

Tom Meyvis

Professor of Marketing
Merchants' Council Professor of Retail Management and Consumer Behavior

Stern School of Business
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Positions

2014-present Professor of Marketing, NYU, Stern School of Business
2009-2014 Associate Professor of Marketing (tenured), NYU, Stern School of Business
2005-2009 Associate Professor of Marketing, NYU, Stern School of Business
2001-2005 Assistant Professor of Marketing, NYU, 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), National University of Singapore (2016), Bocconi University (2018), University of Sydney (2018)

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

- AMA Sheth Doctoral Consortium Faculty Fellow (2019)
- Merchants' Council Professor of Retail Management and Consumer Behavior (2018)
- Peter Drucker Faculty Fellow (2014-2018)
- *JCR* Outstanding Reviewer Award (2012-2013)
- Co-chair, Society for Consumer Psychology Conference (2013)
- Runner-up *JCR* Best Paper Award (2012)
- *JCR* Outstanding Reviewer Award (2008-2009)
- Daniel P. Paduano Faculty Fellow (2009-2010)
- Marketing Science Young Scholar (2005)
- *JCR* Outstanding Reviewer Award (2002-2003)

- Winner John A. Howard AMA Doctoral Dissertation Competition (2002)
- AMA Doctoral Consortium Fellow (2000)
- Tilburg University Dissertation Summer Scholarship (1998)
- Grinter Fellowship, University of Florida (1996-1999)
- Graduated Magna Cum Laude, Licentiaat in de Psychologie, Catholic University Leuven (1996)
- European Commission Erasmus grant for research internship at the Department for Cognitive Psychology, University of Padova (Italy) (1995)

Research Interests

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

Publications

* denotes equal authorship

Van der Heijden, Kimberley, Anouk Festjens, Caroline Goukens, and Tom Meyvis (in press), "A Guaranteed Immediate Payout Reduces Impatience of Financially Constrained Individuals," *Proceedings of the National Academy of Sciences*.

Meyvis, Tom & Heeyoung Yoon (2021), "Adding to our Problems," *Nature*, 592, 189-190 (News & Views).

Meyvis, Tom, and Stijn M.J. van Osselaer (2018), "Increasing the Power of your Study by Increasing the Effect Size," *Journal of Consumer Research*, 44 (February), 1157-1173.

Tully, Stephanie M. and Tom Meyvis (2017), "Forgetting to Remember Our Experiences: People Overestimate How Much They Will Retrospect About Personal Events," *Journal of Personality and Social Psychology*, 113 (6), 878-891.

* Tully, Stephanie M. and Tom Meyvis (2016), "Questioning the End Effect: Endings Are Not Inherently Over-Weighted in Retrospective Evaluations of Experiences," *Journal of Experimental Psychology: General*, 145 (May), 630-642.

Tully, Stephanie M., Hal E. Hershfield, and Tom Meyvis (2015), "Seeking Lasting Enjoyment with Limited Money: Financial Constraints Increase Preference for Material Goods over Experience," *Journal of Consumer Research*, 42 (June), 59-75.

Cerf, Moran, Eric Greenleaf, Tom Meyvis, and Vicki G. Morwitz (2015), "Using Single-Neuron Recording in Marketing: Opportunities, Challenges, and an Application to Fear Enhancement in Communications," *Journal of Marketing Research*, 52 (August), 530-545.

* Ebert, Jane E.J. and Tom Meyvis (2014), "Reading Fictional Stories and Winning Delayed Prizes: The Surprising Emotional Impact of Distant Events," *Journal of Consumer Research*, 41 (October), 794-809.

Hui, Sam K., Tom Meyvis, and Henry Assael (2014), "Analyzing Moment-to-Moment Data Using a Bayesian Functional Linear Model: Application to TV Show Pilot Testing," *Marketing Science*, 33 (2), 222-240.

Meyvis, Tom, Kelly Goldsmith, and Ravi Dhar (2012), "The Importance of the Context in Brand Extension: How Pictures and Comparisons Shift Consumers' Focus from Fit to Quality," *Journal of Marketing Research*, 49 (April), 206-217.

Galak, Jeff and Tom Meyvis, "You Could Have Just Asked: Reply to Francis (2012)," *Perspectives on Psychological Science*, 7(6), 595-596.

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.

Papers under Review / Working Papers

Melzner, Johann, Andrea Bonezzi, and Tom Meyvis, "Information Disclosure in the Era of Voice Technology: A Conceptual Framework."

Park, Hyun Young and Tom Meyvis, "Moral Accounting: How Consumers Spend Money Tainted by Guilt"

Cerf, Moran, Eric Greenleaf, Uri Hasson, David Heeger, Geeta Menon, Tom Meyvis, Vicki Morwitz, Mor Regev, "Visual Distraction as a Measure of Engagement in Moving Images."

Hong, Jennifer, Andrea Bonezzi, and Tom Meyvis, "Birds of a Feather Don't Flock Together: Understanding the Presence and Absence of Spillover Effects in Product Bundles."

Hong, Jennifer, Andrea Bonezzi, and Tom Meyvis, "The Downside of Product Bundle Customization."

Yoon, Heeyoung and Tom Meyvis, "Consuming regardless of preference: Consumers overestimate the impact of liking on consumption."

Yoon, Heeyoung and Tom Meyvis, "When You Think More Leads to Less: The Erroneous Belief That Adding Unattractive Items Will Reduce Consumption."

Dallas, Steven and Tom Meyvis, "When one Democrat informs us about all Democrats: Generalizing from in-group voting behavior."

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."

Selected Work in Progress

"When more leads to less: The impact of adding inferior options on consumption amount," with Heeyoung Yoon

"Verba Volant Scripta Manent: Online Privacy Expectations depend on Communication Modality," with Johann Melzner and Andrea Bonezzi

"Contrasting Against the Future: How Much You Enjoy an Experience Depends on What You Expect to Happen Next," 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

"Do Useless Extras Make Products Less Appealing? Not If You Feel Poor," with Vishal Singh

"We Are All Monets: Attractiveness Increases as Information Degrades," with Adam Alter

Presentations

Conferences

- Association for Consumer Research (2002, 2004, 2006, 2015)
- ACR-Europe (1999, 2003, 2005, 2018)
- ACR- Latin America (2017)
- ACR Doctoral Colloquium (2006, 2011, 2012, 2015, 2016)
- AMA, John A. Howard Award Presentation (2002)
- Behavioral Decision Research in Management (2006, 2008)
- Choice Symposium (2004, 2010, 2013, 2016, 2019)
- European Marketing Academy (2007, 2009, 2017)
- JDM Winter Symposium, University of Utah (2013, 2015, 2017)
- La Londe Conference on Consumer Behavior (2009)
- Management Science Workshop Chile (2019)
- Marketing in Israel Conference (2017)
- Marketing Science (2002, 2007, 2019)
- Society for Consumer Psychology (2000, 2004, 2006, 2010, 2012)
- SCP-International (2012)
- SCP Doctoral Colloquium (2014)
- SCP Research Skills Workshop (2021)
- Society for Judgment and Decision Making (2006)
- SPSP (2006)
- Summer Decision Making Symposium (2015)

Other

- Bocconi University (2018)
- Carnegie-Mellon University (Center for Behavioral Decision Research 2008, 2014, 2019)
- Catholic University Leuven (Winter Camp 2001, Winter Camp 2002, 2007)
- CEIBS, Shanghai (2017)
- Chinese University of Hong Kong (2015)
- Columbia University (2000, 2006, Four School Colloquium 2008)
- Cornell University (2006, 2011, Behavioral Economics and Decision Research 2018)
- Data Colada Seminar Series, May 2020
- Decision Making Symposium (Montreal, 2015)
- Drexel University (2014, 2018)
- Duke University (2000)

- Erasmus University (2006, Rotterdam Research Day 2007)
- ESADE (2019)
- ESMT, Berlin (Marketing Research Camp 2008)
- Facultés Universitaires Catholiques de Mons (2004, 2019)
- FGV, Brazil (EMA Conference, 2021)
- Grenoble Ecole de Management (2016)
- IESE, Barcelona (2008)
- INSEAD (2000, 2011, CONCORT conference 2015)
- Harvard Business School (2000)
- Hong Kong University of Science and Technology (2005, 2010)
- KAIST, Daejeon (2010)
- Koç University, Istanbul (2013)
- London Business School (Marketing Camp 2006, 2016)
- Marketing Science Young Scholars Program, Park City (2005)
- MIT (2000, Buck Weaver Award Conference 2005)
- National University of Singapore (2016)
- New York University (2000, Psychology Department 2006, 2020)
- Northwestern University (2000, Marketing Camp 2012)
- Peking University (2010)
- Rutgers University (2019)
- 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, Marketing Camp 2017)
- University of Basel, Social Psychology Department (2009)
- University of Bologna (2018)
- University of British Columbia (2011)
- University of California-Berkeley (2000, 2013)
- University of California-Los Angeles (2000)
- University of California-San Diego (2010, 2015)
- University of Chicago (2000, 2004, 2012)
- University of Colorado (2000)
- University of Florida (2019)
- University of Maryland (2013)
- University of Melbourne (2018)

- University of Miami (Marketing Research Camp 2012)
- University of Michigan (2008, 2013)
- University of Minnesota (2010, Marketing Research Camp 2016)
- University of Pennsylvania – Wharton (2000, 2007, 2012, 2015)
- University of Southern California (Marketing Research Camp 2008, 2017)
- University of Sydney (2018)
- University of Texas, Austin (2012)
- University of Texas, San Antonio (2012)
- University of Toronto (2010)
- University of Washington (2011)
- Vrije Universiteit Amsterdam (2014)
- Wageningen University (2012)
- Washington University (2015)
- Yale University (2006, 2009, 2020)

Teaching Experience

Design and Analysis of Experiments (doctoral seminar), New York University (2006-present)
 Consumer Behavior (Undergraduate, MBA, Executive MBA), New York University (2002-present)
 Behavioral Economics and the Science of Decision Making, NYU pre-college, (2014-2021)
 Key Dimensions of Risk in Marketing, MS in Risk Management (Executive) (2019)
 International Marketing (undergraduate), University of Florida (2000)
 Lab Instructor, Introduction to Business Statistics, University of Florida (1999)

Professional Service

Associate Editor

Journal of Consumer Research (2014-2017, 2021-present)
Journal of Consumer Psychology (2012-2015)
International Journal of Research in Marketing (2009-2013)

Editorial Review Board:

Journal of Consumer Research (2002-2014, 2018-2020)
Journal of Consumer Psychology (2010-2012, 2015-present)
Journal of Marketing Research (2009-2018)
Marketing Letters (2012-present)
International Journal of Research in Marketing (2006-2009)

Ad Hoc Reviewer:

- *Journal of Marketing, Marketing Science, Nature, Proceedings of the National Academy of Sciences, Journal of Political Economy, Management Science, Organizational Behavior and Human Decision Processes, Public Opinion Quarterly, Psychological Science, Journal*

of Personality and Social Psychology, Behavior Research Methods, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Applied, Journal of Experimental Social Psychology, 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, 2012, 2013, 2016, 2018), SCP Dissertation Proposal Competition (2012, 2020), AMA Howard Dissertation Award (2009, 2014), EMAC McKinsey Dissertation Award (2010, 2011, 2012), Steenkamp award for long term impact in IJRM (2011), ACR Nicosia award (2012)

Conference Co-Chair:

SCP Conference (2013)

Program Committee:

ACR Conference (2004, 2006, 2010, 2011, 2012, 2013, 2015, 2016, 2017), SCP Conference (2009, 2012, 2014, 2015, 2016, 2017, 2018, 2022), SCP International Conference (2012, 2015), SCP Sydney (2018), E-ACR Conference (2013, 2018), Co-Chair of the ACR Mid-Career Mentorship Program (2015), EMAC Consumer Behavior Track Chair (2017, 2019, 2020, 2021)

Doctoral Colloquium Faculty Fellow:

ACR (2006, 2011, 2012, 2013, 2014, 2015, 2016), EMAC (2007, 2009, 2010, 2020), SCP (2014), AMA Sheth (2019)

Grant Reviews:

Social Sciences and Humanities Research Council of Canada (SSHRC), Research Foundation – Flanders (FWO), Netherlands Organization for Scientific Research (NWO), University Research Council of the Catholic University Leuven, National Research Foundation of South Africa, Kuwait Foundation for the Advancement of Sciences (KFAS)

Doctoral Workshops:

New York University, Wharton School of Business, Catholic University Leuven, Université Catholique de Louvain, Erasmus University, Hong Kong University of Science and Technology, National University of Singapore, University of British Columbia, UC-Berkeley, Koç University, INSEAD, University of Southern California, University of Sydney, Carnegie Mellon University

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)
- Eesha Sharma (Dartmouth University)
- Shelle Santana (Harvard University)
- Steven Dallas (Duke University Law School)
- Kurt Munz (Bocconi University)
- Johann Melzner (University of Miami)
- Carolien Goukens - University of Leuven (Maastricht University)
- Hannah Chang – Columbia University (Singapore Management University)

Advisor:

- Cenk Bülbül (Ogilvy)
- Hyun Young Park (CEIBS, Shanghai)
- Stephanie Tully (University of Southern California)
- Anna Paley (Ohio State University)
- Jennifer Hong (University of Seattle)
- Heeyoung Yoon (Bocconi University)

Coordinator, Stern PhD program in Marketing (2014-2019)
 Member of the Senior Faculty Peer Review Committee (2018-present)
 Member of the Stern Faculty Council (2015-2018)
 Member of the Stern Dean Search Committee (2017-2018)
 Chair of the Stern New Programs Committee (2015-2017)
 Member of the Stern Core Branding Taskforce (2018-2019)
 Chair of the Faculty Recruiting Committee (2003, 2009)
 Member of the Faculty Recruiting Committee (2001-2004)
 Member of the Doctoral Program Committee (2005-2019)
 Member of the Marketing Curriculum Committee (2014-Present)
 Member of the Dean's Faculty Advisory Committee (2011-2012)
 Member of the Undergraduate Curriculum Taskforce (2011-2012)
 Member of the Research Resources Committee (2012)
 Member of the Diversification and Portfolio Taskforce (2014-2015)

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
 2020 NYU-Stern Center for Sustainable Business grant, "Reducing Wasteful Purchases by Addressing Substitute Neglect in Purchase Decisions" (with Randy Gao)

2021 MSI Research Grant, “Speaking in Private: Online Privacy Expectations Depend on Communication Modality” (with Johann Melzner and Andrea Bonezzi)

Languages

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