

Tom Meyvis

Daniel P. Paduano Faculty Fellow
Associate Professor of Marketing

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Positions

2005-Present Associate Professor of Marketing
New York University, Stern School of Business
2001-2005 Assistant Professor of Marketing
New York University, Stern School of Business
Visiting Scholar
University of Chicago (2004, Kilts Visiting Faculty Fellow), Catholic University Leuven (2004), Hong Kong University of Science and Technology (2010), University of British Columbia (2011), INSEAD (2011)

Education

2001 Ph.D. in Marketing, University of Florida
1996 Licentiaat in de Psychologie, Catholic University Leuven
Concentration: Experimental Psychology
1994 Kandidaat in de Sociologie, Catholic University Leuven
1993 Kandidaat in de Psychologie, Catholic University Leuven

Honors & Awards

2009 *JCR* Outstanding Reviewer Award
2009 Daniel P. Paduano Faculty Fellow
2005 Marketing Science Young Scholar
2003 *JCR* Outstanding Reviewer Award
2002 Winner John A. Howard AMA Doctoral Dissertation Competition
2000 AMA Doctoral Consortium Fellow
1998 Tilburg University Dissertation Summer Scholarship
1996 Grinter Fellowship, University of Florida (1996-1999)
1996 Graduated Magna Cum Laude, Licentiaat in de Psychologie, Catholic University Leuven.
1995 European Commission Erasmus grant for research internship at the Department for Cognitive Psychology, University of Padova (Italy).

Research Interests

Consumer decision making, branding strategies, pricing strategies, consumer learning, affective forecasting, the processing of hedonic experiences.

Publications

- Meyvis, Tom, Kelly Goldsmith, and Ravi Dhar, "The Importance of the Context in Brand Extension: How Pictures and Comparisons Shift Consumers' Focus from Fit to Quality," *Journal of Marketing Research*, forthcoming.
- Hamilton, Ryan, Kathleen D. Vohs, Anne-Laure Sellier, and Tom Meyvis (2011), "Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources," *Organizational Behavior and Human Decision Processes*, 115 (May), 13-24.
- Galak, Jeff and Tom Meyvis (2011), "The Pain Was Greater If It Will Happen Again: The Effect of Continuation on Retrospective Discomfort," *Journal of Experimental Psychology: General*, 140 (February), 63-75. *
- Meyvis, Tom, Daniel M. Oppenheimer, and Aronte Bennett (2010), "Pre-Commitment to Charity," in *The Science of Giving: Experimental Approaches to the Study of Charity*, Daniel M. Oppenheimer and Chris Y. Olivola (Eds.), New York: Taylor and Francis, 35-48.
- Meyvis, Tom, Rebecca Ratner, and Jonathan Levav (2010), "Why Don't We Learn to Accurately Forecast Feelings? How Misremembering Our Predictions Blinds Us to Past Forecasting Errors," *Journal of Experimental Psychology: General*, 139 (November), 579-589.
- Sackett, Aaron, Tom Meyvis, Leif Nelson, Benjamin Converse, and Anna Sackett (2010), "You're Having Fun When Time Flies: The Hedonic Consequences of Subjective Time Progression," *Psychological Science*, 21, 111-117.
- Oppenheimer, Daniel, Tom Meyvis, and Nicolas Davidenko (2009), "Instructional Manipulation Checks: Detecting Satisficing to Increase Statistical Power," *Journal of Experimental Social Psychology*, 45, 867-872.
- Nelson, Leif, Tom Meyvis, and Jeff Galak (2009), "Enhancing the Television Viewing Experience through Commercial Interruptions," *Journal of Consumer Research*, 36 (August), 160-172. *
- Meyvis, Tom and Ravi Dhar (2008), "Brand Permission: A Conceptual and Managerial Framework," in *Handbook on Brand and Experience Management*, Bernd H. Schmitt and David L. Rogers (Eds.), Elgar Publishing, Cheltenham, UK and Northampton, MA, USA.

- Nelson, Leif and Tom Meyvis (2008), "Interrupted Consumption: Disrupting Adaptation to Hedonic Experiences," *Journal of Marketing Research*, 45 (December), 654-664. *
- Meyvis, Tom and Alan Cooke (2007), "Learning From Mixed Feedback: Anticipation of the Future Reduces Appreciation of the Present," *Journal of Consumer Research*, 34 (August), 200-211.
- Steckel, Joel, Russel S. Winer, Randolph E. Bucklin, Benedict G.C. Dellaert, Xavier Dreze, Gerald Haubl, Sandy D. Jap, John D.C. Little, Tom Meyvis, Alan L. Montgomery, and Arvind Rangaswamy (2005), "Choice in Interactive Environments," *Marketing Letters*, 16 (December), 309-320.
- Meyvis, Tom and Chris Janiszewski, (2004) "When are Broader Brands Stronger Brands? An Accessibility Perspective on the Formation of Brand Equity," *Journal of Consumer Research*, 31 (September), 346-357. *
- Meyvis, Tom and Chris Janiszewski (2002), "Consumers' Beliefs about Product Benefits: The Effect of Obviously Irrelevant Information," *Journal of Consumer Research*, 28 (March), 618-636.
- Janiszewski, Chris and Tom Meyvis (2001), "Effects of Brand Logo Complexity, Repetition, and Spacing on Processing Fluency and Judgment," *Journal of Consumer Research*, 27 (June), 18-32. *
- Cooke, Alan, Tom Meyvis, and Alan Schwartz (2001), "Avoiding Future Regret in Purchase Timing Decisions," *Journal of Consumer Research*, 27 (March), 447-459.
- Pham, Michel, Tom Meyvis, and Rongrong Zhou (2001), "Beyond the Obvious: Chronic Vividness of Imagery and the Use of Information in Decision Making," *Organizational Behavior and Human Decision Processes*, 84 (March), 226-253.

* equal authorship

Papers under Review / Working Papers

- Ebert, Jane E.J. and Tom Meyvis, "Psychological Distance in Hedonic Prediction and Consumption: The Surprising Impact of Distant Events." *
- Park, Hyun Young and Tom Meyvis, "Feeling Immoral about Money: How Moral Emotions Influence Spending Decisions."
- Bulbul, Cenk and Tom Meyvis, "When Consumers Choose to Restrict Their Options: Regret Priming and Choice Set Size Preference."
- Meyvis, Tom and Jinhong Xie, "Switching between Pricing Schedules: A Dynamic Advantage for Flat Rates."
- Janiszewski, Chris, Lien Kwee, and Tom Meyvis, "Promotional Composite Brand Alliances: The Influence of Partners and Promotion on Brand Associations."

Work in Progress

“The Persuasive Power of Quality: Consumers’ Misprediction of their Reactions to Price Promotions,”
with Cenk Bülbül and Stephanie Tully

“Contrasting Against the Future: The Unexpected Effects of Expectation,” with Leif Nelson

“Free to Choose or Free to Consider: The Importance of Perceived Control at Different Stages in the
Choice Process,” with Simona Botti

“Pre-commitment to Charity: Psychological Distance and Charitable Donations,” with Daniel
Oppenheimer and Aronte Bennett

“Changes in the Evaluation of Incumbent Brands Following the Rejection of Inferior Alternatives,”
with Nikki Lee

“Protecting the Brand by Blaming the Procedure: Procedural Regret as a Brand Inoculator,” with Alan
Cooke and Suzanne Nasco

“Rebates, Promotions, and Price Matching Offers that are Simply Not Worth the Effort: Effects on
Consumer Purchase Satisfaction,” with Nikki Lee

“Using Dynamic Affect Patterns to Improve Prediction: Online Affect Ratings as Predictors of TV Show
Success,” with Henry Assael and Leif Nelson

“Sleeper Innuendo: How Misremembering Questions as Statements Produces a Delayed Attitude
Change,” with Mario Pandelaere and Siegfried Dewitte

“The Reassuring Effect of Repetition: Risk Taking in Repeated versus Unique Gambles,” with Leif
Nelson and Manoj Thomas

“Thinking beyond Price: Estimating Usage under Flat Rate Pricing Schedules,” with Geeta Menon

Presentations

Refereed:

- Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources

Society for Consumer Psychology Conference, Las Vegas, February 2012

- Contrasting against the Future: The Unexpected Effects of Expectation

Society for Consumer Psychology Conference, St. Petersburg, February 2010
Association for Consumer Research Conference, Pittsburgh, October 2009
Behavioral Decision Research in Management Conference, San Diego, April 2008
Society for Judgment and Decision Making Conference, Houston, November 2006
Association for Consumer Research Conference, Orlando, October 2006

- You're Having Fun When Time Flies: The Hedonic Consequences of Subjective Time Progression

European Marketing Academy Conference, Nantes, May 2009
La Londe Conference on Consumer Behavior, June 2009

- Beyond Survival of the Fittest: The Influence of Mindsets on Consumers' Response to Brand Extensions

Marketing Science Conference, Singapore, June 2007
European Marketing Academy Conference, Reykjavik, May 2007

- The Persistence of Forecasting Errors: How the Misremembering of Our Predictions Blinds Us to Our Past Forecasting Errors

Behavioral Decision Research in Management Conference, Santa Monica, June 2006
Society for Personality and Social Psychology Conference, Palm Springs, January 2006

- The Persuasive Power of Quality: Consumers' Misprediction of their Reactions to Price Promotions

Society for Consumer Psychology Conference, Miami, February 2006

- Failure to anticipate adaptation: Irrational preferences for breaking up affective experiences

Association for Consumer Research - European Conference, Milan, June 2005.

- Switching between Pricing Schedules: A Dynamic Advantage for Flat Rates

Association for Consumer Research Conference, Portland, October 2004
Society for Consumer Psychology Conference, San Francisco, February 2004
Marketing Science Conference, University of Alberta, June 2002

- Learning from Mixed Feedback: The Biased Processing of Store Price Comparisons

Association for Consumer Research - European Conference, Dublin, June 2003
Association for Consumer Research Conference, Atlanta, October 2002

*Conference of the Society for Judgment and Decision Making, New Orleans,
November 2000*

- Competition Between Multiple Brand Associates: The Importance of Accessibility in the Evaluation of Brand Extensions

Association for Consumer Research – European Conference, Jouy-en-Josas, June 1999

Invited:

- ACR Doctoral Colloquium (2006, 2011)
- AMA, John A. Howard Award Presentation (2002)
- Carnegie-Mellon University, Center for Behavioral Decision Research (2008)
- Catholic University Leuven (Winter Camp 2001, Winter Camp 2002, 2007)
- Columbia University (2000, 2006, Four School Colloquium 2008)
- Cornell University (2006, 2011)
- Duke University (2000)
- Erasmus University (2006, Rotterdam Research Day 2007)
- ESMT, Berlin (Marketing Research Camp 2008)
- Facultés Universitaires Catholiques de Mons (2004)
- IESE, Barcelona (2008)
- INSEAD (2000, 2011)
- Harvard Business School (2000)
- Hong Kong University of Science and Technology (2005, 2010)
- KAIST, Daejeon (2010)
- London Business School (Marketing Camp 2006)
- Marketing Science Young Scholars Program, Park City (2005)
- MIT (2000, Buck Weaver Award Conference 2005)
- New York University (2000)
- New York University, Psychology Department (2006)
- Northwestern University (2000)
- Peking University (2010)
- Seoul National University (2010)
- Stanford University (2000, 2012)
- Tel Aviv University (2011)
- Tilburg University (1998, Winter Camp 2000, 2004, Winter Camp 2009)
- Universitat Pompeu Fabra (2011)
- University of Alberta (2001)
- University of Basel, Social Psychology Department (2009)

- University of British Columbia (2011)
- University of California-Berkeley (2000)
- University of California-Los Angeles (2000)
- University of California-San Diego (2010)
- University of Chicago (2000, 2004, 2012)
- University of Colorado (2000)
- University of Miami (Marketing Research Camp 2012)
- University of Michigan (2008)
- University of Minnesota (2010)
- University of Pennsylvania (2000, 2007)
- University of Southern California (Marketing Research Camp 2008)
- University of Texas, Austin (2012)
- University of Texas, San Antonio (2012)
- University of Toronto (2010)
- University of Washington (2011)
- Yale University (2006, 2009)

Teaching Experience

Design and Analysis of Experiments (doctoral seminar), New York University (2006-present)
 Consumer Behavior (MBA), New York University (2003-present)
 Consumer Behavior (undergraduate), New York University (2002-present)
 International Marketing (undergraduate), University of Florida (2000)
 Lab Instructor, Introduction to Business Statistics, University of Florida (1999)

Professional Service

Associate Editor

International Journal of Research in Marketing (2009-present)
Journal of Consumer Psychology (2012-Present)

Editorial Review Board:

Journal of Consumer Research (2002-present)
Journal of Marketing Research (2009-present)
Marketing Letters (2012-present)
Journal of Consumer Psychology (2010-2012)
International Journal of Research in Marketing (2006-2009)

Ad Hoc Reviewer:

Journal of Experimental Psychology: General, *Journal of Marketing*, *Journal of Political Economy*, *Management Science*, *Proceedings of the National Academy of Sciences*, *Psychological Science*, *European Journal of Social Psychology*, *Journal of Conflict Resolution*, *Journal of Economic Psychology*, *Personality and Individual Differences*, *Frontiers in Emotion Science*, *ACR Conference* (2002, 2003, 2007, 2008), *SCP Conference* (2003, 2004, 2005, 2006),

EMAC Conference (2005, 2006, 2009, 2010), SJDM Conference (2011), MSI Doctoral Dissertation Proposal Competition (2005), AMA Howard Dissertation Award (2009), EMAC McKinsey Dissertation Award (2010, 2011, 2012), Steenkamp award for long term impact in JIRM (2011)

Conference Co-Chair:

SCP Conference (2013)

Program Committee:

ACR Conference (2004, 2006, 2010, 2011, 2012), SCP Conference (2009, 2012), SCP International Conference (2012)

Doctoral Colloquia:

ACR (2006, 2011), EMAC (2007, 2009, 2010)

Grant Reviews:

Social Sciences and Humanities Research Council of Canada (SSHRC), University Research Council of the Catholic University Leuven, National Research Foundation of South Africa

Doctoral Workshops:

New York University, Catholic University Leuven, Wharton School of Business, Erasmus University, Hong Kong University of Science and Technology, University of British Columbia, UC-Berkeley, INSEAD

Service at NYU

Dissertation committee member:

- Suresh Ramanathan (University of Chicago)
- Sucharita Chandran (Boston University)
- Nikki Lee (Rutgers University)
- Nidhi Agrawal (Northwestern University)
- Manoj Thomas (Cornell University)
- Gulden Ulkumen (USC)
- Pragya Mathur (Baruch College)
- Jeff Galak (Carnegie Mellon University)
- Aronte Bennett (Villanova University)
- Ellie Kyung (Dartmouth University)
- Edith Shalev (Technion University, Israel)
- Carolien Goukens - University of Leuven (Maastricht University, The Netherlands)
- Hannah Chang – Columbia University (Singapore Management University)

Advisor:

- Cenk Bülbül (Ogilvy)
- Hyun Young Park

Chair of the Faculty Recruiting Committee (2003, 2009)

Member of the Faculty Recruiting Committee (2001-2004)

Member of the Doctoral Program Committee (2005-Present)

Member of the Dean's Faculty Advisory Committee (2011-Present)

Member of the Undergraduate Curriculum Taskforce (2011-Present)

Other

- 2009 fMRI Visiting Fellow, Martinos Center for Biomedical Imaging, Harvard Medical School
- 2009 Co-Investigator, \$1.1 million NIH / NIDA grant to study the neural correlates of drug prevention messages

Languages

Dutch, English, French, German, Italian, & Spanish