

ERIC A. GREENLEAF

Leonard N. Stern School of Business
New York University
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New York, NY 10012
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EDUCATION

Ph.D., Marketing - Columbia University Graduate School of Business, 1986

M.B.A., Columbia University Graduate School of Business, 1981

B.S., University of New Hampshire, 1977

Major in Town Planning and Design

ACADEMIC POSITIONS

Professor of Marketing, Leonard N. Stern School of Business, New York University,
2008 to present.

Associate Professor of Marketing, Leonard N. Stern School of Business, New York University,
1995 -2008.

Visiting Scholar, Columbia Graduate School of Business, New York, Spring 2004.

Visiting Scholar, Haas School of Business, Berkeley, CA, Summer and Fall 2000.

Visiting Associate Professor of Marketing, Wharton School, University of Pennsylvania, Fall 1996.

Assistant Professor of Marketing, Leonard N. Stern School of Business, New York University,
1988 to 1995.

Visiting Assistant Professor of Marketing, Columbia University Graduate School of Business,
1992-93.

Assistant Professor of Marketing, Yale School of Organization and Management, 1985-88.

HONORS, AWARDS, and GRANTS

B.S. degree granted Summa Cum Laude

Phi Beta Kappa Honor Society

Beta Gamma Sigma Honor Society

Marketing Science Institute Behavioral Pricing Competition Grant (\$7000) for "Divide and Prosper:
Consumers' Reactions to Partitioned Prices," with Vicki G. Morwitz and Eric J. Johnson, 1994.

Nominated for 1998 Paul E. Green Award for the *Journal of Marketing Research* article that shows or
demonstrates the most potential to contribute significantly to the practice of marketing research and
research in marketing.

Co-investigator on \$1.1 million grant from the National Institute of Health, National Institute on Drug

Abuse, "The Neural Correlates of Effective Drug Prevention Messages," #1 R21 DA024423•01, 2009•2011, with David Heeger (principal investigator, NYU Department of Psychology and Center for Neural Science), Uri Hasson (Princeton University), Geeta Menon (Stern School, NYU and the Wharton School, University of Pennsylvania), Tom Meyvis (Stern School, NYU) and Vicki Morwitz (Stern School, NYU), 2009.

RESEARCH INTERESTS

Pricing Strategy
Auction Strategies and Auction Decision Making
Consumer Helpseeking
Consumer Reactions to Aesthetic Phenomena
Response and Context Effects in Survey Data
Delay in Consumer Decision Making

TEACHING INTERESTS

Introductory Marketing Course (core graduate and undergraduate courses)
Marketing Research
Pricing (graduate course and doctoral seminar)
New Product Development
Context and Response Effects in Survey Research (doctoral seminar)

RESEARCH

Papers in refereed publications:

Haruvy, Ernan, Peter T. L. Popkowski Leszczyc, Octavian Carare, James C. Cox, Eric A. Greenleaf, Wolfgang Jank, Sandy Jap, Young-Hoon Park, and Michael H. Rothkopf, (2008) "Competition Between Auctions," *Marketing Letters*, 19 (3 - 4) 431-48.

Raghubir, Priya and Eric A. Greenleaf (2006), "Ratios in Proportion: What Should the Shape of the Package Be?" *Journal of Marketing*, 70 (April), 95-107.

Cheema, Amar Cheema, Peter T. L. Popkowski Leszczyc, Rajesh Bagchi, Richard P. Bagozzi, James C. Cox, Utpal M. Dholakia, Eric A. Greenleaf, Amit Pazgal, Michael H. Rothkopf, Michael Shen, Shyam Sunder, and Robert Zeithammer, (2005), "Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions," *Marketing Letters*, Vol.16, no. 3-4, 401-13.

Greenleaf, Eric A. (2004), "Reserves, Regret, and Rejoicing in Open English Auctions," *Journal of Consumer Research*, 31 (2, Sept.), 264-273.

Greenleaf, Eric A., Jun Ma, Wanhua Qiu, Ambar G. Rao, Atanu R. Sinha "Note on Guarantees in Auctions: The Auction House as Negotiator and Managerial Decision Maker," (2002) *Management Science*, 48 (Dec.), 1640-44.

Chakravarti, Dipankar, Eric A. Greenleaf, Atanu R. Sinha, Amar Cheema, James C. Cox, Daniel Friedman, Teck H. Ho, R. Mark Isaac, Andrew A. Mitchell, Amnon Rapoport, Michael H. Rothkopf, Joydeep Srivastava, Rami Zwick (2002), "Auctions: Research Opportunities in Marketing," *Marketing Letters*, 13 (August), 281-96.

Sinha, Atanu R., and Eric A. Greenleaf (2000) "The Impact of Discrete Bidding and Bidder Aggressiveness on Sellers' Strategies in Open English Auctions: Reserves and Covert Shilling," *Marketing Science*, 19 (Summer), 244-65.

Morwitz, Vicki G., Eric A. Greenleaf, and Eric J. Johnson (1998) "Divide and Prosper: Consumers' Reactions to Partitioned Prices," *Journal of Marketing Research*, 35 (Nov.), 453-63.

This paper was nominated for the Paul E. Green Award for the *Journal of Marketing Research* article published in 1998 that shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing. The proposal for this research was one of two grant winners in the 1994 MSI Pricing Strategy Competition.

Kahn, Barbara E., Eric A. Greenleaf, Julie R. Irwin, Alice M. Isen, Irwin P. Levin, Mary Frances Luce, Manuel C. F. Pontes, James Shanteau, Marc Vanhuele, and Mark J. Young (1997) "Medical Decision Making," *Marketing Letters*, 8 (July), 361-75.

Greenleaf, Eric A. and Atanu R. Sinha (1996), "Combining Buy-In Penalties with Commissions at Auction Houses," *Management Science*, 42 (April), 529-40.

Greenleaf, Eric A. and Donald R. Lehmann (1995), "A Typology of Reasons for Substantial Delay in Consumer Decision Making," *Journal of Consumer Research*, 22 (September), 186-99.

Greenleaf, Eric A. (1995), "The Impact of Reference Price Effects on the Profitability of Price Promotions," *Marketing Science*, 14 (Winter), 82-104.

Greenleaf, Eric A., Ambar G. Rao, and Atanu R. Sinha (1993), "Guarantees in Auctions: The Auction House as Negotiator and Managerial Decision Maker," *Management Science*, 39 (Sept.), 1130-1145.

Greenleaf, Eric A. (1992), "Measuring Extreme Response Style," *Public Opinion Quarterly*, 56 (Fall), 328-51.

Greenleaf, Eric A. (1992), "Improving Rating Scale Measures by Detecting and Correcting Bias Components in Some Response Styles," *Journal of Marketing Research*, 29 (May), 176-88.

Schindler, Robert M., Morris B. Holbrook, and Eric A. Greenleaf (1989), "Using Connoisseurs to Predict Mass Tastes," *Marketing Letters*, 1 (December) 47-54.

Holbrook, Morris, Eric A. Greenleaf, and Robert M. Schindler (1986), "A Dynamic Spatial Analysis of Changes in Aesthetic Responses," *Empirical Studies of the Arts*, 4 (1), 47-61.

Holbrook, Morris B., Robert W. Chestnut, Terence A. Oliva, and Eric A. Greenleaf (1984), "Play As A Consumption Experience: The Roles of Emotions, Performance, and Personality in the Enjoyment of Games," *Journal of Consumer Research*, 11 (Sept.), 728-39.

Papers in refereed conference proceedings:

Greenleaf, Eric A., and Donald R. Lehmann (1990), "Causes of Delay in Consumer Decision Making: An Exploratory Study," in *Advances in Consumer Research*, Vol. XVIII, Rebecca Holman and Michael Solomon, eds., 470-5.

Book chapters:

Greenleaf, Eric A., (2009) "Does Everything Look Worse in Black and White? The Role of Monochrome Images in Consumer Behavior," in Aradhna Krishna, (ed.), *Sensory Marketing: Research on the Sensuality of Products*, Psychology Press / Routledge, New York and London, 241 – 258.

Greenleaf, Eric A. (2008) "Extreme Response Style," entry for *Sage Encyclopedia of Survey Research Methods*, Paul J. Lavrakas, ed.

Greenleaf, Eric A. and Priya Raghubir, (2007) "Geometry in the Marketplace," in Michel Wedel and Rik Pieters (eds.), *Visual Marketing: From Attention to Action*, Lawrence Erlbaum Associates, 113-142.

Papers under review:

Ducarroz, Caroline, Sha Yang, and Eric A. Greenleaf, "Understanding the Impact of In-Auction Promotional Messages: A Comprehensive, Dynamic Model of Auction Price, New Bidder Entry and Auctioneer's Message Strategy," under revision for invited second round review at *Journal of Marketing Research*.

Greenleaf, Eric A., Vicki G. Morwitz, and Russell S. Winer, "When Does Helping Help or Hurt? Factors Affecting Consumer Satisfaction from Retailer Help in Web and Store Shopping," under revision for requested second review at *Journal of Consumer Research*.

Working papers being prepared for journal submission or re-submission:

Chen, Yuxin and Eric A. Greenleaf, "The Impact of Anticipated Regret on Optimal Seller Strategies in Auctions."

Morwitz, Vicki G., Eric A. Greenleaf, Edith Shalev and Eric J. Johnson, (2009) "The Price Does Not Include Additional Taxes, Fees, and Surcharges: A Review of Research on Partitioned Pricing"

Research in progress:

"The Impact of Contributor Choice and Agency on Donations to Charitable Organizations" with Aronte Bennett.

"The Influence of Perceptions of Procedural Pricing Fairness on Consumer Reactions to Price Changes," with Pragma Mathur and Neela Saldanha.

PRESENTATIONS AT CONFERENCES AND SEMINARS

"When Brands Go Wrong: The Impact of Procedural and Outcome Fairness on Brand Attitudes," (with Pragma Mathur and Neela Saldanha), Association for Consumer Research Conference, Oct. 22-25, 2009, Pittsburgh, PA.

"The Impact of In-Auction Marketing Messages," (with Caroline Ducarroz and Sha Yang), Marketing Science Conference, University of Michigan, Ann Arbor, June 4, 2009.

"The Impact of In-Auction Marketing Messages," (with Caroline Ducarroz and Sha Yang), INFORMS Conference, Washington, D.C., October 15, 2008.

"Does Everything Look Worse in Black and White? The Role of Monochrome Images in Consumer Behavior," Sensory Marketing Conference, Ross School, University of Michigan, June 19 - 21, 2008.

"The Impact of In-Auction Marketing Messages," (with Caroline Ducarroz and Sha Yang), Marketing in Israel Conference, Herzliya, Jerusalem, and Tel Aviv, Dec. 30, 2007 – Jan. 1, 2008.

"The Impact of Anticipated Regret on Optimal Seller Strategies in Auctions," (with Yuxin Chen), presented at Les Facultés Universitaires Catholiques de Mons, Mons, Belgium, October 18, 2007

"Competition in Auctions: What do We Find in the Marketplace? Implications for a Research Agenda." Triennial Choice Conference, The Wharton School, Philadelphia, PA, June 13 - 17, 2007.

"The Impact of In-Auction Marketing Messages," (with Caroline Ducarroz and Sha Yang), University of Illinois Pricing Camp, May 24-27, 2007.

"The Impact of In-Auction Marketing Messages," (with Caroline Ducarroz and Sha Yang), DIMACS Workshop on Auctions with Transactions Costs, Center for Discrete Mathematics and Theoretical Computer Science, Rutgers University, March 22-23, 2007.

"Geometry in the Marketplace," (with Priya Raghurir) presented at the Society for Consumer Psychology Conference, Las Vegas, Feb. 23, 2007.

"The Impact of Anticipated Regret on Optimal Seller Strategies in Auctions," (with Yuxin Chen) presented at London Business School, June 27, 2005.

"The Impact of Anticipated Regret on Optimal Seller Strategies in Auctions," (with Yuxin Chen) presented at the Marketing Science Conference, Goizueta Business School, Emory University, Atlanta, June 16-18, 2005.

"Does Who Asks Whom for Help Matter? Factors that Affect Satisfaction in Web and Retail Shopping Environments," (with Vicki Morwitz and Russell Winer), poster session at American Marketing Association Advanced Research Techniques Forum, Coeur d'Alene, Idaho, June 12-15, 2005.

"Ratios in Proportion: Consumer Preferences for Rectangular Products and Packages" (with Priya Raghurir), presented at the IC1 Conference on Visual Marketing, Stephen M. Ross School of Business, University of Michigan, June 3-4, 2005.

"The Impact of Anticipated Regret on Optimal Seller Strategies in Auctions," (with Yuxin Chen) presented at the University of Minnesota, May 6, 2005.

"The Impact of Anticipated Regret on Optimal Seller Strategies in Auctions," (with Yuxin Chen) presented at the University of Illinois at Urbana-Champaign, Stellner Speaker Series, November 12, 2004.

"How People Behave in Auctions: Theory, Practice, and Strange Twists," presented to Chicago Chapter of the American Statistical Association, October 26, 2004.

"Why do People Attend Auctions?: The Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions," 6th Triennial Choice Conference, Estes Park, Colorado, June 5, 2004.

"Does Who Asks Whom for Help Matter? Factors that Affect Satisfaction in Web and Retail Shopping Environments," (with Vicki Morwitz and Russell Winer), Katholieke Universiteit Leuven, May 5, 2004.

"Is Information Transparency Good?: The Impact of Information on Past Auction Results on Auction Sellers," (with Teck-Hua Ho and Vishal Narayan) INSEAD Speaker Series, April 27, 2004.

"Does Who Asks Whom for Help Matter? Factors that Affect Satisfaction in Web and Retail Shopping Environments," (with Vicki Morwitz and Russell Winer), Marketing Department Speaker Series, Tilburg University, March 30, 2004.

Doctoral Tutorial on Auctions, Tilburg University, March 29, 2004.

"Is Information Transparency Good?: The Impact of Information on Past Auction Results on Auction

Sellers," (with Teck-Hua Ho and Vishal Narayan) Columbia University Marketing Speaker Series, March 25, 2004.

"Reserves, Regret, and Rejoicing in Open English Auctions," University of Florida, Marketing Dept. Research Retreat, Gainesville, March 13, 2004.

"Reserves, Regret, and Rejoicing in Open English Auctions," Association for Consumer Research Conference, Toronto, October 9 -12, 2003.

"Does Who Asks Whom for Help Matter?: Factors that Affect Consumer Satisfaction in Web and Retail Shopping Environments," with Vicki Morwitz and Russell Winer, Marketing Science Conference, University of Maryland, College Park, Maryland, June 12 – 15, 2003.

"Bidders' Satisfaction and Valuation for Different Auction Formats: The Impact of Attribution, Regret, and Perceived Risk" with Joydeep Srivastava and Vishal Narayan, Association for Consumer Research Conference, Atlanta, GA, Oct. 17-20, 2002.

"Reserves, Regret, and Rejoicing: An Experimental Study of Sellers' Decision- Making Biases in Open English Auctions." European ACR Conference, Berlin, Germany, June 19-22, 2001.

"Reserves, Regret, and Rejoicing: An Experimental Study of Sellers' Decision- Making Biases in Open English Auctions." Columbia-NYU-Wharton-Yale joint Marketing Colloquium, May 4, 2001.

"Reserves, Regret, and Rejoicing: An Experimental Study of Sellers' Decision- Making Biases in Open English Auctions," presented at the University of Michigan, March 23, 2001.

"Reserves, Regret, and Rejoicing: An Experimental Study of Sellers' Decision- Making Biases in Open English Auctions." The Haas School of Business, University of California at Berkeley, October 26, 2000.

"Valuing and Attracting Auction Bidders and Sellers: Optimal Strategies for Sellers and Auction Houses in Traditional and Internet Auctions" with Atanu Sinha, Marketing Science Conference, Los Angeles, CA, June 22-25, 2000.

"The Impact of Discrete Bidding and Bidder Aggressiveness on Sellers' Strategies in Open English Auctions: Reserves and Covert Shilling," (joint work with Atanu Sinha), London Business School, March 17, 2000.

"The Fault is Not in Our Scale, but in Ourselves: How Response Styles Weaken Correlations from Rating Scale Surveys," with Barbara Bickart and Eric Yorkston, Fall INFORMS Conference, Philadelphia, PA, Nov. 7-10, 1999.

"How Response Styles Weaken Correlations from Rating Scale Surveys," with Barbara Bickart and Eric Yorkston, European ACR Conference, Jouy-en-Josas, France, June 24-26, 1999.

"Reserves, Regret, and Rejoicing in Open English Auctions: An Experimental Study," Marketing Science Conference, Syracuse University, Syracuse, NY May 20-23, 1999.

"Information Biases When Sellers Set Reserves in Independent Private Value Auctions: An Experimental Study," Conference of Institute for Operations Research and Management Sciences, Seattle, WA, Oct. 25-28, 1998.

The Impact of Discrete Bidding on Sellers' Strategies in Open English Auctions: Reserves and Covert Shilling," with Atanu Sinha, Conference of Institute for Operations Research and Management Sciences,

Seattle, WA, Oct. 25-28, 1998.

"How Response Styles Attenuate Correlations in Rating Scale Data," with Barbara Bickart and Geeta Menon, American Marketing Association Educators' Conference, Boston, MA, August, 1998.

"Customer Satisfaction with Both Product and Decision," with Gavan Fitzsimons and Donald Lehmann, Marketing Science Conference, Berkeley, CA, March 21-24, 1997.

"Antecedents and Consequences of Choice Processes in Medical Decision Making," Third International Triennial Choice Symposium, Arden House, Harriman, NY, June 14-17, 1996.

"Shilling and Reserves in Continuous and Discrete Bid Auctions," with Atanu Sinha, Marketing Science Conference, Gainesville, FL, March 1996.

"The Effects of Dispersion on Survey Responses and Data Analysis," with Barbara Bickart and Geeta Menon, Marketing Science Conference, Gainesville, FL, March 1996.

"Divide and Prosper: When Breaking Up is Good to Do (Or Why Firms Divide Prices Instead of Charging a Single Price)," with Vicki Morwitz and Eric Johnson, Marketing Science Conference, Gainesville, FL, March 1996.

"Divide and Prosper: When Breaking Up is Good to Do(Or Why Firms Divide Prices Instead of Charging a Single Price)," with Vicki Morwitz and Eric Johnson, Association for Consumer Research Conference, Minneapolis, October 1995.

"Divide and Prosper: Why Firms Divide Prices Instead of Charging a Single Price," with Vicki Morwitz and Eric Johnson, Marketing Science Institute Conference on Behavioral Topics in Pricing, Boston, April 1995.

"Setting Reserves in Independent Private Value Auctions: An Experimental Study," INFORMS Conference, Los Angeles, April 1995.

"Buy-In Penalties in Auctions: An Explanation and Normative Analysis of this Auction House Practice," with Atanu R. Sinha, INFORMS Conference, Los Angeles, April 1995.

"The Impact of Delay Reasons and Delay Time on Consumer Satisfaction," with Donald Lehmann, Association for Consumer Research Conference, Boston, October 1994.

"Setting Reserves in Independent Private Value Auctions: An Experimental Study," Association for Consumer Research Conference, Boston, October 1994.

"The Use of Buy-in Penalties in Auctions: An Explanation and Normative Analysis," with Atanu R. Sinha, Marketing Science Institute Special Conference on Pricing Strategy, Boston, April 1994.

"The Impact of 'Buy-ins' on How Sellers Set Auction Reserves: An Experimental Study," Marketing Science Conference, Tucson, Arizona, March 1994.

"The Impact of Elapsed Time and Decision Time on Consumer Satisfaction," with Donald Lehmann, AMA Summer Educators' Conference, Boston, August 1993.

"Carryover Effects and the Funnel Approach in Marketing Surveys, and Their Effect on Multi-Attribute Attitude Models," with Barbara Bickart and Geeta Menon, Meeting of the American Association for Public Opinion Research, Chicago, May 1993.

"Using Household Level Models to Identify Segments and Forecast Segment Response: An Application to Price Segments," with Henry Assael and Richard Colombo, Marketing Science Conference, St. Louis, March 1993.

"Setting Reserves in Commission Auctions: Using Side Payments to Make the Auction House and Seller Better Off," with Atanu Sinha, Marketing Science Conference, St. Louis, March 1993.

"Delay and Delay Closure in Consumer Decision Making," with Donald R. Lehmann, Marketing Science Conference, London, July 1992, and Association for Consumer Research Conference, Vancouver, October 1992.

"Guarantees in Art Auctions: The Auctioneer as Managerial Decision Maker," with Ambar Rao and Atanu Sinha, Marketing Science Conference, Wilmington, Del., March 1991.

"Delay in Consumer Decision Making," with Donald Lehmann, Association for Consumer Research Conference, New York, October 1990.

"Estimating Price Elasticities at the Household Level," with Richard Colombo and Henry Assael, Marketing Science Conference, Champaign, Ill., March 1990.

"Measuring and Interpreting Extreme Response Style," TIMS-ORSA Conference, Denver, October 1988.

"Optimal Frequency, Duration, and Price Cut for Price Promotions," Marketing Science Conference, Jouy-en-Josas, France, June 1987.

"Unobservable Errors in Research Results," TIMS-ORSA Conference, Miami Beach, October 1986.

"An Eigenvalue Method for Predicting Choice," with Joel Steckel and Robert Stinerock, Marketing Science Conference, Dallas, March 1986.

"A Model of Response Process for Categorical Rating Scales," TIMS-ORSA Conference, Atlanta, November 1985.

TEACHING EXPERIENCE

Graduate

Introductory (core) Marketing - New York University; The Wharton School; Yale School of Management
Marketing Research - Columbia University; Yale School of Management
New Product Development - Columbia University
Pricing Strategies - Columbia University
Applied Marketing Projects (supervised student projects for organizations in Northeast U.S.) - Yale School of Management

Undergraduate

Marketing Management (core course) - Stern School, New York University

Doctoral

Seminar on Pricing Research – Stern School, New York University
Seminar on Response and Context Effects in Survey Research - Stern School, New York University;
Columbia University

Executive Education Degree Programs

Stern / Lehman MBA Alliance, an MBA degree program taught by Stern faculty for selected employees of Lehman Brothers – taught core Marketing course.

Additional Programs

Stern Advantage Program, a non-degree program for undergraduates and recent college graduates interested in acquiring business skills – taught Marketing module (with Prof. Vicki Morwitz).

Institute for Museum Management Professionals from Emerging Economies, held by the Program in Museum Studies of the NYU Graduate School of Arts and Sciences. Developed and taught a one-day session on "Effective Marketing on a Modest Budget." Attendees came from Armenia, Cambodia, China, Croatia, Georgia, Laos, Macedonia, Mongolia, Poland, Romania, Russia, Slovakia, and Vietnam.

DOCTORAL STUDENTS:

Dawn Perner, Dissertation Committee, 2010

Caroline Ducarroz (Les Facultés Universitaires Catholiques de Mons, Belgium) Dissertation Committee 2007

Michael Shen (University of Alberta) Outside Examiner for Thesis Defense Committee, 2006

Sucharita Chandran, Comprehensive Exam, Proposal Defense, and Thesis Defense Committees, 2000, 2001, and 2003

Jennifer Ames Stuart (Columbia) Thesis Defense Committee 2003

Lance Erickson, Proposal and Thesis Defense Committees, 2001 and 2002

Sri Devi Deepak (Columbia), Proposal and Thesis Defense Committees, 2000 and 2003

Nikki Lee, Comprehensive Exam Committee, 2001

Eric Yorkston, Comprehensive Exam, Proposal, and Thesis Defense Committees, 1997, 1999 and 2000

Jack Lee, Proposal Defense Committee, 1995, Thesis Defense Committee 1995-7

Hooman Estelami, Thesis Committee (Columbia), 1995-6

Alok Gupta, Faculty Adviser, 1993-95

Amy Handlin, Dissertation Committee, 1990-91

Amy Handlin, Comprehensive Exam Committee, 1990

Denver D'Rozario, Proposal Defense, 1989

Faculty sponsor and adviser for Caroline Ducarroz, PhD student at Les Facultés Universitaires Catholiques de Mons, Belgium (FUCaM), during her year spent in the US as a result of winning a doctoral competition held by the Intercollegiate Center for Management Science (ICM) in Belgium, 2005-06, which pays for recipients to spend a year abroad working with a professor that they choose. Ms. Ducarroz's thesis was also awarded the Best PhD Thesis Award in the 4th International Thesis Award Competition in Direct Marketing, Distance Selling, and E-Commerce, sponsored by ESC Lille (The Lille School of Management) and the French La Poste Group (formerly the French Post Office).

MASTER'S THESIS COMMITTEES:

Maureen McGovern, Gallatin Division, New York University 1991-93

PROFESSIONAL SERVICE

Service to the Field:

Reviewing

Due to my broad research interests I receive many papers to review. In an average year I review 30 papers, most of them for top journals, not including conference reviewing.

Editorial Boards:

Journal of Consumer Psychology

Journal of Marketing Research

Marketing Letters

Marketing Science – also Guest Area Editor on nine papers since 2005

Journal of Consumer Research – 2002-2005

Also a judge for 2003 Robert Ferber Award, awarded to the best article published in JCR based on a doctoral dissertation (with Profs. Joe Alba and John Sherry)

Journal of Product and Brand Management 2005 - 10

Reviewer for:

American Economic Review

European Journal of Operational Research

International Journal of Research in Marketing

Journal of Consumer Psychology

Journal of Interactive Marketing

Journal of Marketing

Journal of Marketing Research

Journal of Product and Brand Management

Journal of Retailing

Journal of Retailing and Consumer Services

Management Science

Marketing Science

Multivariate Behavioral Research

Public Opinion Quarterly

Sociological Methods & Research

Program Committee for Association for Consumer Research Conference, 1995, 1997, 2003, 2004, 2006

Program Committee for Association for Consumer Research European Conference, 2007

Competitive Papers for Association for Consumer Research Conference

AMA Winter Educators' Conference

John A. Howard American Marketing Association Doctoral Dissertation Competition

Fordham Pricing Conference

Marketing Science Institute Alden G. Clayton Dissertation Proposal Competition

National Science Foundation

Marketing Science Institute grant competitions

Pennsylvania State University eBusiness Research Center, e-Business Doctoral Competition

Levy & Weitz Dissertation Competition, University of Florida

Social Sciences and Humanities Research Council of Canada

Co-organized auction session for Triennial Choice Conference (with Dipankar Chakravarti and Atanu Sinha), sponsored by University of California at Berkeley, June 2001 in Pacific Grove, CA.

Organized sessions for Marketing Track at 1998 INFORMS Conference, Seattle

Judge for Marketing Case Competition, Simon School of Business, University of Rochester
1996, 1997

Academic Co-coordinator for New York Marketing Modeler's Group, 1993-97

Service to New York University and the Stern School

University Level Service

Stern Undergraduate College Dean Search Committee – Fall 2010 - present
University Committee for Activities Involving Human Subjects – Fall 2006 – present

Stern School Service

Stern Working Group on Research Centers – Spring 2010 - present
Stern Undergraduate Core Curriculum Review Committee, Fall 2009 – Fall 2010
Stern Academic Integrity Task Force, Spring 2009 – Fall 2010
Stern Dean's Faculty Advisory Committee, Fall 2007 – Spring 2010
Stern Undergraduate Core Course Committee, Fall 2006 - Present
Stern Faculty Advisory Committee for the Center for Innovation in Teaching and Learning (Co-Chair with Anand Padmanabhan), Spring 2008 - Present
Stern Undergraduate Grading Guidelines Taskforce, Spring 2007
Stern Faculty Council, Fall 2006 – Spring 2009
Stern Graduate Core Course Committee, Fall 2004 – Spring 2006
Committee for Undergraduate Organizational Communications Course, 2005-06
Committee to Oversee Move of Marketing Department to New Office Space, Fall 2004 - 2006
Stern Teaching Resources Committee, 2002 - 2005
Stern Teaching Effectiveness Committee 1995-96, 1997-2000

Committee for Multidisciplinary Exercise in Teambuilding, 1998-99 - Coordinator in charge of entire MET project, focusing on *Barnes & Noble*. As coordinator, I had responsibility for all aspects of the case and the course. I also helped write the *Barnes & Noble* case and created the course syllabus and many materials for the students' MET classes. The MET involved a large-scale project centered on an integrated case analysis, and was required for all first year students. Students recommended a long-term strategy for a major firm and defended their recommendations before a panel of industry experts and Stern faculty and alumni.

Stern Committee for Multidisciplinary Exercise in Teambuilding, 1997-98, *Southwest Airlines* case.
Stern Committee for Multidisciplinary Exercise in Teambuilding, 1995-96 - co-wrote case on *Banc One* with Prof. David Backus. My responsibilities included a trip to Columbus, Ohio to meet with Banc One executives, researching and writing case, designing assignments for students, and helping to organize MET class sessions.

Faculty Block Head for an MBA Block, Spring 1994 and 1995
Stern Library Committee 1993-1995
Stern Academic Discipline Committee 1989-92

Marketing Department Service

Marketing Department Faculty Recruiting Co-coordinator 2007, Coordinator 2004-05, Co-coordinator 1997-98,
Coordinator 1995-96,
Marketing Department Entry Level Recruiting Committee 2002-3
Marketing Department Untenured Faculty Evaluations 2001- Present
Undergraduate Core Marketing Course Coordinator - Fall 2006 - present

MBA Core Marketing Course Coordinator - 1996-99 and Fall 2001- Spring 2003, Fall 2004-Spring 2006
Marketing Faculty Committee for Design of Graduate Core Course 1991-2003
Marketing Department Doctoral Committee, 1995-2001
Coordinator for P&G Faculty Research Funding Committee 1989-99

Professional memberships:

American Economic Association
Association for Consumer Research
Institute for Operations Research and the Management Sciences (INFORMS)
Society for Consumer Psychology

Media and Press Coverage: - Quoted in the following articles and interviews:

"Deitch to Head L.A. Museum of Contemporary Art," by Candace Jackson, *The Wall Street Journal*, January 12, 2010.

"Do Love Elixirs Make Scents?," by Jason Fink, *AM New York*, July 21, 2009, pg. 3.

Interviewed by zdf, the largest German public television channel, for my comments on the impact of the recession on American consumers, broadcast (with German over-translation) on the television magazine "Morgenmagazin," Dec. 29, 2008, also broadcast in Austria, Switzerland, France, Spain, Denmark, and Poland.e

"The Man With 800 Warhols," by Kelly Crow, *The Wall Street Journal*, Jan. 4, 2008, pg. W1.

"Online Auctions May Be Affected by Bid Rigging" radio report by Amy Scott for Marketplace, a nationally broadcast public radio daily magazine of business and economics, Nov. 8, 2004.

"Business; The Rising Value Of Play Money," by Amy Wu, *The New York Times*, Sunday, Feb. 1, 2004, Section 3, pg. 5. This article also appeared in the Canadian daily newspaper *The National Post*.

Live radio interview on holiday tipping by talk show host Michael Smerconish of WPHT, Philadelphia, Dec. 23, 2003.

"Time to Render Unto Doormen" [article on holiday tipping], by Warren St. John, *The New York Times*, Sunday, December 21, 2003, Section 9, pg. 1.

"The Bidding Game: A Special Report; In Online Auction World, Hoaxes Aren't Easy to See," by Judith H. Dobrzynski, *The New York Times*, June 2, 2000, pg. A1.

Activities to address School Overcrowding Problems in Downtown Manhattan Public Schools

Since March 2008 I have been serving as the chair of the Overcrowding Committee at PS234, an elementary school in Downtown Manhattan. In this capacity, I have helped to organize the effort to obtain additional space to alleviate school overcrowding. Many, many Downtown parents and elected officials have been active in this effort. The members of the committee have obtained the support of local elected officials, successfully attracted press coverage from major New York City print and television media, conducted a survey of enrollments at Downtown pre-schools, and staged a successful rally against school overcrowding at City Hall in New York, which received television and print coverage. So far, our efforts have been successful in obtaining much needed additional classrooms to prevent overcrowding.

Members of the Committee, including myself, have served on the School Overcrowding Task Force formed by New York State Assembly Speaker Sheldon Silver, and the Overcrowding Task Force formed by Manhattan Borough President Scott Stringer. I have also created several presentations detailing forecasts I developed of the number of additional school seats needed in Lower Manhattan, and presented at the following venues:

"Downtown's Growing School Age Population," a presentation on forecasts I developed of the number of elementary school seats needed in Downtown Manhattan, presented at:

New York State Assembly Speaker Sheldon Silver's Task Force on School Overcrowding, May 22, 2008

Manhattan Borough President Scott Stringer's School Overcrowding Task Force, May 29, 2008

Meeting on School Overcrowding sponsored by PTAs of PS89 and PS234, June 12, 2008

"The Need for A New Elementary School(s) for Downtown Manhattan," presented to New York State Assembly Speaker Sheldon Silver's Task Force on School Overcrowding, January 15, 2009.

"Why Downtown's Kids Need to Keep Tweed," Presented to New York State Assembly Speaker Sheldon Silver's Task Force on School Overcrowding, Nov. 23, 2010

"The School Overcrowding Crisis in Downtown Manhattan," presented to parents of Downtown elementary schools and local elected officials, Dec. 17, 2010.

My work to combat school overcrowding has extended to other areas of Manhattan. In December, 2009, Manhattan Borough President Scott Stringer appointed me to the Community Education Council for New York City School District 2 (CECD2), a very large district which runs from the southern tip of Manhattan up to 99th Street on the east side and to 59th Street on the West Side. This panel of citizens is responsible for reviewing educational policy in New York City. Perhaps more important, this panel, by New York State Law, must approve all school zoning in its district. The CECD2 also named me to its Zoning Committee once I was appointed. In 2009-10, we evaluated the rezoning of elementary schools in Lower Manhattan as proposed by the Dept. of Education, held public hearings that sometimes reflected the contentious nature of any school zoning, suggested changes, and voted on zoning.

In Fall, 2010, I was elected co-chair of the CECD2 Zoning Committee. The DOE had proposed a rezoning of all elementary schools on Manhattan's Upper East side, another area where elementary schools are overcrowded. I felt that to properly evaluate these proposals and forecast the growth in school enrollment, the CECD2 needed to develop its own forecasts, using methods more sophisticated than those used by the NYC DOE. Working with local elected officials, we were able to obtain seven years of birth data at the city block level from the NYC Dept. of Health. I then supervised an urban planning intern, working with Community Board 8 on the Upper East Side, to use sophisticated computer mapping methods to map

these births and combine that data with results from the U.S. Census and American Community Survey, and school enrollment data, to arrive at forecasts of enrollments in each neighborhood on the Upper East Side. This analysis resulted in the CECD2 suggesting changes to the proposed zoning, which were adopted. The analysis also shows that the Upper East Side needs 800 more elementary school seats in the next five years. I presented these forecasts to the CECD2 and to residents of the Upper East Side, to help these neighborhoods and elected officials convince the DOE to fund and site these new schools.

I have also been quoted in the following media coverage. Please, however, also see media coverage of the entire effort to relieve overcrowding in School District 2 in Manhattan, since many, many parents and elected officials have contributed to this effort:

“84% Jump in New Students at P.S. 89; P.S. 234 Swells,” by Julie Shapiro, Downtown Express, April 25 – May 1, 2008.

“New York’s Coveted Public Schools Face Pupil Jam,” by Elissa Gootman, The New York Times, May 9, 2008.

“Overstuffed Schools May Get Busted,” by S. Jhoanna Robledo, New York Magazine, May 25, 2008.

“Crowding Fears Hit A Fever Pitch,” by Carl Glassman, Tribeca Trib, June 1, 2008.

“City Mulls Bouncing I.S. 89 to Make More School Room,” by Julie Shapiro, Downtown Express, May 30 – June 5, 2008.

“City Removes P.S. 89’s Overcrowding Banner Before Rally,” Julie Shapiro, Downtown Express, July 4 – 10, 2008.

“Seaport Puts School Study Money where Its Mouth Is,” by Julie Shapiro, Downtown Express, August 8 – 14, 2008

“From War Protests — Vietnam, to the School Overcrowding Battle” by Julie Shapiro, Downtown Express, Sept. 5 – 11, 2008. (This article is a profile of my involvement in the effort to fight school overcrowding.)

“Squadron Beats Connor while Silver Holds Seat,” by Josh Rogers, Julie Shapiro and Sisi Wei, Downtown Express, Sept. 12 – 18, 2008.

“New York City Schools Suffer Massive Overcrowding, Statistics Show,” by Meredith Kolodner, New York Daily News, October 2, 2008.

“For Downtown Primary Schools, Ever Less Wiggle Room,” by Gregory Beyer, The New York Times, October 3, 2008.

“A Moving Target,” by Joetta Sack-Min, American School Board Journal, Oct. 2008, p. 20-23.

“Manhattan Parents Worry About School Overcrowding,” by Rebecca Spitz, interview on New York One Television, Nov. 10, 2008.

“Downtowners May be Sent to Chancellor’s Office for School Space,” by Julie Shapiro, Downtown Express, Nov. 14 – 20, 2008.

“2 Schools Aren’t Enough to Match Downtown’s Growth,” by Julie Menin (chair of Manhattan Community Board 1), Downtown Express, Nov. 21 – 27, 2008.

"Principals Begin Sprucing up New School Plans," by Julie Shapiro, *Downtown Express*, January 23 - 29, 2009.

"More Seats Needed," by Eric A. Greenleaf, letter to the Editor, *Downtown Express*, May 22-28, 2009.

"Five-Year-Olds at the Gate: Why Are Manhattan's Elementary Schools Turning Away Kindergartners?," by Jeff Coplon, *New York Magazine*, May 24, 2009.

"Dept. of Ed. Ready to Rezone Lower Manhattan Elementary Schools," by Matt Dunning, *Tribeca Trib*, July 29, 2009.

"Where Will They Go? City Considers 2 Ideas for Downtown School Zones" by Julie Shapiro, *Downtown Express*, July 31 – Aug. 6, 2009.

"School Rezoning Talks to Begin in September," by Matt Dunning, *Tribeca Trib*, August 31, 2009.

"Four School Zones are Better than One," by Eric A. Greenleaf, *Downtown Express*, Sept. 11-17, 2009.

"They're open! Spruce & 276 begin with 1st day fears and smiles," by Julie Shapiro, *Downtown Express*, Sept. 11 – 17, 2009.

http://www.downtownexpress.com/de_333/theyreopen.html

"Parents like 4 school zones, and city seems to agree," by Julie Shapiro, *Downtown Express*, Sept. 18 – 24, 2009.

http://www.downtownexpress.com/de_334/parents.html

"Downtown School Zoning Delayed," by Carl Glassman, *Tribeca Trib*, Oct. 15, 2009.

http://www.tribecatrib.com/news/2009/october/383_downtown-school-zoning-delayed.html

"Only some school issues are for parents, mayor says," by Julie Shapiro, *Downtown Express*, Oct. 16 – 22, 2009.

http://www.downtownexpress.com/de_338/onlysomeschools.html

"Kindergarten lottery may return Downtown this year," by Julie Shapiro, *Downtown Express*, Oct. 23 – 29, 2009.

http://www.downtownexpress.com/de_339/kindergarten.html

"Crowding Adds Uncertainty to School Landscape," by Carl Glassman, *Tribeca Trib*, Dec. 1, 2009.

http://www.tribecatrib.com/news/2009/december/425_parents-speak-out-onzoning-options-for-downtown-schools.html#crowding

"Pick One: Two School Zoning Proposals for Lower Manhattan," by Carl Glassman and Faith Paris, *Tribeca Trib*, Dec. 6, 2009.

http://www.tribecatrib.com/news/1999/november/412_school-zoning-options-proposed-for-downtown-kindergartners.html

"Yet Another School Zoning Plan for Downtown: Is This the One?," by Faith Paris & Carl Glassman, *Tribeca Trib*, Dec. 17, 2009.

http://www.tribecatrib.com/news/2009/december/445_another-zoning-plan-for-downtown-schools-is-this-it.html

"School panel member floats new option," by Julie Shapiro, *Downtown Express*, Dec. 18-24, 2009.

http://www.downtownexpress.com/de_347/schoolpanel.html

“With Decision Looming, School Panel Deliberates on Zoning,” by Carl Glassman and Faith Paris, *Tribeca Trib*, Jan. 7, 2010.

http://www.tribecatrib.com/news/2010/january/470_panel-deliberates-on-school-zoning.html

“Tribeca's civil war over PS 234,” by Julia Vitullo-Martin, *New York Post*, Jan. 13, 2010.

http://www.nypost.com/f/print/news/opinion/opedcolumnists/tribeca_civil_war_over_ps_H4xVlhCjc7FYkwQicOI3hI

“Panel Vote Fails to Settle Zoning Question for Downtown Schools Share,” by Carl Glassman and Faith Paris, *Tribeca Trib*, Jan. 13, 2010.

http://www.tribecatrib.com/news/2010/january/475_school-panel-votes-but-fails-to-settle-on-downtown-zoning-plan.html

“Late night school meeting ends in no decision,” by Julie Shapiro, *Downtown Express*, Jan. 15 – 21, 2010.

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“Spruce middle is still a go,” by Julie Shapiro, *Downtown Express*, Jan. 22 – 28, 2010.

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“School zoning: CEC decides on Option Two; Zones will be temporary while CEC awaits data for permanent zoning designations,” by Matthew Fenton, *The Battery Park Broadsheet Daily*, Jan. 28, 2010.

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“Downtown school math doesn't add up: Not enough school seats for Downtown children and no new schools being planned,” by Matthew Fenton, *The Battery Park Broadsheet Daily*, Feb. 1, 2010.

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“Panel Chooses Zoning 'Option 2' for Downtown Schools,” by Carl Glassman and Faith Paris, *Tribeca Trib*, Feb. 8, 2010

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“P.S. 234 still crowded after all these zoning fights,” by Julie Shapiro, *Downtown Express*, Feb. 19 – 25, 2010.

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“Downtown birth rates suggest new school will be needed,” by Julie Shapiro, *Downtown Express*, Feb. 19 – 25, 2010.

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“Kindergarten crunch: Popular schools run out of seats and parents are furious,” by Meredith Kolodner, *New York Daily News*, March 3, 2010.

http://www.nydailynews.com/ny_local/education/2010/03/04/2010-03-04_kindergarten_crunch_popular_schools_run_out_of_seats_and_parents_are_furious.html#ixzz1BiuSGq6L

“A new bill would make kindergarten enrollment projections public,” by Anna Phillips, *GothamSchools.org*, March 8, 2010.

<http://gothamschools.org/2010/03/08/a-new-bill-would-make-kindergarten-enrollment-projections-public/>

"Parents Face School Crowding Problem That Isn't Going Away," by Carl Glassman, *Tribeca Trib*, March 10, 2010.

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"No resolution yet on Manhattan Youth space for P.S. 234; Worried P.S. 234 parents crowd Community Board 1 meeting hoping for some (good) news," by Matthew Fenton, *Battery Park City Broadsheet Daily*, March 17, 2010.

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"Desperate for space, city opens a Gateway to P.S. 276," by Julie Shapiro, *Downtown Express*, March 19 – 25, 2010.

http://www.downtownexpress.com/de_360/desperate.html

"Another high school coming to 26 Broadway," by Julie Shapiro, *Downtown Express*, March 19 – 25, 2010.

http://www.downtownexpress.com/de_360/anotherhighschool.html

"Kindergarten crisis in Lower Manhattan, Not enough seats for the fall 2010 term," by Matthew Fenton, *Battery Park City Broadsheet Daily*, March 23, 2010.

http://web.me.com/broadsheet/Broadsheet/Home/Entries/2010/3/25_TuesdayMarch_23,_2010.html

"Kindergarten rejection letters sent out at P.S. 234," by Julie Shapiro, *Downtown Express*, March 26 – April 1, 2010.

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"Kindergarten registration skyrockets, DOE promises new school, as lottery at P.S. 234 and new zoning fail to ease crowding; Silver and CB1 move to act on wait lists," by Matthew Fenton, *Battery Park City Broadsheet Daily*, March 30, 2010.

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"CB1 says 'no' to fourth kindergarten class at P.S. 397; Youth & Education Committee affirms need to keep space for Spruce Street middle school," by Matthew Fenton, *Battery Park City Broadsheet Daily*, April 21, 2010.

http://web.me.com/broadsheet/Broadsheet/Home/Entries/2010/4/23_WednesdayApril_21,2010.html

"CB1 wants Tweed Courthouse to Continue as Incubator School: Boss Tweed's imposing edifice could fill gap until a new, permanent school can be built," by Matthew Fenton, *Battery Park City Broadsheet Daily*, May 4, 2010.

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“Nine years later, the search is still on,” compiled by Joseph Rearick, *Downtown Express*, June 18 – 24, 2010.

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“Push Is On to Get More New Schools in Lower Manhattan,” by Carl Glassman, *Tribeca Trib*, Sept. 30, 2010.

http://www.tribecatrib.com/news/2010/september/742_push-is-on-to-get-more-new-schools-in-lower-manhattan.html

“Community Board Passes Resolution Demanding 6th Grade, Department of Education Says It's Not Needed until 2015, Parents Point to Numbers that Say Otherwise,” by Dianne Renzulli, *Battery Park City Broadsheet Daily*, Nov. 2, 2010.

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http://www.downtownexpress.com/de_393/doeplays.html

“Our schools downtown: Racing against time,” by Tricia Joyce, *Downtown Express*, Nov. 3 – 9, 2010.

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“CB1 decries DOE decision on P.S. 397’s disappearing sixth grade; History of broken promises cited as Bloomberg administration claims Downtown doesn’t need seats,” by Dianne Renzulli, *Battery Park City Broadsheet Daily*, Nov. 6, 2010.

http://www.ebroadsheet.com/archive/broadsheet1106_10.pdf

“Downtown Parents Fight Charter School Planned for Tweed Courthouse,” by Julie Shapiro, *DNAInfo.com*, November 24, 2010.

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“Possible Charter School to move into Tweed,” by Aline Reynolds, *Downtown Express*, Dec. 1, 2010.

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“City Negotiates With Postal Service to Build School at Peck Slip Post Office,” by Julie Shapiro, *DNAInfo.com*, December 15, 2010.

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“Cathie Black Hears Pleas to Stem Downtown School Crowding Share,” by Carl Glassman, *Tribeca Trib*, Jan. 14, 2011.

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“Schools Chancellor: ‘Birth Control’ Would Ease Overcrowding,” *NYFOX Television*, Channel 5, New York City, Jan. 14, 2011

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