

## Curriculum Vita

Paul M. Herr

### **EDUCATION:**

A.B. with honors, Oberlin College: 1978 (Psychology)  
Ph.D. Indiana University 1983: (Social Psychology)  
Minor areas (Statistics, Organizational Behavior)

### **ACADEMIC APPOINTMENTS:**

Virginia Tech 2009- present: Professor of Marketing, Virginia-Carolinas Professor of Purchasing Management  
University of Colorado 2010: Emeritus Professor of Marketing  
University of Colorado 2003-2010J: Professor of Marketing  
University of Colorado 1991- 2003: Associate Professor of Marketing  
Indiana University 1985-1991: Assistant Professor of Marketing  
Carnegie Mellon University 1984-85: Assistant Professor of Marketing  
Carnegie Mellon University 1983-1984: Post-doctoral Fellow in Psychology and Marketing

### **PROFESSIONAL MEMBERSHIPS:**

American Psychological Association  
Association for Consumer Research  
Society for Consumer Psychology  
Society of Judgment and Decision Making

### **HONORS:**

A.B. with Honors  
Member Sigma Xi (Honorary Scientific Research Society)  
Member Beta Gamma Sigma (Honorary Business Society)  
Fellow of the American Psychological Association  
Fellow of Society for Consumer Psychology  
American Marketing Association, Doctoral Consortium Faculty, 1996, 1997, 2013  
*Journal of Consumer Research* Outstanding Reviewer Award (2003- 2004;  
2006-2007; 2012-2013)  
Pamplin College of Business Career Award for Research Excellence (2016)

## **PUBLICATIONS:**

### **Refereed Journal Articles:**

Lee, Yong-Kyu, Junghyun Kim, and Paul M. Herr (2022), "The Impact of Menu Size on Calorie Estimation," *International Journal of Hospitality Management*, 100, .

Iacobucci, Dawn, Ayalla Ruvio, Sangkil Moon, Sergio Roman, and Paul M. Herr (2022), "How Many Factors in Factor Analysis? New Insights about Parallel Analysis with Confidence Intervals," *Journal of Business Research*, 139 (February), 1026-1043.

Park, Yongwan, Paul M. Herr, and B.C. Kim (2016), "Effects of Disfluency on Consumer Perceptions of Information Security," *Marketing Letters*, 27 (July), 525-535.

Davis, Derick F. and Paul M. Herr (2014), "From Bye to Buy: Homophones as a Phonological Route to Priming," *Journal of Consumer Research*, 40, No. 6 (April), 1063-1077.

Herr, Paul M., Christine M. Page, Bruce E. Pfeiffer, and Derick F. Davis (2012), "Affective Influences on Evaluative Processing," *Journal of Consumer Research*, 38 (February), 833-845.

Kang, Yong-Soon, and Paul M. Herr (2006), "Beauty and the Beholder: Toward an Integrative Model of Communication Source Effects," *Journal of Consumer Research*, 33 (June), 123-130.

Basil, Debra Z. and Paul M. Herr (2006), "Attitudinal Balance and Cause-related Marketing: An Empirical Application of Balance Theory," *Journal of Consumer Psychology*, 16(4), 391-403.

Kardes, Frank R., Steven S. Posavac, David Silvera, Maria L. Cronley, David M. Sanbonmatsu, Susan Schertzer, Felicia Miller, Paul M. Herr, and Murali Chandrashekar (2006), "Debiasing Omission Neglect," *Journal of Business Research* 59 (June), 786-792.

van Osselaer, Stijn M. J., Suresh Ramanathan, Margaret C. Campbell, Joel B. Cohen, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo, Nader T. Tavassoli (2005), "Choice Based on Goals," *Marketing Letters*, 16 (3/4), 335-346.

Herr, Paul M. and Christine M. Page (2004), "Asymmetric Response Latencies in Liking and Disliking Judgments: So What's Not to Like?" *Journal of Consumer Research*, 30 (March), 588-601.

Herr, Paul M. (2003), "On Avoiding the Fate of the League of Semi-Super Heroes: Consumer Psychology and Heroic Research," *Journal of Consumer Psychology*, 13 (4), 362-365.

Kang, Yong-Soon, Paul M. Herr and Christine M. Page (2003), "Time and Distance: Asymmetries in Consumer Trip Knowledge and Judgments," *Journal of Consumer Research*, 30 (December), 420-429.

Basil, Debra Z. and Paul M. Herr (2003), "Dangerous Donations: The Effects of Cause-related Marketing on Charity Attitude," *Journal of Nonprofit and Public-Sector Marketing*, 11(1), 59-76.

Page, Christine M. and Paul M. Herr (2002), "An Investigation of the Processes by which Product Design and Brand Strength Interact to Determine Initial Affect and Quality Judgments," *Journal of Consumer Psychology*, 12(2), 133-147 (Accepted by Dawn Iacobucci).

Lee, Hanjoon, Paul M. Herr, Frank R. Kardes, and Chankon Kim. (1999), "Motivated Search: Effects of Processing Goals on Information Acquisition and Use," *Journal of Business Research*, 45, 75-88.

Herr, Paul M., Peter H. Farquhar, and Russell H. Fazio (1996), "The Impact of Dominance and Relatedness on Brand Extensions," *Journal of Consumer Psychology*, 5, 135-59. (Accepted by Gerald Gorn)

Herr, Paul M. (1995), "Whither Fact, Artifact, and Attitude: Reflections on the Theory of Reasoned Action," *Journal of Consumer Psychology*, 4, 371-380. (Accepted by Eric Johnson, Gerald Gorn, and Dipankar Chakravarti)

Burton, Scot, Donald R. Lichtenstein, and Paul M. Herr (1993), "An Examination of the Effects of Information Consistency and Distinctiveness in a Reference Price Advertisement Context," *Journal of Applied Social Psychology*, 23 (December), 2074-2092.

Farquhar, Peter H., Julia Y. Han, Paul M. Herr, and Yuji Ijiri (1992), "Strategies for Leveraging Master Brands," *Marketing Research*, 4, 32-43.

Fazio, Russell H., Paul M. Herr, and Martha C. Powell (1992), "On the Development and Strength of Category-Brand Associations in Memory: The Case of Mystery Ads," *Journal of Consumer Psychology*, 1, 1-13.

Sanbonmatsu, David M., Frank R. Kardes, and Paul M. Herr (1992), "The Role of Prior Knowledge and Missing Information in Multi-Attribute Evaluation," *Organizational Behavior and Human Decision Processes*, 51, 76-91.

Herr, Paul M., Frank R. Kardes, and John Kim (1991), "Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnosticity Perspective," *Journal of Consumer Research*, 17, 454-462.

Herr, Paul M. (1989), "Priming Price: Prior Knowledge and Context Effects," *Journal of Consumer Research*, 16, 67-75.

Herr, Paul M. (1986), "Consequences of Priming: Judgment and Behavior," *Journal of Personality and Social Psychology*, 51, 1106-1115.

(Reprinted in Aronson, Eliot and Anthony R. Pratkanis, (Eds.) *The International Library of Critical Writings in Psychology: Social Psychology*, 1991).

Fazio, Russell H., Paul M. Herr, and Timothy Olney (1984), "The Self-Perception Process and Attitude Accessibility," *Journal of Personality and Social Psychology*, 47, 277-286.

Herr, Paul M., Steven J. Sherman, and Russell H. Fazio (1983), "On the Consequences of Priming: Assimilation and Contrast Effects," *Journal of Experimental Social Psychology*, 19, 323-340.

Fazio, Russell H., Martha C. Powell, and Paul M. Herr (1983), "Toward a Process Model of the Attitude-Behavior Relation: Accessing One's Attitude Upon Mere Observation of the Attitude-Object," *Journal of Personality and Social Psychology*, 44, 723-735.

Fazio, Russell H., Steven J. Sherman, and Paul M. Herr (1982), "The Feature Positive Effect in the Self-Perception Process: Does Not Doing Matter as Much as Doing?" *Journal of Personality and Social Psychology*, 42, 404-411.

(Reprinted in Schroeder, D.A., Johnson, D.E., and Jensen, T.D. (Eds.), *Contemporary Readings in Social Psychology*. Chicago: Nelson-Hall, 1985).

### **Invited Journal Article:**

Herr, Paul M. (2022), "Reflections" in Dawn Iacobucci (guest ed.), "Reflections of Eminent Marketing Scholars," *Foundations and Trends in Marketing*, Vol. 16 (1-2), pp. 1-307.

### **Published Working Paper:**

Herr, Paul M., Peter H. Farquhar, and Russell H. Fazio (1994), "Using Dominance Measures to Evaluate Brand Extensions," *Marketing Science Institute Working Paper*, Report No. 93-120.

(Reprinted in Carpenter, G.S., Glazer, R., & Nakamoto, K. (Eds.), *Readings on Market-Driving Strategies: Towards a New Theory of Competitive Advantage*. Reading, MA: Addison Wesley Longman Inc., 1997.)

**Book Chapters:**

Kardes, Frank R. and Paul M. Herr (2019), "Experimental Research Methods in Consumer Psychology," in *Handbook of Research Methods in Consumer Psychology*, New York: Routledge, Taylor & Francis Group.

Herr, Paul M. (2015), "The Information Display Board: A Foundational Innovation in Consumer Information Processing," In Jagdish N. Sheth (Series Ed.), *Legends in Consumer Behavior: Jacob Jacoby*, Vol. 5, Pre-decision Information Accessing and Behavioral Process Technology (BPT), James J. Jaccard (Vol. Ed.), Los Angeles: Sage Publications.

Herr, Paul M. (2010), "Consumer Attitudes," in Richard P. Bagozzi and Ayalla A. Ruvio, (Eds.), *International Encyclopedia of Marketing*, New York: John Wiley and Sons.

Kardes, Frank R., Steven S. Posavac, Maria L. Cronley, and Paul M. Herr (2008), "Consumer Inference," in Curt Haugtvedt, Paul M. Herr, and Frank R. Kardes, *The Handbook of Consumer Psychology*. Mahwah, NJ: Lawrence Erlbaum Associates, 165-192.

Herr, Paul M., Jacques Nantel and Frank R. Kardes (2005), "The Promise of Socio-cognitive Consumer Psychology," in Frank R. Kardes, Paul M. Herr, and Jacques Nantel (Eds.), *Advances in Consumer Psychology: Applying Social Cognition to Consumer-focused Strategy*. Mahwah, NJ: Lawrence Erlbaum Associates, 371-378.

Herr, Paul M. (2000), "Higher Education Institutional Brand Value in Transition: Measurement and Management Issues," in *Forum Futures 2000*. Forum For the Future of Higher Education, Yale University, New Haven:

Herr, Paul M. and Russell H. Fazio (1993), "The Attitude-to-Behavior Process: Implications for Consumer Behavior," in Andrew A. Mitchell (Ed.) *Advances in Consumer Psychology: Ad Exposure, Memory, and Choice*, New York: Lawrence Erlbaum Associates, 119-140.

Farquhar, Peter H. and Paul M. Herr (1993), "The Dual Structure of Brand Associations," In David A. Aaker and Alexander Biel (Eds.) *Advances in Consumer Psychology: Advertising and Building Strong Brands*, New York: Lawrence Erlbaum Associates, 263-277.

**Edited Books:**

Kardes, Frank R., Paul M. Herr, and Norbert Schwarz (2019), *Handbook of Research Methods in Consumer Psychology*, New York: Routledge, Taylor & Francis Group.

Haugtvedt, Curtis P., Paul M. Herr, and Frank R. Kardes (2008), *The Handbook of Consumer Psychology*, Mahwah, NJ: Lawrence Erlbaum Associates.

Kardes, Frank R., Paul M. Herr, and Jacques Nantel (2005), *Applying Social Cognition to Consumer-focused Strategy*, Mahwah, NJ: Lawrence Erlbaum Associates.

### **Book Review:**

Herr, Paul M. (1994), "Brand Equity and Advertising: Advertising's Role in Building Strong Brands," *Journal of Marketing Research*, XXXI, (November), 580-582.

### **Refereed Conference Proceedings:**

Brinberg, David. B., Miriam Brinberg, James Jaccard, Zak Keith, and Paul M. Herr (2019), "Is Science Good Storytelling?" in *Association for Consumer Research Proceedings*, vol. 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee. (Abstract only).

Davis, Derick F., Paul M. Herr, and Xingbo Li (2011), "A Response Latency Investigation of Mental Simulation," in *Society for Consumer Psychology Proceedings*, eds. (Abstract only).

Pfeiffer, Bruce E., Paul M. Herr, and Christine Page (2009), "Asymmetric Associations and Affective Evaluations: Influences of Positive and Negative Affect," in *Association for Consumer Research Proceedings*, Volume 8, eds. Dipankar Chakravarti, Rajiv Vaidyanathan, and Sridhar Samu, Hyderabad, India, p. 197 (Abstract only).

Pfeiffer, Bruce E., Paul M. Herr, and Christine M. Page (2007), "The Role of Affect in Asymmetric Evaluative Judgments," *Haring Symposium*, Indiana University, Bloomington, Indiana.

Page, Christine M., Bruce E. Pfeiffer, and Paul M. Herr (2007), "Affect and Asymmetric Association of Positive and Negative Judgments," in *Society for Consumer Psychology Proceedings*, eds. Dawn Lerman and David Luna, Las Vegas, NV, p. 14 (Abstract only).

Herr, Paul M. and Christine M. Page (2002), "Asymmetric Judgments: Empirical Support for Bivariate Representations of Attitude," in *Society for Consumer Psychology Proceedings*, eds. Julie Edell and Ronald Goodstein, 20-22 (abstract only).

Kim, John, Frank R. Kardes, and Paul M. Herr (1991), "Consumer Expertise and the Vividness Effect: Implications for Judgment and Inference," In Michael R. Solomon and Rebecca H. Holman (Eds.), *Advances in Consumer Research*, vol. 18, 90-94.

Herr, Paul M. and Russell H. Fazio (1991), "On the Effectiveness of Repeated Positive Expressions as an Advertising Strategy," In Michael R. Solomon and Rebecca H. Holman (Eds.), *Advances in Consumer Research*, vol. 18, 30-32.

Farquhar, Peter H., Paul M. Herr, and Russell H. Fazio (1990), "A Relational Model for Category Extensions of Brands," In G.J. Gorn, R. Pollay, and M.J. Goldberg (Eds.) *Advances in Consumer Research*, vol. 17, 856-860.

Kardes, Frank R. and Paul M. Herr (1990), "Order Effects in Consumer Judgment, Choice, and Memory: The Role of Initial Processing Goals," In G.J. Gorn, R. Pollay, and M.J. Goldberg, (Eds.) *Advances in Consumer Research*, vol. 17, 541-546.

Kardes, Frank R., David M. Sanbonmatsu, and Paul M. Herr (1990), "Consumer Expertise and the Feature-Positive Effect: Implications for Judgment and Inference," In G.J. Gorn, R. Pollay, and M.J. Goldberg (Eds.) *Advances in Consumer Research*, vol. 17, 351-353.

Herr, Paul M. and Frank R. Kardes (1989), "Context Effects in Consumer Judgment and Choice," In T.K. Srull (Ed.) *Advances in Consumer Research*, vol. 16, 195-196.

Kardes, Frank R., Paul M. Herr, and Deborah Marlino (1989), "Some New Light on Substitution and Attraction Effects: An Assimilation/Contrast Perspective," in T.K. Srull (Ed.) *Advances in Consumer Research*, vol. 16, 203-208.

### **SELECTED WORK IN PROGRESS:**

With YongWan Park and Byung Cho Kim "Meaningless Procedures Can Be Meaningful When Inferring Information Security," Under review at the *Strategic Management Journal*.

With Dawn Iacobucci, "Bullseye or Bull\$!#^?: Considering Sample Size, Statistical Power, and the Advancing Knowledge," Manuscript in preparation.

With Xingbo Li and Derick F. Davis, "Influence of Directed Thought on the Affective Evaluation Asymmetry," Manuscript in preparation.

With Y.K. Lee and Rajesh Bagchi, "Focus on Outcomes or on Effort: The Role of Self-efficacy in Influencing Goal Expectations," In preparation for resubmission to the *Journal of Consumer Research*.

### **PROFESSIONAL ACTIVITIES:**

#### **Conference Presentations:**

Brinberg, David. B., Miriam Brinberg, James Jaccard, Zak Keith, and Paul M. Herr, "Is Science Good Storytelling?" Association for Consumer Research North American Conference, Atlanta, GA, October, 2019.

Rabino, Rebecca and Paul M. Herr, "Calling a Lie a Lie: Deception Identification, Word of Mouth, and Consumer Attitudes," Society for Consumer Psychology Conference, San Francisco, CA, February, 2017.

Kim, Junghyun, Yong-Kyu, Lee, and Paul M. Herr, "The Impact of Large vs. Small Menu Size on Calorie Estimation," Association for Consumer Research North American Conference, Berlin, Germany, October 2016.

Page, Christine M. and Paul M. Herr, "Well-Being Consequences of Smartphone Deprivation," Presented at the American Psychological Association Convention, Denver, CO, August, 2016.

Kim, Junghyun, Paul M. Herr, and Eloise Coupey, "The Role of Cognitive Resources in Affective Priming," The Association for Psychological Science 28th Annual Convention, Chicago, IL, May 2016.

Lee, Yong-Kyu, Junghyun Kim, and Paul M. Herr, "The Impact of Large vs. Small Menu Size on Calorie Estimation," Society for Consumer Psychology, St. Pete Beach, FL, February, 2016.

Moran, Nora, and Paul M. Herr, "The Motivating Power of Money: Understanding Money's Unique Effect on Motivation," Association for Consumer Research North American Conference, New Orleans, LA, October, 2015.

Lee, Yong Kyu, Junghyun Kim, and Paul M. Herr, "The Impact of Large versus Small Menu Size on Calorie Estimation," Association for Consumer Research North American Conference, New Orleans, LA, October, 2015.

Herr, Paul M., "Measuring Mental Constructs: Some Observations," 48<sup>th</sup> Sheth-AMA Doctoral Consortium, Ann Arbor, MI, June 8, 2013.

Davis, Derick F. and Paul M. Herr, "Hard to Right and Easy to Bye: Priming Consequences of Reading Homophones," Society for Consumer Psychology Winter Meetings, San Antonio, TX, February, 2013.

Davis, Derick F. and Paul M. Herr, "From Bye-Bye to Buy-Buy: Influence of Homophone Priming on Judgment and Behavior," Association for Consumer Research North American Conference, Vancouver, British Columbia, CA, October, 2012.

Davis, Derick F., Paul M. Herr, and Xingbo Li, "A Response Latency Investigation of Mental Simulation," Society for Consumer Psychology Winter Meetings, Atlanta, GA., February, 2011.



Herr, Paul M., Christine M. Page, and Bruce E. Pfeiffer, "Asymmetric Associations and Affective Evaluations: Influences of Positive and Negative Affect," Asia Pacific Association for Consumer Research Conference, Hyderabad, India, January, 2009.

Herr, Paul M., "Perspectives on Self Control: Individual Differences," Discussant, Society for Consumer Psychology Winter Meetings, New Orleans, LA., February, 2008.

Page, Christine M., Bruce E. Pfeiffer, and Paul M. Herr, "Affect and Asymmetric Association of Positive and Negative Judgments," Society for Consumer Psychology, Las Vegas, NV, February, 2007.

Kardes, Frank R., Steven S. Posavac, David H. Silvera, Maria L. Cronley, David M. Sanbonmatsu, Susan Schertzer, Felicia Miller, Paul M. Herr, Murali Chandrashekar "Debiasing Omission Neglect," *The 32<sup>nd</sup> International Research Seminar in Marketing*, LaLonde, France, June, 2005.

Herr, Paul M., Andrew A. Mitchell, and Melanie A. Dempsey, "Alternative Theoretical Positions on Implicit Attitudes," Association for Consumer Research Meetings, Toronto, Ontario, October, 2003.

Herr, Paul M., "Avoiding the Fate of the League of Semi-Superheroes," Presidential Address, Society for Consumer Psychology Winter Meetings, New Orleans, LA., February, 2003.

Herr, Paul M., Chair, "Contextual Priming Effects on Consumer Judgment," Society for Consumer Psychology Winter Meetings, New Orleans, February, 2003.

Fitzsimons, Gavan and Paul M. Herr, "Non-Conscious Influences on Consumer Choice," Association for Consumer Research Doctoral Symposium, Atlanta, October, 2002.

Kang, Yong-Soon, and Paul M. Herr, "Trip Distance and Time Duration Judgments," Association for Consumer Research 2002 Asia-Pacific Conference, Beijing, China, May, 2002.

Herr, Paul M., and Christine M. Page, "Asymmetric Judgments: Empirical Support for Bivariate Representations of Attitude," Society for Consumer Psychology Winter Meetings, Austin, TX, February, 2002.

Herr, Paul M., "Higher Education Institutional Brand Value in Transition: Measurement and Management Issues," Forum for the Future of Higher Education, 2000 Symposium, The Aspen Institute, September, 2000. (Invited presentation)

Basil, Debra, and Paul M. Herr, "Balance Theory as a Predictor of Cause-Related Marketing Attitude Effects," Society for Consumer Psychology Winter Meetings, San Antonio, TX, February, 2000.

Basil, Debra, and Paul M. Herr, "Counterfactual Reasoning and Brand Judgments," Association for Consumer Research Meetings, Columbus, OH, October, 1999.

Page, Christine M. and Paul M. Herr, "Product Evaluation: The Importance of Product Design and Brand Equity on Consumers' Liking and Quality Judgments," Presentation at the Summer *Society for Consumer Psychology* Conference, 1999.

Page, Christine M. and Paul M. Herr, "Product Evaluation: The Importance of Product Design and Brand Equity on Consumers' Liking and Quality Judgments," Presented at the American Psychological Association Convention, Boston, MA, August, 1999.

Lorang, P.S, Paul M. Herr, and John Story, "Constructed versus Spontaneous Judgments," Presented at the Society for Consumer Psychology Winter Meetings, St. Petersburg, FL, February, 1999.

Herr, Paul M., Chair, "Brand Names, Brand Ingredients, and Brand Insularity," Society for Consumer Psychology Winter Conference, St. Petersburg, FL., February, 1999.

Herr, Paul M., Discussant, Association for Consumer Research Meetings, Minneapolis, MN., October, 1995.

Herr, Paul M., "Extensions of Strong and Weak Brands: Some Perils of Being Direct," Presented at the Association for Consumer Research Meetings, Boston, MA. October, 1994.

Farquhar, Peter H., Paul M. Herr, and Frank R. Kardes, "Brand Metrics: Advanced Measurement for More Effective Brand Management," Presented at the American Marketing Association's Advanced Research Techniques Forum, Beaver Creek, CO June, 1994.

Farquhar, Peter H. and Paul M. Herr (Co-Chairs), "Managing Master Brands," Special session chaired at the American Marketing Association's Winter Educators' Conference, Newport Beach, CA., February, 1993.

Herr, Paul M., "Leveraging Master Brands with Indirect Extensions," Presented at the American Marketing Association Winter Educators' Conference, Newport Beach, CA, February, 1993.

Herr, Paul M. (Chair), "The Effects of Ambiguity on Consumer Information Processing: What, When, Why, and How," Association for Consumer Research Meetings, Vancouver, British Columbia, October, 1992.

Herr, Paul M., Russell H. Fazio, and Martha C. Powell, "Ad Format and Memory Structure: Measures and Methods of Building Brand Awareness," Presented at the Association of Consumer Research Meetings, Chicago, IL, October, 1991.

Kim, John, Frank R. Kardes, and Paul M. Herr, "Attitudes as Hypotheses: An Accessibility-Diagnosticity Perspective," Presented at the Association for Consumer Research Meetings, Chicago, IL, October, 1991.

Farquhar, Peter H. and Paul M. Herr, "Dominance and Typicality in Brand Extensions," Presented at the Association for Consumer Research Meetings, Chicago, IL, October, 1991.

Farquhar, Peter H. and Paul M. Herr, "The Dual Structure of Brand Associations," Presented at the 10th Advertising and Consumer Psychology Conference, San Francisco, CA., May, 1991.

Herr, Paul M., "Priming and Categorization Research Applications in Sales," Discussant at the American Marketing Association's Winter Educators' Conference, Orlando, FL, February, 1991.

Herr, Paul M. and Russell H. Fazio, "Advertising Content and Consumer Attitudes," Presented at the Association for Consumer Research Meetings, New York, NY, October, 1990.

Herr, Paul M., Russell H. Fazio, and Peter H. Farquhar, "Category-Brand Associative Strength and Consumer Choice," Presented at the Association for Consumer Research Meetings, New York, NY, October, 1990.

Farquhar, Peter H. and Paul M. Herr, "Measuring the Value of Brand Stretch," Presented at the Association for Consumer Research Meetings, New York, NY, October, 1990.

Kim, John, Frank R. Kardes, and Paul M. Herr, "Consumer Expertise and the Vividness Effect: Implications for Judgment and Inference," Presented at the Association for Consumer Research Meetings, New York, October, 1990.

Herr, Paul M. and Peter H. Farquhar, "A Test of the Relational Model of Brand Extensions," Presented at the American Marketing Association's Winter Educators' Conference, Scottsdale, AZ, February, 1990.

Herr, Paul M. and Russell H. Fazio, "The Attitude-to-Behavior Process: Implications for Consumer Behavior," Presented at the Advertising and Consumer Psychology Conference, Toronto, Ontario, October, 1989.

Herr, Paul M. and Peter H. Farquhar (Co-Chairs), "Defining, Measuring, and Extending Brand Equity," Special session at the Association for Consumer Research Meetings, New Orleans, LA, October, 1989.

Farquhar, Peter H., Paul M. Herr, and Russell H. Fazio, "Extending Brand Equity to New Categories," Presented at the Association for Consumer Research Meetings, New Orleans, LA., October, 1989.

Kardes, Frank R., David M. Sanbonmatsu, and Paul M. Herr, "Consumer Expertise and the Feature Positive Effect: Implications for Judgment and Inference," Presented at the Association for Consumer Research Meetings, New Orleans, LA., October, 1989.

Kardes, Frank R. and Paul M. Herr, "Order Effects in Consumer Judgment, Choice, and Memory: The Role of Initial Processing Goals," Presented at the Association for Consumer Research Meetings, New Orleans, LA., October, 1989.

Herr, Paul M. (Chairperson with Frank R. Kardes), "Context Effects in Consumer Judgment and Choice I," Special session at the Association for Consumer Research Meetings, Honolulu, HA., October, 1988.

Herr, Paul M. (Chairperson with Frank R. Kardes), "Context Effects in Consumer Judgment and Choice II," Special session at the Association for Consumer Research Meetings, Honolulu, HA., October, 1988.

Kardes, Frank R., Paul M. Herr, and Deborah Marlino, "Some New Light on Substitution and Attraction Effects: An Assimilation/Contrast Perspective," Presented at the Association for Consumer Research Meetings, Honolulu, HA., October, 1988.

Herr, Paul M., "Implications of a Process Model of Attitude-Behavior Consistency for Consumer Research," Presented at the Association for Consumer Research Meetings, Toronto, Ontario, October, 1986.

Herr, Paul M. (Chairperson), "Attitude Accessibility and Consumer Behavior," Special session at the Association for Consumer Research, Toronto, Ontario, October, 1986.

Herr, Paul M., "Attitude Accessibility and Consumer Behavior," Presented at the Association for Consumer Research Meetings, Washington, D.C., October, 1984.

Herr, Paul M., "Behavioral Consequences of Category Activation," Presented at the Midwestern Psychological Association Conference, Chicago, IL., May, 1984.

Herr, Paul M., Steven J. Sherman, and Russell H. Fazio, "On Memory and Judgment: Contextual Effects of Category Activation," Presented at the Midwestern Psychological Association Conference, Chicago, IL., May, 1983.

Herr, Paul M. and Russell H. Fazio, "Attitudinal Accessibility as a Function of Attitudinal Inference from Behavior," Presented at the Midwestern Psychological Association Conference, Detroit, MI., May, 1981.

### **SELECTED INVITED PRESENTATIONS:**

Carnegie Mellon University, Indiana University, University of Toronto, Ohio State University, Tulane University, Cornell University, University of Michigan, Peter Drucker Graduate Management Center- Claremont Graduate University, Vanderbilt University, University of Rochester, University of Maryland Social Psychology, University of Texas, Austin, University of Illinois, University of Oregon.

### **GRANTS AND AWARDS:**

Indiana University Dissertation Grant, 1983, \$750.00.  
 Faculty Research Grants, IU School of Business: Summer, 1986, 1987, 1988  
 Marketing Science Institute Grant, (with P.H. Farquhar and R.H. Fazio) January, 1989- July 1990, \$8,400.00.  
 University of Colorado Graduate School of Business Research Grant, Summer, 1993, \$10,000.00  
 University of Colorado Undergraduate Research Opportunity Grant, Spring Semester, 1994, \$4,000.00  
 University of Colorado Center for Entrepreneurship Faculty Research Grant, Summer, 1996, \$9000.00  
 Virginia Tech Institute for Society, Culture, and Environment Summer Scholars Program, Summer, 2013, “Virtual Environment-Based Field Research on Economic and Consumer Behavior, Decision Making, and Social Interaction,” Co-Investigator, \$15,800.00

### **TEACHING:**

#### **Courses Taught:**

Marketing Research (MBA and undergraduate), Marketing Principles (undergraduate, MBA, Executive MBA), Marketing Management (MBA and undergraduate), Consumer Behavior (PhD, MBA, and undergraduate), Marketing Strategies and Policies (MBA, undergraduate, Executive MBA) Marketing High Technology and Innovation (MBA) Current Research Topics in Marketing, Research Methods, Psychological Approaches to Marketing (PhD), Advertising (PhD), Product Strategy (MBA), Marketing, Society and Policy Issues (Undergraduate, PhD, Executive MBA).

#### **Executive MBA Programs:**

Claremont Graduate University, Drucker School  
 Marketing Management, Fall, 2002  
 Consumer Behavior, Fall, 2004  
 Virginia Tech, Pamplin College of Business  
 Marketing in a Dynamic Environment, Fall, 2010; Spring, 2011; Fall, 2011; Spring, 2012; Fall, 2012

#### **Doctoral Dissertation Committees:**

- Member: George Bobinski, *An Examination of the Use of Attribute Covariance Assessment in Product Concept Tests*, Defended 3/25/1988. Marketing.
- David M. Sanbonmatsu, *Central Attitude Guided Memory-based Decisions*, Defended 3/11/1988. Psychology.
- Donna J. Hill, *Learning Through Hypothesis Testing: A Biased Perception of Satisfaction/Dissatisfaction* Defended 5/23/1989. Marketing
- Sukrisno Njoto, *Optimal Advertising and Econometric Analysis of Advertising and Consumption -- with an Example from the Indonesian Cigarette Industry*, Defended 12/17/1991, Economics.
- Myung-Soo Jo, *Country-of-Origin Effects on Brand Equity*, Defended 4/28/1995.
- Yong-Soon Kang, *A Theory of Incumbent Disadvantage*, Defended 5/10/1995.
- Rex Moody, *Consumer Discontinuance Decisions for Continuously Provided Subscription Services*, Defended 6/12/1997.
- Daniel Gigone, *Predicting Group Discussion in a Small Group Decision Task*, Psychology, Defended.
- Mike Stone, *Group Perceptions in the Face of Disconfirmation: Determinants and Correlates*, Defended 12/11/1998, Social Psychology.
- Jeffrey Hess, *A Multidimensional Conceptualization of Consumer-Brand Relationships: The Differential Impact of Relationship Dimensions on Evaluative Relationship Outcomes*, Defended 4/20/1998.
- Alison P. Lenton, *The Cost of Prejudice: The Influence of Social Categories on Value of Statistical Life Estimates*, Defended 4/15/2002, Social Psychology.
- Amar Cheema, *Consumer Value Construction and Bidding Behavior in Ascending and Descending Auctions*, Defended 6/30/2003.
- Barney Pacheco, *Implicit Priming as a Competitive Strategy for Challenger Brands*, Defended 8/11/2005.
- Rodney Ruble, *The 'Proximity Effect': How Distance Influences Evaluations and Choice*, defended 12/17/2006.

Anjala Krishen, *When Comparison Becomes Contrast: Choice in an Oppositional Framework*, defended 4/22/2007.

Rajesh Bagchi, *Reading the Seller's Face: Moderating Effects on How Seller Concession Patterns Influence Buyer Price Expectations*, defended 7/14/2008.

Mark Ratchford, *Resource-Based Coalitions in Marketing Channels: A Cooperative Game Theoretic Analysis*, Defended 8/1/2009.

Kim Daniloski, *Adolescent Obesity: Developing and Evaluating of a Model of Parents as Agents of Social Change*, Defended 3/31/2011.

Stefan Hock, *Negative Celebrity Endorser Publicity and Firm Value: How Critical Are Immediate Firm Reactions?* Defended 5/3/2014.

Daniel Villanova, *Intuitive Numerical Information Processes in Consumer Judgment*, 2/21/2018.

Sudipta Mukherjee, *Three Essays on Price Framing and Price Perceptions*, 4/24/2019.

Debjit Gupta, *Essays on the Management of Online Platforms: Bayesian Perspectives*, Defended 7/15/2020.

Haribabu Ravella, *Designing Smart Agents to Support Physician-Patient Interactions: The Effect of Varying Communication Styles*, Defended 11/19/2021.

Stephen Hood, *Expertise Influences Bidding and Valuation in an Auction Setting*, Defended 12/15/2021.

Vivian (Jieru) Xie, *The Effect of Ownership on Consumers' Disposal Decisions: Research on Food Wastage and Recycling Behaviors*, Proposal defended 3/29/2021.

Chair:

Bernice Stevens, *Attitude Accessibility and Retail Promotions*, Defended 4/28/1991.

Mark S. Johnson, *The Positive and Negative Duality of Memory Based Evaluations: Double Halo Effects in Consumers' Evaluations of Retail Stores*, Defended 1993.

Ken Chapman, *Questionnaire Effects on Behavior: Mere Measurement*

*Effects and the Accessibility of Attitudes and Intentions*, Defended 5/29/1996.

Christine M. Page, *An Investigation of the Moderating Impact of Product Design on Consumer Evaluations of High and Low Equity Brands*, Defended, 7/25/1997.

Debra Z. Basil, *Cause-related Marketing Attitude Formation: The Effects of Balance and Fit on Extent and Content of Cognitive Processing*, Defended 2/08/2002.

Derick F. Davis, *Homophone Processing*, Defended 3/20/2013.

YongWan Park, *Consumer Inference Making and Metacognitive Experience in Perceived Information Security*, Defended 4/17/2013.

Nora Moran, *The Influence of Money on Goal Pursuit and Decision Making*, Defended 4/10/2015.

Yong-Kyu Lee, *Focus on Outcomes or on Effort: The Role of Self-efficacy on Influencing Expectations*, defended 4/22/15. Co-Chair with Rajesh Bagchi.

Rebecca Rabino, *The Expectations, Experience, and Consequences of Curiosity Resolution*, Defended 5/24/2017.

JungHyun Kim, *Lonely Consumers: When, How, and Why Does Loneliness Influence Consumer Behaviors?* Defended 3/15/2017. Co-chair with Eloise Coupey.

### **Masters Thesis Committees:**

Bryce Hunt, *Japan Cellular Phone Markets*, Telecommunications, Defended 9/29/1995.

Bruce Pfeiffer, (Chair) *Moderators of Asymmetric Liking and Disliking Judgments: Effects of Extreme Positive and Negative Stimuli on Evaluative Processing and Schema Used for Encoding Negated Attitude Adjective*, Defended 5/27/2005

## **SERVICE**

### **PROFESSIONAL**

**Associate Editor**, *Journal of Consumer Research*, 2014- 2018.

**Co-Editor**, *Journal of Consumer Psychology*, 1/1/1996- 6/01/2000.



**President-Elect**, Society for Consumer Psychology, 2001

**President**, Society for Consumer Psychology, 2002

**Past-President, Publications Committee Chair**, Society for Consumer Psychology, 2003

**Advisory Board Panel:** Society for Consumer Psychology, 2011-2015.

**Policy Board Member:** *Journal of Consumer Research*, 1/1/2001-1/1/2004.

**Editorial Review Board Member:** *Journal of Consumer Psychology*, 1994- present.

*Journal of Consumer Research*, 2002-2014, 2018-2020.

*International Quarterly Journal of Marketing*, 2005-present

*Journal of Experimental Psychology: Applied*, 2012-2014

*Marketing Letters*, 2012-present.

**Journal of Consumer Research Ferber Award Judge** 2016

**Journal, Grant, and Conference Ad hoc Reviewer:**

*Journal of Marketing Research* 1987- present.

*Journal of Consumer Research* 1985- 2002; 2021-present.

*Journal of Product Innovation Management* 1985-present.

*Journal of Personality and Social Psychology* 1982-present.

*Journal of Experimental Social Psychology* 1983-present.

*Personality and Social Psychology Bulletin* 1983-present.

*American Marketing Association Educator's Conference Proceedings* 1988-present.

*Advances in Consumer Research* 1989- present.

*European Journal of Social Psychology* 2000-present.

*Journal of Consumer Psychology* 1991- 1992.

*Journal of Business Research* 1993- present.

National Science Foundation 1990- present.

Social Sciences and Humanities Research Council of Canada 1995.

**National Conferences:**

Member of Program Committee, Association of Consumer Research, Berlin, Germany, 2016

Member of Program Committee, Society for Consumer Psychology, Vienna Conference, 2015

Member of Program Committee, Association for Consumer Research Meetings, 1994.

Co-Chair, Society for Consumer Psychology, Winter Conference, Hilton Head, SC, 1996.

Co-Chair, Advertising and Consumer Psychology Conference, 2004.

American Marketing Association Doctoral Consortium, Faculty Representative; 1996, 1997, 2014.

Association for Consumer Research Doctoral Consortium Faculty, 2002.

**PAMPLIN COLLEGE OF BUSINESS, VIRGINIA TECH**

Department of Marketing, Head 2013-2019  
 Director of Marketing Graduate Programs 2009-2013  
 Graduate Studies Committee 2009- 2013  
 Marketing Department Advisory Committee 2009- 2010  
 Marketing Department Graduate Programs Committee 2009- 2013  
 Marketing Department Recruiting Committee Co-Chair 2012- 2013  
 Marketing Department Recruiting Committee 2012-2013, 2019, 2021  
 Pamplin College of Business Promotion and Tenure Committee Member 2011- 2018, 2021-2022; Chair 2020-2021  
 Pamplin College of Business Post-Tenure Review Committee 2011- 2012  
 Pamplin College of Business Research Committee 2011- 2013, 2015  
 Pamplin College of Business Administrator Review committee 2011-2012; 2012-2013  
 Pamplin College of Business Undergraduate Curriculum Committee 2013  
 Pamplin College of Business Honorifics Committee 2013- 2018; 2020-2022  
 Pamplin College of Business Academic Committee 2013-2018

**VIRGINIA TECH**

University Council representative of Pamplin College of Business 2013-2016  
 Department Head Council Executive Committee 2014-2016  
 Steering Committee, Adaptive Brain and Behavior Destination Area 2016  
 Review Panel, Communication Department, 2016

**SCHOOL OF BUSINESS, UNIVERSITY OF COLORADO**

Marketing Division, Chair 2007 – 2009.  
 Marketing Division, Interim Chair, Fall 2003.  
 Marketing Area Doctoral Advisor 1991-93; 2003; 2005-2007.  
 Member of PhD Advisory Committee 1991- 93; 1995-2009.  
 Marketing Recruiting Committee 1991-92; 1995- 2009.  
 Co-Chair Marketing Visiting Speaker Series 1991-92; 1994-95.  
 Marketing Division Executive Committee Member 1994-95;1996-2009.  
 Personnel Committee Member, Kent Nakamoto, 1994.  
 Personnel Committee Member, Lisa Penaloza, 1995, 1999.  
 Personnel Committee Member, Steve Engel, 1996.  
 Personnel Committee Member, Page Moreau, 2005.  
 Personnel Committee Chair, Susan Jung-Grant, 2007.  
 PhD Policy and Curriculum Committee Member, 1994-95; 2003; 2005-2009.  
 School Ethics Committee 1995-1996.  
 School Space Committee 1996-1997.  
 MBA Policy and Advisory Committee 1995-1996; 1996-1997.

Marketing Advisory Committee 1996-1997.  
Salary Equity Committee, 1999-2001.  
Committee on Research, 1999-2001.  
College of Business Marketing Committee 2000.  
Post Tenure Review Committee, 2005-2008.

### **UNIVERSITY OF COLORADO**

Program Review Panel Member 1994-95.  
Boulder Faculty Assembly (School of Business representative) 2000 – 2003  
Bylaws Subcommittee, 2000-2003.  
University of Colorado Academic Review and Planning Advisory Committee 2008-2009.

### **COMMUNITY/CORPORATE** (selected)

Pittsburgh Radio Organization, The Pittsburgh Opera, Helpline (a United Way referral agency), Central Research Systems, The Indiana Family Health Services Council, Alsop Industries Incorporated, The Black Box Corporation, IBM, New York State Department of Law Antitrust Bureau, Hewlett-Packard, Electrical Specialties Manufacturing, Jenner and Block, Sara-Lee Europe, Forum for the Future of Higher Education, First National Bank of Colorado, US Department of Justice, State of Texas Higher Education Coordinating Board, Eli Lilly.

