

**Rebecca K. Ratner**

Professor of Marketing  
Associate Dean for Academic Affairs  
Robert H. Smith School of Business  
University of Maryland, College Park  
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***Positions Held***

Summer – Fall 2016	Visiting Professor of Marketing The Harvard Business School, Harvard University
2016 - present	Associate Dean for Academic Affairs Robert H. Smith School of Business University of Maryland, College Park
2013 – 2016	Assistant Dean of Academic Affairs – Undergraduate Programs Robert H. Smith School of Business University of Maryland, College Park
2012- present	Professor of Marketing University of Maryland, College Park
2006 – 2012	Associate Professor of Marketing University of Maryland, College Park
Fall 2005	Visiting Associate Professor of Marketing University of Maryland, College Park
2004-2006	Associate Professor of Marketing Kenan-Flagler Business School University of North Carolina – Chapel Hill
Fall 2004	Visiting Associate Professor of Marketing, Kilts Center Fellow University of Chicago
1999-2004	Assistant Professor of Marketing Kenan-Flagler Business School University of North Carolina – Chapel Hill
1998-1999	Instructor of Marketing Kenan-Flagler Business School University of North Carolina – Chapel Hill
1996-1997	Visiting Scholar, Marketing Department The Wharton School University of Pennsylvania

## ***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

## ***Research, Scholarly and Creative Activities***

### *Chapters in Books*

- 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.

### *Articles in Refereed Journals*

- Ratner, R.K., & Hamilton, R.W. "Inhibited from Bowling Alone" (2015). *Journal of Consumer Research*, 42, 266-283.
- Zhu, Meng, & Ratner, R.K. "Scarcity Polarizes Preferences: The Impact on Choice Among Multiple Items in a Product Class" (2015). *Journal of Marketing Research*, 52, 13-26.
- Ratner, R.K., & Riis, J. "Communicating Science-Based Recommendations with Memorable and Actionable Guidelines" (2014). *Proceedings of the National Academy of Sciences*, 111, 13634-13641.
- Etkin, J., & Ratner, R.K. "Goal Pursuit, Now or Later: Temporal Compatibility of Different versus Similar Means" (2013). *Journal of Consumer Research*, 39, 1085 – 1099.
- Etkin, J., & Ratner, R.K. "The Dynamic Impact of Variety among Means on Motivation" (2012). *Journal of Consumer Research*, 38, 1076-1092.
- 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.

#### *Other*

- Chartrand, C., Ahluwalia, R., & Ratner, R.K. (2012). Editors, "Building Connections 2011: Proceedings" *Advances in Consumer Research*, XXXIX. (Co-editors of the conference proceedings the year we were Association for Consumer Research Conference co-chairs)

### *Invited Talks*

- Ratner, R.K. "Inhibited from Bowling Alone." Marketing seminar series, Ivey School of Business, University of Western Ontario, December 2015.
- Ratner, R.K. "Judgment and Decision Making Research," AMA-Sheth Doctoral Consortium, London Business School, July 2015.
- Ratner, R.K. "Inhibited from Bowling Alone." Marketing seminar series, Yale University, May 2015.
- Ratner, R.K. "Inhibited from Bowling Alone." Marketing research camp, Texas A&M, April 2015.
- Ratner, R.K. "Inhibited from Bowling Alone." National University of Singapore, March 2015.
- Ratner, R.K. "Inhibited from Bowling Alone." Koc University, March 2015.
- Ratner, R.K. "Setting One's Sights: How Goal Horizons Impact Motivation." Marketing seminar series, City University of New York – Baruch, April 2014.
- Ratner, R.K. "Setting One's Sights: How Goal Horizons Impact Motivation." Marketing seminar series, University of Illinois, February 2014.
- Ratner, R.K. "Setting One's Sights: How Goal Horizons Impact Motivation." Marketing seminar series, University of Alberta, November 2013.
- Ratner, R.K. "Looking Back." Doctoral Symposium, Association for Consumer Research, October 2013.
- Ratner, R.K. "What Good is a Guideline People Can't Remember? The Benefits of Extreme Simplicity in Communicating Nutrition Science." Sackler Colloquium, National Academy of Sciences, September 2013.
- Ratner, R.K. "Inhibited from Bowling Alone." Marketing research camp, Tuck School of Business, Dartmouth, May 2013.
- Ratner, R.K. "Setting One's Sights: How Goal Horizons Impact Motivation." Marketing seminar series, Kellogg School of Business, Northwestern University, February 2013.
- Ratner, R.K. "Inhibited from Bowling Alone." Hong Kong University of Science and Technology, December 2012.
- Ratner, R.K. "Designing Messages to Meet Consumers Where They Are," Startup-Onomics, San Francisco, August 2012.
- Ratner, R.K. "Dynamic Impact of Variety among Means on Motivation," London Business School, Marketing Seminar Series, April 2012.
- Ratner, R.K. "Dynamic Impact of Variety among Means on Motivation," University of Southern California, Marketing Seminar Series, March 2012.
- Etkin, J.E. and R. K. Ratner. "Dynamic Impact of Variety among Means on Motivation," Consumer Financial Protection Bureau, March 2012.

- Ratner, R.K. "Dynamic Impact of Variety among Means on Motivation," Society for Consumer Psychology, Doctoral Symposium, February 2012.
- Ratner, R.K. and Etkin, J.E. "Dynamic Impact of Variety among Means on Motivation," Marketing in Israel Research Camp, 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, 39<sup>th</sup> 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." 7<sup>th</sup> 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?" 4<sup>th</sup> 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.

### *Refereed Presentations*

- Zhu, M. & R. K. Ratner (2015). "Scarcity Polarizes Preferences," Paper presented at annual meeting of the Society for Consumer Psychology, Phoenix.
- Zhu, M. & R. K. Ratner (2015). "Scarcity Polarizes Preferences," Paper presented at annual meeting of the Association for Consumer Research, Baltimore.
- Etkin, J. & R.K. Ratner (2011). "Dynamic Impact of Variety among Means on Motivation," Paper presented at the annual meeting of the Society for Judgment and Decision Making, Seattle.
- Etkin, J. & R.K. Ratner (2011). "Mixed Signals: The Impact of Partitioning on Consumption," Paper presented at the annual meeting of the Association for Consumer Research, St. Louis.
- 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, Zauberaman, 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.

### *Symposia and Workshops*

Discussant at special sessions of Association for Research Annual Conference (discussant role at ACR now discontinued): Session on affective forecasting (2009), Session on lay theories and affective forecasting (2008); Session on assortment size (2004)

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.

### *Historical Conferences, Workshops, Talks (10+ years ago)*

Zauberman, G., & Ratner, R.K. (2004). "Strategic Memory Protection in Choice over Time." Paper presented at 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 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 9<sup>th</sup> 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 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 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 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 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 8<sup>th</sup> 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 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 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 annual meeting of 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 annual meeting of Association for Consumer Research, Columbus, Ohio.
- Ratner, R.K., & Kahn, B.E. (1998). "Social Influences in Variety Seeking." Paper presented at annual meeting of 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 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 annual meeting of Association for Consumer Research, Denver, Colorado.
- Ratner, R.K., & Miller, D.T. (1997). "The Norm of Self-Interest." Poster presented at annual meeting of American Psychological Society, Washington, D.C.
- Miller, D.T., & Ratner, R.K. (1997). "Who Has the Right to Help?" Paper presented at International Congress of Psychology, Montreal, Canada.
- Ratner, R.K., & Vorauer, J.D. (1996). "Pluralistic Ignorance as an Impediment to Relationship Formation." Paper presented at 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 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 annual meeting of Eastern Psychological Association, Arlington, Virginia.

### *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., & Zauberman, 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.

### *Grants*

- Rebecca Ratner (PI) and Jordan Etkin (co-PI), Research Grant #4-1777 "Motivating Consumers across Different Levels of Progress," \$3,200, Marketing Science Institute.

### *Fellowships, Gifts and Other Funded Research*

- National Science Foundation Graduate Student Fellowship, 1993-1998

### *Other Research/Scholarship/Creative Activities*

- Ratner, R.K. (2015), "Assessing the Efficacy of Consumer Promotions," *The AMA Reader*. Invited curator of a set of articles from the *Journal of Marketing Research* for the American Marketing Association readership.
- Ratner, R.K. (2013), "Consumer Goal Pursuit." *Journal of Consumer Research*, 40, vi-viii. Invited curator of a set of articles for readers of JCR.

## **Teaching, Mentoring and Advising**

### *Courses in Discipline*

- Marketing for Social Value (MBA) – approximately 25 students/section  
Consumer Behavior (undergraduate and MBA) – approximately 35 students/section

### *Curriculum Development*

Developed Critical Thinking initiative for Smith School undergraduate program, including creating and leading a CT faculty champions group. Faculty members of the CT champions group teach across programs (UG, MBA, OMBA). Led critical thinking workshops at orientation for all full-time Smith School undergraduates and MBA students (2014 UG, 2015 UG and MBA).

Marketing for Social Value (MBA); course developed in 2010

### *Doctoral*

- Jordan Etkin, 2013, placement at Duke (advisor)  
Jennifer Clarke, 2005, UNC Ph.D., placement at University of Colorado (committee member)  
Claudia Kubowicz, 2006, UNC Ph.D., placement at University of North Carolina (committee co-chair)

Doctoral Thesis Committees (Member):

Kristen Klein (Psychology, 2013)  
Lauren Boyatzi (Psychology, 2013)  
Anna Sheveland (Psychology, 2012)  
Julie O'Brien (Psychology, 2012)  
Zachary Arens (Marketing, 2012)  
Hsuchi Ting (Psychology, 2009)  
Edward Orehek (Psychology, 2009)  
Francine Espinoza (Marketing, 2009)  
Gariy 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)

*Other Advising*

Junior Faculty – Anastasiya Pocheptsova

Advised approximately 4 students per year - MBA social value consulting teams (2011 – 2013)

*Other Teaching Activities*

Courses taught in degree programs at UNC (1998 – 2006):

Consumer Behavior (MBA)  
Marketing Research (undergraduate)  
Principles of Marketing (undergraduate)

Teaching in executive programs at UNC (1998 – 2006):

Kaiser Permanente  
Advanced Leadership Program  
Water Leadership Program  
Executive Development Institute  
Managing Agribusiness  
Young Executives Institute

## ***Service and Outreach***

### *Editorships and Editorial Boards*

*Journal of Marketing Research*, 2014 – 2016 (Co-Editor)  
*Journal of Consumer Research*, 2008 – 2014 (Associate Editor)  
*Journal of Marketing Research*, 2012 – 2014 (Associate Editor)  
*Journal of Consumer Research*, 2014 – present (Guest Associate Editor)  
*Journal of Consumer Research*, 2007 – 2008, 2016 - present  
*Journal of Economic Psychology*, 2004 – present  
*Journal of Marketing Research*, 2007 – 2012

### *Reviewing Activities for Journals and Presses*

*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; Psychological Science*

### *Reviewing Activities for Agencies and Foundations*

Austrian Science Fund  
National Science Foundation  
Social Sciences and Humanities Research Council (SSHRC) of Canada  
Marketing Science Institute dissertation award reviewer

### *Reviewing Activities for Conferences*

Association for Consumer Research, competitive paper reviewer  
Behavioral Decision Making Research in Management (BDRM) Conference review committee (2008)  
MSI Competition on Variety-Seeking and Assortments (2004), reviewer

### *Campus Service – Department*

Marketing Area Faculty Recruiting Committee, Chair (2008 – 2009)  
Marketing Area Faculty Recruiting Committee, Member (2006, 2010, 2016)  
Marketing Area Ph.D. Admissions Committee, Member (2006-2007, 2010- 2011)  
Marketing Area Undergraduate Program Committee, Member (2010-2011)

### *Campus Service – College*

Academic Integrity Task Force, Chair (2014 – present)  
Teaching Portfolio Committee, Member (2015)  
Undergraduate Program, Faculty Director (2012 – 2013)  
Undergraduate Program Committee, Chair (2012 – 2013)  
Undergraduate Program Committee (2009 – present)  
Behavioral Lab Committee (2008 – present)  
Institutional Review Board, IRB Liaison (2007 – 2013)  
Behavioral Lab, Acting Chair (Spring 2008)  
Institutional Review Board, local review committee member (2006 - 2007)

*Campus Service – University*

Social Psychology Senior Search Committee (2012)  
Provost's Academic Planning Advisory Committee (APAC) (2011 – 2013)  
Graduate Field Committee in Decision Science, Co-Organizer (2012 – present)  
Scholarship in Practice Faculty Board (2012 – 2013)  
College Park Scholars Advisory Board (2007-2010)  
Millennial Task Force (2008 – 2009)  
University of Maryland Stakeholders' Analysis Steering Committee (2007-2008)

*Campus Service - Special Administrative Assignment*

Steering Committee, Middle States Accreditation (Co-Chair, 2014 - present)

*Campus Service at UNC*

Academic Affairs Institutional Review Board, UNC Business School Committee (Chair, 2003-2006)  
UNC Weatherspoon undergraduate teaching award selection committee (2002-2004)  
Undergraduate Business (BSBA) program committee (2001-2004)  
UNC Marketing area subject pool coordinator (1999-2006)  
UNC Marketing area Ph.D. admissions committee (2000, 2002, 2004)

*Leadership Roles in Meetings and Conferences*

At-Large Member, Board of Directors, Association for Consumer Research, 2010-2012

Co-Chair, Association for Consumer Research (2011) North American Annual Conference

Co-Chair, Association for Consumer Research (2006), Doctoral Symposium

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 term 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)

Member, O'Dell Award Committee, *Journal of Marketing Research* (2008)

Co-chair of John A. Howard AMA Doctoral Dissertation Award (2005)

***Awards, Honors and Recognition***

Distinguished Teaching Award, Robert H. Smith School of Business, 2016

Legg Mason Teaching Innovation Award, Robert H. Smith School of Business, 2015 (for critical thinking initiative)

University of Maryland Research Communicator Impact Award, 2015

Allen J. Krowe Award for Teaching Excellence, Robert H. Smith School of Business, 2010

Top 15% Teaching Award, Robert H. Smith School of Business, 2007 – 2012  
Recognized by *JMR* editor as the reviewer who completed the most reviews for *Journal of Marketing Research* in 2007-2008

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), 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

#### *Recognition in Media*

New York Times, Washington Post, CBS Radio/CBS This Morning with Charlie Rose and Gayle King, NPR's Wait, Wait...Don't Tell Me, Time magazine, New York magazine, Slate, Huffington Post Live, Guardian, Atlantic, AskMen, CNN Money, Los Angeles Times, Country Living, WNYC's The Take Away with John Hockenberry, Il Post (Italy), Dayton Daily News, Cosmopolitan, Glamour, Yahoo Health, KCBS Radio (San Francisco), Esquire, Big Think, Mother Nature Network, Examiner, lifehacker, KPCC Radio (Los Angeles), Philippines Daily, Reddit, Miss Adventures, Notable, The Joint, Role Reboot, Newser, Baby Boomers, Moxie Lady, Adele Horin Most Latest News, Brit + Co., Gulf Daily News (Bahrain), NRC (Netherlands).