switching Behavior." Marketing Department, Kellogg School of Management, Northwestern University, July 2003.
- Ratner, R.K. "When Good Decisions Have Bad Outcomes: Attenuating the Effect of Regret on Switching Behavior." Marketing Area Speaker Series, Yale School of Management, April 2003.
- Ratner, R.K. "When Good Decisions Have Bad Outcomes: Attenuating the Effect of Regret on Switching Behavior." Marketing Science Institute Young Scholars Program, Park City, Utah, March 2003.
- Ratner, R.K. "The Norm of Self-Interest and Its Impact on Social Action." Marketing Area Speaker Series, Sloan School of Management, Massachusetts Institute of Technology, May 2002.
- Ratner, R.K. "The Impact of Private Versus Public Consumption on Variety-Seeking Behavior." Marketing Area Speaker Series, Haas School of Business, The University of California – Berkeley, April 2002.
- Ratner, R.K. "Discrepancies in Predicted, Experienced, and Remembered Contrast Effects." Social Psychology Seminar Series, Department of Psychology, The University of North Carolina at Chapel Hill, November 2001.
- Ratner, R.K. "Are Consumers Better Off Having Less Control?" 4th Annual Invitational Choice Symposium, Monterey, California, June 2001.
- Ratner, R.K. "Why Consumers Choose Less-Enjoyable Experiences: The Role of Social Influence and Lay Beliefs about Contrast Effects." Graduate School of Business, Columbia University, March 2001.
- Ratner, R.K. "Why Consumers Choose Less-Enjoyable Experiences: The Role of Social Influence and Lay Beliefs about Contrast Effects." The John E. Anderson School of Management, University of California – Los Angeles, May 2000.
- Ratner, R.K. "Predicting, Experiencing, and Remembering Happiness." German and American Frontiers of Social Science Symposium, Stonemountain, Georgia, March 2000.
- Ratner, R.K. "Why People Choose Less-Enjoyable Experiences: The Role of Lay Theories of Contrast Effects." The Marketing Department Seminar Series, The Fuqua School of Business, Duke University, October 1999.
- Ratner, R.K. "The Norm of Self-Interest." Social Psychology Seminar Series, Department of Psychology, The University of North Carolina at Chapel Hill, October 1999.
- Ratner, R.K. "Predicted, Experienced, and Remembered Contrast Effects." Affect and Decision Making Marketing Research Camp, Fisher School of Business, Ohio State University, September 1999.
- Ratner, R.K. "Why People Choose Less-Enjoyable Experiences: The Role of Social Influence and Lay Theories of Contrast Effects." Management Area Seminar Series, The Fuqua School of Business,

Duke University, March 1999.

Ratner, R.K. "Patterns of Hedonic Consumption Over Time." Marketing Department Colloquium, The Wharton School, University of Pennsylvania, May 1997.

Ratner, R.K. "Misperceiving What Motivates Others: Consequences for Group Decision-Making." Kellogg Negotiation Speaker Series, Kellogg School of Management, Northwestern University, June 1997.

Invited Session Moderator

Moderator of 3-day seminar, "Social and business decision making: Hopelessly biased or improvable?" Socrates Society Program, The Aspen Institute, Aspen, Colorado, June 2009.

Facilitator of session, "Decision-making behavior and social change," ProInspire Fellows workshop, Arlington, VA, December 2009.

Teaching in Degree Programs

Fall 2010 – present	Marketing for Social Value (MBA) The Robert H. Smith School, University of Maryland
Fall 2005 - present	Consumer Behavior (undergraduate and MBA) The Robert H. Smith School, University of Maryland
Spring 2005	Marketing Research (undergraduate) The Kenan-Flagler Business School
Spring 1999 - 2006	Consumer Behavior (MBA) The Kenan-Flagler Business School
Fall 1998 – Spring 2006	Principles of Marketing (undergraduate) The Kenan-Flagler Business School
Summer 2001, 2002	Marketing Research Methods (visiting Ph.D. students from Monterey Institute of Technology in Mexico) The Kenan-Flagler Business School
Fall 1996/Spring 1997	Introduction to Marketing, Lecturer (undergraduate) The Wharton School
Spring 1996	Judgment and Decision Making, Assistant in Instruction (undergraduate) Princeton University
Fall 1995	Advanced Social Psychology, Assistant in Instruction (undergraduate) Princeton University
Spring 1995	Personality Psychology, Assistant in Instruction (undergraduate) Princeton University

Teaching in Executive Programs

Spring 2005	Kaiser Permanente The Kenan-Flagler Business School
Spring 2004	Advanced Leadership Program The Kenan-Flagler Business School
Spring 2003 - 2006	Water Leadership Program The Kenan-Flagler Business School
Spring 2003	Executive Development Institute The Kenan-Flagler Business School
Spring 2002	Managing Agribusiness The Kenan-Flagler Business School
Spring 1999 – 2002	Young Executives Institute The Kenan-Flagler Business School

University Service

University of Maryland Academic Planning Advisory Committee (APAC) (2011 – 2013)
 Robert H. Smith School Undergraduate Program Committee (2009 – present)
 Robert H. Smith School Behavioral Lab Committee (2008 – present)
 College Park Scholars Advisory Board (2007-present)
 Institutional Review Board, Robert H. Smith School, IRB Liaison (2007 – present)
 Millennial Task Force (2008 – 2009)
 Robert H. Smith School Marketing Area Faculty Recruiting Committee, Chair (2008 – 2009)
 Robert H. Smith School Marketing Area Faculty Recruiting Committee, Member (2006, 2010)
 Robert H. Smith School Behavioral Lab, Acting Chair (Spring 2008)
 University of Maryland Stakeholders' Analysis Steering Committee (2007-2008)
 Robert H. Smith School Marketing Area Ph.D. admissions committee (2006-2007, 2010-2011)
 Institutional Review Board, Robert H. Smith School, local review committee (2006 - 2007)
 Academic Affairs Institutional Review Board, UNC Business School Committee (Chair, 2003-2006)
 UNC Weatherspoon undergraduate teaching award selection committee (2002-2004)
 BSBA (undergraduate business) program committee (2001-2004)
 UNC Marketing area subject pool coordinator (1999-2006)
 UNC Marketing area Ph.D. admissions committee (2000, 2002, 2004)
 UNC Community Service Day planning committee (2002)

Doctoral Thesis Committees

Anna Sheveland (Psychology, ongoing)
 Julie O'Brien (Psychology, ongoing)
 Zachary Arens (Marketing, ongoing)
 Hsuchi Ting (Psychology, 2009)
 Edward Orehek (Psychology, 2009)
 Francine Espinoza (Marketing, 2009)
 Garriy Shteynberg (Psychology, 2009)
 Selin Malkoc (Marketing, UNC, 2006)
 Claudia Kubowicz Malhotra (Marketing, Chair, UNC, 2006)
 Jennifer Clarke (Psychology, Co-chair, UNC, 2004)
 Melissa Martin (Marketing, Co-chair, UNC, 2001)
 Michael Coolsen (Psychology, UNC, 2003)

Kenneth Herbst (Psychology, UNC, 2002)

Doctoral Second-Year Paper Committees

James Kim (Marketing, ongoing)
 Alice Li (Marketing, 2011)
 Jordan Etkin (Marketing, Chair, 2009)
 Ke Na (Marketing, 2008)
 Savannah Shi (Marketing, 2008)
 Claudia Kubowicz (Marketing, Chair, UNC, 2002)
 Eric Akunda (Marketing, Chair, UNC, 1999)
 Lerzan Aksoy (Marketing, UNC, 1998)

Professional Affiliations

Association for Consumer Research, Society for Judgment and Decision Making, Society for Personality and Social Psychology

Professional Service

Associate Editor

Journal of Consumer Research, 2008 - present

Editorial Review Boards:

Journal of Consumer Research, 2007 – 2008

Journal of Economic Psychology, 2004 – present

Journal of Marketing Research, 2007 – present

- Member, O'Dell Award Committee, *Journal of Marketing Research*, 2008
- Ranked by *JMR* editor as the reviewer who completed the most reviews for *Journal of Marketing Research* in 2007-2008

Board of Directors

At-Large Director, Association for Consumer Research, 2010-present

Conference Co-Chair:

Association for Consumer Research 2011 Annual North American Conference

Association for Consumer Research 2006 Doctoral Symposium

Ad-hoc Reviewer

Cognition and Emotion; Journal of the Academy of Marketing Science; Journal of Behavioral Decision Making; Journal of Consumer Psychology; Journal of Experimental Psychology: General; Journal of Experimental Social Psychology; Journal of Marketing; Journal of Personality and Social Psychology; Journal of Retailing; Journal of Applied Social Psychology; Judgment and Decision Making; Marketing Letters; Marketing Science; Organizational Behavior and Human Decision Processes; Personality and Social Psychology Bulletin; Psychological Bulletin; Social Psychology Quarterly

Association for Consumer Research, competitive paper reviewer
Austrian Science Fund
Behavioral Decision Making Research in Management (BDRM) Conference review committee (2008)
MSI Competition on Variety-Seeking and Assortments (2004)
National Science Foundation
Social Sciences and Humanities Research Council (SSHRC) of Canada
O'Dell Award Committee Member (2008)

Conference Program Committees:

Association for Consumer Research Annual Conference (roundtables co-chair, 2003; program committee, 2001, 2003, 2004, 2006; associate editor for competitive paper sessions, 2007, 2010)

Society for Judgment and Decision Making (program committee, four-year commitment to be member of SJDM program committee from 2004-2008)

Member of 4-person organizing committee, Judgment and Decision Making preconference for the Society for Personality and Social Psychology (SPSP) annual conference (2008-2011)

Discussant: Association for Consumer Research Annual Conference 2004 (session on assortment size), 2007 (session on lay theories and affective forecasting), 2008 (session on affective forecasting), 2009 (forthcoming session on affective forecasting)

Co-chair (with Valarie Zeithaml) of John A. Howard AMA Doctoral Dissertation Award, 2005.