

## FRANK R. KARDES

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### Education

B.S., Psychology, St. Bonaventure University (1980)  
M.A., Psychology, University of Dayton (1982)  
Ph.D., Psychology, Indiana University (1986)

### Academic Positions

Assistant Professor of Management Science, Sloan School of Management,  
Massachusetts Institute of Technology (1986-1989)  
Associate Professor of Marketing, University of Cincinnati (1989-1993)  
Professor of Marketing, University of Cincinnati (1993-present)  
Donald E. Weston Professor of Marketing (2005-present)  
Distinguished Research Professor (2016-present)

### Professional Affiliations, Honors, and Service

Fellow, American Psychological Association  
Fellow, Association for Psychological Science  
Fellow, Society for Consumer Psychology  
Fellow, Society for Experimental Social Psychology  
Fellow, Society for Personality and Social Psychology  
Association for Consumer Research

Co-Editor: *Journal of Consumer Psychology* (1996-1999)  
Co-Editor: *Marketing Letters* (2011-2015)  
Associate Editor: *Journal of Consumer Research* (1999-2002; 2008-2011)  
Area Editor: *Journal of Consumer Psychology* (2009-2011)  
Guest Editor: *Journal of Consumer Psychology* (2006), *Journal of Marketing Research* (2007)  
Editorial Boards: *Annual Review of Consumer Psychology* (2015-present), *Behavioral Marketing Abstracts* (2002-present), *International Journal of Research in Marketing* (1997-2009), *Journal of Consumer Psychology* (1992-present), *Journal of Consumer Research* (1989-2014, 2017-present), *Journal of Marketing Research* (2014-present), *Marketing Letters* (2007-2015; Policy Board, 1994-2007, 2015-present)

Reviewer: National Science Foundation (Decision, Risk, and Management Science; Social Psychology; Social, Behavioral, and Economic Sciences); *Basic and Applied Social*

*Psychology; Cognitive Science; Current Directions in Psychological Science, Experimental Economics; Journal of the Academy of Marketing Science; Journal of Advertising; Journal of Applied Social Psychology; Journal of Behavioral Decision Making; Journal of Business Research; Journal of Experimental Psychology: Learning, Memory, and Cognition; Journal of Experimental Social Psychology; Journal of Marketing; Journal of Marketing Research; Journal of Personality and Social Psychology; Journal of Public Policy and Marketing; Management Communication Quarterly; Management Science; Marketing Science; Motivation and Emotion; Organizational Behavior and Human Decision Processes; Personality and Social Psychology Bulletin; Psychological Science; Psychology & Marketing; Social Cognition; Thinking & Reasoning*

Honorable Mention, Robert Ferber Award (1989)  
 Outstanding Reviewer Award, *Journal of Consumer Research* (1990, 1991, 1992, 1991-1993, 2003-2004, 2006-2007)  
 Finalist, Best Article, *Journal of Consumer Research* (1991-1993)  
 Conference Program Committee, Association for Consumer Research (1988, 1996, 2003, 2007, 2010, 2013, 2014, 2015)  
 Conference Co-Chair, Association for Consumer Research (1994)  
 Publications Committee Chair, Association for Consumer Research (1995-1996)  
 Advisory Council, Association for Consumer Research (2003-2004)  
 Education and Training Committee Chair, Society for Consumer Psychology (1989-1994)  
 Scientific Affairs Committee, Society for Consumer Psychology (1991-1992, 2001-2003)  
 Conference Program Committee, Society for Consumer Psychology (1994-1995)  
 President, Society for Consumer Psychology (1995-1996)  
 Task Force Committee, *Journal of Consumer Psychology* (2003-present)  
 Co-Principle Investigator, NSF Grants SBR-9308383 and SBR-930830 (1993)  
 Who's Who in Science and Engineering (1993)  
 University of Cincinnati Faculty Achievement Award (1994)  
 American Marketing Association Doctoral Consortium Faculty Fellow (1996, 2007, 2012)  
 Visiting Professor of Psychology, University College London (1996)  
 American Marketing Association Doctoral Consortium Conference Co-Chair (1997)  
 Co-Principle Investigator, Direct Marketing Policy Center Grant (1997)  
 Advisory Board, Royal Bank of Canada Chair in E-Commerce, HEC (2002-present)  
 Visiting Professor of Marketing, Australian Graduate School of Management (2003)  
 Visiting Professor of Marketing, Kelley School, Indiana University (2004)  
 Distinguished Scientific Achievement Award, Society for Consumer Psychology (2004)  
 Invited State-of-the-Art Presentation: Media and Consumer Psychology, International Congress of Applied Psychology, Melbourne, Australia (2010)  
 University of Cincinnati Graduate School Fellow (2015)  
 Lindner Research Excellence Award (2016)  
 Dean's List of Teaching Excellence (2016)  
 Louis W. Stern Award for the Best *Journal of Marketing* Article (2017)

## **Books**

- Kardes, Frank R. and Mita Sujun, eds. (1995), *Advances in Consumer Research*, Vol. 22, Provo, UT: Association for Consumer Research.
- Kardes, Frank R. (2002), *Consumer Behavior and Managerial Decision Making*, 2<sup>nd</sup> edition, Upper Saddle River, NJ: Prentice Hall. (1<sup>st</sup> edition published in 1999 by Addison-Wesley)
- Kardes, Frank R., Paul M. Herr, and Jacques Nantel, eds. (2005), *Applying Social Cognition to Consumer-Focused Strategy*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Haugtvedt, Curtis P., Paul M. Herr, and Frank R. Kardes, eds. (2008), *Handbook of Consumer Psychology*, New York: LEA/Psychology Press.
- Iacobucci, Dawn, Deidre L. Popovich, Georgios A. Bakamitsos, Steven S. Posavac, and Frank R. Kardes (2014), *Three Essential Analytical Techniques for the Behavioral Marketing Researcher: Median Splits, Mean-Centering, and Mediation Analysis*, *Foundations and Trends in Marketing*, 9 (2), 83-174.
- Kardes, Frank R., Maria L. Cronley, and Thomas W. Cline (2015), *Consumer Behavior*, 2<sup>nd</sup> edition, Stamford, CT: Cengage Learning. (1<sup>st</sup> edition published in 2011 by South-Western College Publishing)

## **Publications**

- Kardes, Frank R. and Charles E. Kimble (1984), "Strategic Self-Presentation as a Function of Message Valence and the Prospect of Future Interaction," *Representative Research in Social Psychology*, 14 (1), 2-11.
- Fazio, Russell H., David M. Sanbonmatsu, Martha C. Powell, and Frank R. Kardes (1986), "On the Automatic Activation of Attitudes," *Journal of Personality and Social Psychology*, 50 (February), 229-238.
- Kardes, Frank R. (1986), "Effects of Initial Product Judgments on Subsequent Memory-Based Judgments," *Journal of Consumer Research*, 13 (June), 1-11.
- Kardes, Frank R., David M. Sanbonmatsu, Richard T. Voss, and Russell H. Fazio (1986), "Self-Monitoring and Attitude Accessibility," *Personality and Social Psychology Bulletin*, 12 (December), 468- 474.
- Kimble, Charles E. and Frank R. Kardes (1987), "Information Patterns, Attribution, and Attraction," *Social Psychology Quarterly*, 50 (December), 338-345.
- Kardes, Frank R. (1988), "A Nonreactive Measure of Inferential Beliefs," *Psychology & Marketing*, 5 (Fall), 273-286.

- Kardes, Frank R. (1988), "Spontaneous Inference Processes in Advertising: The Effects of Conclusion Omission and Involvement on Persuasion," *Journal of Consumer Research*, 15 (September), 225-233.
- Sanbonmatsu, David M. and Frank R. Kardes (1988), "The Effects of Physiological Arousal on Information Processing and Persuasion," *Journal of Consumer Research*, 15 (December), 379-385.
- Venkatraman, Meera P., Deborah Marlino, Frank R. Kardes, and Kimberly B. Sklar (1990), "The Interactive Effects of Message Appeal and Individual Differences on Information Processing and Persuasion," *Psychology & Marketing*, 7 (Summer), 85-96.
- Hirt, Edward R. and Frank R. Kardes (1990), "Social Cognition: The Study of Social Judgments," in *Social Psychology: Studying Human Interaction*, Charles E. Kimble, Dubuque, IA: Wm. C. Brown, 97-137.
- Sanbonmatsu, David M., Frank R. Kardes, and Bryan D. Gibson (1991), "The Role of Specific Attributes and Overall Evaluations in Comparative Judgment," *Organizational Behavior and Human Decision Processes*, 48 (February), 131-146.
- 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 (March), 454-462.
- Sanbonmatsu, David M., Frank R. Kardes, and Carol Sansone (1991), "Remembering Less and Inferring More: The Effects of the Timing of Judgment on Inferences about Unknown Attributes," *Journal of Personality and Social Psychology*, 61 (October), 546-554.
- Sanbonmatsu, David M., Frank R. Kardes, and Paul M. Herr (1992), "The Role of Prior Knowledge and Missing Information in Multiattribute Evaluation," *Organizational Behavior and Human Decision Processes*, 51 (February), 76-91.
- Stayman, Douglas M. and Frank R. Kardes (1992), "Spontaneous Inference Processes in Advertising: Effects of Need for Cognition and Self-Monitoring on Inference Generation and Utilization," *Journal of Consumer Psychology*, 1 (2), 125-142.
- Kardes, Frank R. and Gurumurthy Kalyanaram (1992), "Order-of-Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective," *Journal of Marketing Research*, 29 (August), 343-357.
- Comer, James M., Frank R. Kardes, and Amy K. Sullivan (1992), "Multiple Deescalating Requests, Statistical Information, and Compliance: A Field Experiment," *Journal of Applied Social Psychology*, 22 (August), 1199-1207.

- Kardes, Frank R. and David M. Sanbonmatsu (1993), "Direction of Comparison, Expected Feature Correlation, and the Set-Size Effect in Preference Judgment," *Journal of Consumer Psychology*, 2 (1), 39-54.
- Kardes, Frank R., Gurumurthy Kalyanaram, Murali Chandrashekar, and Ronald J. Dornoff (1993), "Brand Retrieval, Consideration Set Composition, Consumer Choice, and the Pioneering Advantage," *Journal of Consumer Research*, 20 (June), 62-75.
- Kardes, Frank R. (1993), "Consumer Inference: Determinants, Consequences, and Implications for Advertising," in *Advertising Exposure, Memory and Choice*, ed. Andrew A. Mitchell, Hillsdale, NJ: Lawrence Erlbaum Associates, 163-191.
- Kardes, Frank R., John Kim, and Jeen-Su Lim (1994), "Moderating Effects of Prior Knowledge on the Perceived Diagnosticity of Beliefs Derived from Implicit versus Explicit Product Claims," *Journal of Business Research*, 29 (March), 219-224.
- Kardes, Frank R. (1994), "Consumer Judgment and Decision Processes," in *Handbook of Social Cognition*, Vol. 2, eds. Robert S. Wyer, Jr., and Thomas K. Srull, Hillsdale, NJ: Lawrence Erlbaum Associates, 399-466.
- Kellaris, James J., Frank R. Kardes, and Theresa DiNovo (1995), "Exploring the Boundaries of the Framing Effect: The Moderating Roles of Disparate Expected Values and Perceived Costs of Judgmental Errors," *Marketing Letters*, 6 (July), 175-182.
- Kim, John, Chris T. Allen, and Frank R. Kardes (1996), "An Investigation of the Mediation Mechanisms Underlying Attitudinal Conditioning," *Journal of Marketing Research*, 33 (August), 318-328.
- Kardes, Frank R. (1996), "In Defense of Experimental Consumer Psychology," *Journal of Consumer Psychology*, 5 (3), 279-296.
- Sanbonmatsu, David M., Frank R. Kardes, Steven S. Posavac, and David C. Houghton (1997), "Contextual Influences on Judgment Based on Limited Information," *Organizational Behavior and Human Decision Processes*, 69 (March), 251-264.
- Sanbonmatsu, David M., Steven S. Posavac, Frank R. Kardes, and Susan P. Mantel (1998), "Selective Hypothesis Testing," *Psychonomic Bulletin & Review*, 5 (June), 197-220.
- Houghton, David C. and Frank R. Kardes (1998), "Market Share Overestimation and the Noncomplementarity Effect," *Marketing Letters*, 9 (August), 313-320.

- Mantel, Susan Powell and Frank R. Kardes (1999), "The Role of Direction of Comparison, Attribute-Based Processing, and Attitude-Based Processing in Consumer Preference," *Journal of Consumer Research*, 25 (March), 335-352.
- Houghton, David C., Frank R. Kardes, Anne Mathieu, and Itamar Simonson (1999), "Correction Processes in Consumer Choice," *Marketing Letters*, 10 (May), 107-112.
- Lee, Hanjoon, Paul M. Herr, Frank R. Kardes, and Chankon Kim (1999), "Motivated Search: Effects of Choice Accountability, Issue Involvement, and Prior Knowledge on Information Acquisition and Use," *Journal of Business Research*, 45 (May), 75-88.
- Kardes, Frank R. (1999), "Psychology Applied to Consumer Behavior," in *Psychology: Fields of Application*, eds. Astrid M. Stec and Douglas A. Bernstein, Boston, MA: Houghton Mifflin, 82-97.
- Grewal, Rajdeep, Raj Mehta, and Frank R. Kardes (2000), "The Role of the Social-Identity Function of Attitudes in Consumer Innovativeness and Opinion Leadership," *Journal of Economic Psychology*, 21 (May), 233-252.
- Kardes, Frank R. and Maria L. Cronley (2000), "Managerial Decision Making," in *The Current State of Business Disciplines*, Vol. 6, ed. Shri Bhagwan Dahiya, Rohtak, India: Spellbound Publications, 2921-2934.
- Kardes, Frank R. and Maria L. Cronley (2000), "The Role of Approach/Avoidance Asymmetries in Motivated Belief Formation and Change," in *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*, eds. S. Ratneshwar, David G. Mick, and Cynthia Huffman, London, England: Routledge, 81-97.
- Muthukrishnan, A. V. and Frank R. Kardes (2001), "Persistent Preferences for Product Attributes: The Effects of the Initial Choice Context and Uninformative Experience," *Journal of Consumer Research*, 28 (June), 89-105.
- Kardes, Frank R., Maria L. Cronley, Manuel C. Pontes, and David C. Houghton (2001), "Down the Garden Path: The Role of Conditional Inference Processes in Self-Persuasion," *Journal of Consumer Psychology*, 11 (3), 159-168.
- Fitzsimons, Gavan J., J. Wesley Hutchinson, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghuram, J. Edward Russo, Baba Shiv, Nader Tavassoli, and Patti Williams (2002), "Non-Conscious Influences on Consumer Choice," *Marketing Letters*, 13 (August), 269-279.
- Kardes, Frank R., David M. Sanbonmatsu, Maria L. Cronley, and David C. Houghton (2002), "Consideration Set Overvaluation: When Impossibly Favorable Ratings of a Set of Brands Are Observed," *Journal of Consumer Psychology*, 12 (4), 353-362.

- Zhang, Shi, Frank R. Kardes, and Maria L. Cronley (2002), "Comparative Advertising: Effects of Structural Alignability on Target Brand Evaluation," *Journal of Consumer Psychology*, 12 (4), 303-312.
- Kardes, Frank R., Murali Chandrashekar, and James J. Kellaris (2002), "Preference Construction and Reconstruction," in *Experimental Business Research*, eds. Rami Zwick and Amnon Rapoport, Dordrecht, Boston, MA: Kluwer, 301-327.
- Kardes, Frank R. and David M. Sanbonmatsu (2003), "Omission Neglect: The Importance of Missing Information," *Skeptical Inquirer*, 27 (2), 42-46.
- Sanbonmatsu, David M., Frank R. Kardes, David C. Houghton, Edward A. Ho, and Steven S. Posavac (2003), "Overestimating the Importance of the Given Information in Multiattribute Consumer Judgment," *Journal of Consumer Psychology*, 13 (3), 289-300.
- Grewal, Rajdeep, Raj Mehta, and Frank R. Kardes (2004), "The Timing of Repeat Purchases of Consumer Durable Goods: The Role of the Functional Bases of Consumer Attitudes," *Journal of Marketing Research*, 41 (February), 101-115.
- Hirt, Edward R., Frank R. Kardes, and Keith D. Markman (2004), "Activating a Mental Simulation Mind-Set Through Generation of Alternatives: Implications for Debiasing in Related and Unrelated Domains," *Journal of Experimental Social Psychology*, 40 (May), 374-383.
- Kardes, Frank R., Steven S. Posavac, and Maria L. Cronley (2004), "Consumer Inference: A Review of Processes, Bases, and Judgment Contexts," *Journal of Consumer Psychology*, 14 (3), 230-256.
- Kardes, Frank R., Maria L. Cronley, James, J. Kellaris, and Steven S. Posavac (2004), "The Role of Selective Information Processing in Price-Quality Inference," *Journal of Consumer Research*, 31 (September), 368-374.
- Posavac, Steven S., David M. Sanbonmatsu, Frank R. Kardes, and Gavan J. Fitzsimons (2004), "The Brand Positivity Effect: When Evaluation Confers Preference," *Journal of Consumer Research*, 31 (December), 643-651.
- Silvera, David H., Frank R. Kardes, Nigel Harvey, Maria L. Cronley, and David C. Houghton (2005), "Contextual Influences on Omission Neglect in the Fault Tree Paradigm," *Journal of Consumer Psychology*, 15 (2), 117-126.
- Cronley, Maria L., Steven S. Posavac, Tracy Meyer, Frank R. Kardes, and James J. Kellaris (2005), "A Selective Hypothesis Testing Perspective on Price-Quality Inference and Inference-Based Choice," *Journal of Consumer Psychology*, 15 (2), 159-169.

- Posavac, Steven S., Frank R. Kardes, David M. Sanbonmatsu, and Gavan J. Fitzsimons (2005), "Blissful Insularity: When Brands are Judged in Isolation from Competitors," *Marketing Letters*, 16 (2), 87-97.
- Kardes, Frank R., A. V. Muthukrishnan, and Vladimir Pashkevich (2005), "On the Conditions under Which Experience and Motivation Accentuate Bias in Intuitive Judgment," in *The Routines of Decision Making*, eds. Tilmann Betsch and Susanne Haberstroh, Mahwah, NJ: Lawrence Erlbaum Associates, 139-156.
- Kardes, Frank R. (2005), "The Psychology of Advertising," in *Persuasion: Psychological Insights and Perspectives*, Second Edition, eds. Timothy C. Brock and Melanie C. Green, Thousand Oaks, CA: Sage, 281-303.
- Herr, Paul M., Jacques Nantel, and Frank R. Kardes (2005), "The Promise of Sociocognitive Consumer Psychology," in *Applying Social Cognition to Consumer-Focused Strategy*, eds. Frank R. Kardes, Paul M. Herr, and Jacques Nantel, Mahwah, NJ: Lawrence Erlbaum Associates, 371-378.
- Kardes, Frank R., Maria L. Cronley, and Steven S. Posavac (2005), "Using Implementation Intentions to Increase New Product Consumption: A Field Experiment," in *Applying Social Cognition to Consumer-Focused Strategy*, eds. Frank R. Kardes, Paul M. Herr, and Jacques Nantel, Mahwah, NJ: Lawrence Erlbaum Associates, 219-233.
- Posavac, Steven S., Gavan J. Fitzsimons, Frank R. Kardes, and David M. Sanbonmatsu (2005), "Implications of Selective Processing for Marketing Managers," in *Applying Social Cognition to Consumer-Focused Strategy*, eds. Frank R. Kardes, Paul M. Herr, and Jacques Nantel, Mahwah, NJ: Lawrence Erlbaum Associates, 37-51.
- Kardes, Frank R. (2006), "When Should Consumers and Managers Trust Their Intuition?" *Journal of Consumer Psychology*, 16 (1), 20-24.
- Kardes, Frank R., Maria L. Cronley, and John Kim (2006), "Construal-Level Effects on Preference Stability, Preference-Behavior Correspondence, and the Suppression of Competing Brands," *Journal of Consumer Psychology*, 16 (2), 135-144.
- Kardes, Frank R., Steven S. Posavac, David H. 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 (6), 786-792.
- Sivadas, Eugene, John Kim, Terrence L. Holmes, and Frank R. Kardes (2006), "Approach and Avoidance Motivations in Online Auctions," *International Journal of Internet Marketing and Advertising*, 3 (4), 318-334.
- Kardes, Frank R., Bob M. Fennis, Edward R. Hirt, Zakary L. Tormala, and Brian Bullington (2007), "The Role of the Need for Cognitive Closure in the



Effectiveness of the Disrupt-then-Reframe Influence Technique,” *Journal of Consumer Research*, 34 (October), 377-385.

- Kardes, Frank R., Steven S. Posavac, Maria L. Cronley, and Paul M. Herr (2008), “Consumer Inference,” in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: LEA/Psychology Press, 165-191.
- Bechkoff, Jennifer, Vijaykumar Krishnan, Mihai Niculescu, Mary Lou Kohne, Robert W. Palmatier, and Frank R. Kardes (2009), “The Role of Omission Neglect in Responses to Non-Gains and Non-Losses in Gasoline Price Fluctuations,” *Journal of Applied Social Psychology*, 39 (5), 1191-1200.
- Palmatier, Robert W., Cheryl Burke Jarvis, Jennifer R. Bechkoff, and Frank R. Kardes (2009), “The Role of Customer Gratitude in Relationship Marketing,” *Journal of Marketing*, 73 (September), 1-18.
- Cronley, Maria L., Susan Powell Mantel, and Frank R. Kardes (2010), “Effects of Accuracy Motivation and Need to Evaluate on Mode of Attitude Formation and Attitude-Behavior Consistency,” *Journal of Consumer Psychology*, 20 (July), 274-281.
- Posavac, Steven S., Michal Herzstein, Frank R. Kardes, and Suresh Sundaram (2010), “Profits and Halos: The Role of Firm Profitability Information in Consumer Inference,” *Journal of Consumer Psychology*, 20 (July), 327-337.
- Puligadda, Sanjay, Rajdeep Grewal, Arvind Rangaswamy, and Frank R. Kardes (2010), “The Role of Idiosyncratic Attribute Evaluation in Mass Customization,” *Journal of Consumer Psychology*, 20 (July), 369-380.
- Posavac, Steven S., Frank R. Kardes, and Josko Brakus (2010), “Focus Induced Tunnel Vision in Managerial Judgment and Decision Making: The Peril and the Antidote,” *Organizational Behavior and Human Decision Processes*, 113 (2), 102-111.
- Sanbonmatsu, David M., Sam Vanous, Christine Hook, Steven S. Posavac, and Frank R. Kardes (2011), “Whither the Alternatives: Determinants and Consequences of Selective versus Comparative Judgmental Processing,” *Thinking & Reasoning*, 17 (4), 367-386.
- Cronley, Maria L., Frank R. Kardes, Susan Powell Mantel, and Hélène Deval (2011), “Improving the Predictive Power of Consumer Research by Measuring Naturally-Occurring Judgments,” in *Cracking the Code: How Managers Can Drive Profits by Leveraging Principles of Consumer Psychology*, ed. Steven S. Posavac, Armonk, NY: M. E. Sharpe, 219-237.

- Kardes, Frank R. (2011), "Consumer Inferences and Assumptions," in *Consumer Insights: Findings from Behavioral Research*, ed. Joseph W. Alba, Cambridge, MA: Marketing Science Institute, 55-56.
- Kardes, Frank R., Perilou Goddard, Xiaoqi Han, and Bruce E. Pfeiffer (2011), "Media and Consumer Psychology," in *The IAAP Handbook of Applied Psychology*, eds. Paul M. Martin, Fanny M. Cheung, Michael C. Knowles, Michael Kyrios, Lyn Littlefield, J. Bruce Overmier, and Jose M. Prieto, London, UK: Wiley-Blackwell, 615-638.
- Wright, Scott, Chris Manolis, Drew Brown, Xiaoning Guo, John Dinsmore, C.-Y. Peter Chiu, and Frank R. Kardes (2012), "Construal Level Mind-Sets and the Perceived Validity of Marketing Claims," *Marketing Letters*, 23 (1), 253-261.
- Sanbonmatsu, David M., Dominika Mazur, Bruce E. Pfeiffer, Frank R. Kardes, and Steven S. Posavac (2012), "The Less the Public Knows the Better? The Effects of Increased Knowledge on Celebrity Evaluations," *Basic and Applied Social Psychology*, 34 (6), 499-507.
- Kardes, Frank R. (2013), "Selective versus Comparative Processing," *Journal of Consumer Psychology*, 23 (1), 150-153.
- Deval, H el ene, Susan Powell Mantel, Frank R. Kardes, and Steven S. Posavac (2013), "How Naive Theories Drive Opposing Inferences from the Same Information," *Journal of Consumer Research*, 39 (6), 1185-1201.
- Puligadda, Sanjay, Maria L. Cronley, and Frank R. Kardes (2013), "Effects of Advertising Cues on Brand Extension Evaluation: A Global versus Focused Processing Style Account," *Journal of Brand Management*, 20 (6), 473-487.
- Wright, Scott, Jos e Mauro da Costa Hernandez, Aparna Sundar, John Dinsmore, and Frank R. Kardes (2013), "If it Tastes Bad it Must Be Good: Na ive Theories and the Marketing Placebo Effect," *International Journal of Research in Marketing*, 30 (2), 197-198.
- Kardes, Frank R., & Wyer, Robert S., Jr. (2013), "Consumer Information Processing," in *The Oxford Handbook of Social Cognition*, ed. Donal E. Carlston, Oxford, UK: Oxford University Press, 806-828.
- Hernandez, Jos e Mauro da Costa, Xiaoqi Han, and Frank R. Kardes (2014), "Effects of the Perceived Diagnosticity of Presented Attribute and Brand Name Information on Sensitivity to Missing Information," *Journal of Business Research*, 67 (5), 874-881.
- Silvera, David H., Bruce E. Pfeiffer, Frank R. Kardes, Ashley Arsena, and R. Justin Goss (2014), "Using Imagine Instructions to Induce Consumers to Generate Ad-Supporting Content," *Journal of Business Research*, 67 (7), 1567-1572.

- Pfeiffer, Bruce E., Hélène Deval, Frank R. Kardes, Douglas R. Ewing, Xiaoqi Han, and Maria L. Cronley (2014), "Effects of Construal Level on Omission Detection and Multiattribute Evaluation," *Psychology & Marketing*, 31 (11), 992-1007.
- Pfeiffer, Bruce E., Hélène Deval, Frank R. Kardes, Edward R. Hirt, Samuel C. Karpen, and Bob M. Fennis (2014), "No Product is Perfect: The Positive Influence of Acknowledging the Negative," *Thinking & Reasoning*, 20 (4), 500-512.
- Iacobucci, Dawn, Steven S. Posavac, Frank R. Kardes, Matthew J. Schneider, and Deidre L. Popovich (2015), "Toward a More Nuanced Understanding of the Statistical Properties of a Median Split," *Journal of Consumer Psychology*, 25 (4), 652-665.
- Iacobucci, Dawn, Steven S. Posavac, Frank R. Kardes, Matthew J. Schneider, and Deidre L. Popovich (2015), "The Median Split: Robust, Refined, and Revived," *Journal of Consumer Psychology*, 25 (4), 690-704.
- Mantel, Susan P., Maria L. Cronley, Jeffrey L. Cohen, and Frank R. Kardes (2015), "Resistance to Electronic Word of Mouth as a Function of Message Source and Context," in *Social Media Marketing*, eds. Claudiu V. Dimofte, Curtis P. Haugtvedt, and Richard F. Yalch, Armonk, NY: M. E. Sharpe, 40-52.
- Sundar, Aparna, and Frank R. Kardes (2015), "The Role of Perceived Variability and the Health Halo Effect in Nutritional Inferences and Consumption," *Psychology & Marketing*, 32 (5), 512-521.
- Sundar, Aparna, Frank R. Kardes, and Scott A. Wright (2015), "The Influence of Repetitive Health Messages and Sensitivity to Fluency on the Truth Effect in Advertising," *Journal of Advertising*, 44 (4), 375-387.
- Clarkson, Joshua J., John R. Chambers, Edward R. Hirt, Ashley S. Otto, Frank R. Kardes, and Christopher Leone (2015), "The Self-Control Consequences of Political Ideology," *Proceedings of the National Academy of Science*, 112 (27), 8250-8253.
- Otto, Ashley S., Joshua J. Clarkson, and Frank R. Kardes (2016), "Decision Sidestepping: How the Motivation for Closure Prompts Individuals to Bypass Decision Making," *Journal of Personality and Social Psychology*, 111 (1), 1-16.
- Puligadda, Sanjay, Frank R. Kardes, and Maria L. Cronley (2016), "Positive Affectivity as a Predictor of Consumers' Propensity to be Brand Loyal," *Journal of Brand Management*, 23 (2), 216-228.
- Deval, Hélène, Maria L. Cronley, Susan P. Mantel, and Frank R. Kardes (2017), "Naïve Theories about Marketing and Consumption in Consumer Inference," in *The International Handbook of Consumer Psychology*, eds. Catherine Jansson-Boyd and Magdalena Zawisza, London: Routledge, 429-446.

Sundar, Aparna, John B. Dinsmore, Sung-Hee Wendy Paik, and Frank R. Kardes (2017), "Metaphorical Communication, Self-Presentation, and Consumer Inference in Service Encounters," *Journal of Business Research*, 72 (1), 136-146.

Kardes, Frank R., Ruth Pogacar, Roseann V. Hassey, and Ruomeng Wu (forthcoming), "Brand Attitude Structure," in *The Routledge Companion to Consumer Behavior*, eds. Tina M. Lowrey and Michael R. Solomon, London: Routledge.

### Proceedings Publications, Invited Publications, and Selected Conference Presentations

- Cook, Greg, Jeff Landis, Frank Kardes, and Frank DaPolito (1981), "Stroop-Like Interference and Attentional Cuing in a Letter Detection Task," paper presented at the 53rd Annual Meeting of the Midwestern Psychological Association, Detroit, MI.
- Kardes, Frank R., Charles E. Kimble, Frank J. DaPolito, and David W. Biers (1982), "Truth, Evasion, and Deception: A Study of Communicative Behavior," paper presented at the 90th Annual Meeting of the American Psychological Association, Washington, D.C. (ERIC Document Reproduction Service No. ED 227 375)
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- Sundar, Aparna, and Frank R. Kardes (2013), "Faith in Intuition, Need for Affect, and the Truth Effect," paper presented at the 85th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- Chan, Wan Kam (Priscilla), and Frank R. Kardes (2014), "Direct Effects and Carryover Effects of Comparative versus Singular Judgment Tasks on Omission Detection and Evaluation," paper presented at the Annual Society for Consumer Psychology Conference, Miami, FL.
- Otto, Ashley, Joshua J. Clarkson, and Frank R. Kardes (2014), "Why we decide not to decide? Decision avoidance as a means of cognitive closure," paper presented at the Annual Association for Consumer Research Conference, Baltimore, MD.
- Sundar, Aparna, and Frank R. Kardes (2014), "Effect of Health Halo on Nutritional Inferences and Consumption," paper presented at the Annual Society for Consumer Psychology Conference, Miami, FL.
- Sundar, Aparna, Frank R. Kardes, Karen Machleit, and Lauren Flanigan (2014), "Color Harmony on Perceived Variety and Consumption Estimates," paper presented at the Annual Association for Consumer Research Conference, Baltimore, MD.
- Sundar, Aparna, Frank R. Kardes, Theodore Noseworthy, and Joshua J. Clarkson (2014), "Inferences on Negative Labels and the Horns Effect," paper presented at the Annual Association for Consumer Research Conference, Baltimore, MD.
- Hernandez, Jose M. C., and Frank R. Kardes (2015), "Effects of Ego Depletion on Information Search and Product Assessment," paper presented at the Annual Association for Consumer Research Conference, New Orleans, LA.
- Otto, Ashley, Joshua J. Clarkson, and Frank R. Kardes (2015), "Why We Defer to Others: Choice Delegation as a Means of Cognitive Closure," paper presented at the Annual Society for Consumer Psychology Conference, Phoenix, AZ.
- Pfeiffer, Bruce, H el ene Deval, David Silvera, Maria Cronley, and Frank R. Kardes (2015), "Thought Induced Attitude Depolarization," paper presented at the Annual Society for Consumer Psychology Conference, Phoenix, AZ.
- Wright, Scott, Joshua J. Clarkson, and Frank R. Kardes (2015), "The Effects of Omitting-then-Revealing Product Attribute Information: An Information Revelation Effect," paper presented at the Annual Association for Consumer Research Conference, New Orleans, LA.
- Wu, Ruomeng, and Frank R. Kardes (2015), "The Effect of Jargon on Sensitivity to Omissions in Judgment Based on Limited Information," paper presented at the Asia Pacific Association for Consumer Research Conference, Hong Kong.

- Chan, Wan Kam, and Frank R. Kardes (2016), “Effects of Selective Processing and Unique Features on Choice Vacillation, Satisfaction, and Regret,” paper presented at the Annual American Marketing Association Winter Conference, Las Vegas, NV.
- Chan, Wan Kam, Sekar Raju, and Frank R. Kardes (2016), “Cube or Sphere? Effects of Self-Construal on Product Evaluation,” paper presented at the Annual Society for Consumer Psychology Conference, St. Petersburg, FL.
- Chan, Wan Kam, Sekar Raju, and Frank R. Kardes (2016), “When is Saying ‘No’ More Powerful than Saying ‘Yes’? The Interactive Effects of Negation and Modality Match on Forgetting,” paper presented at the Annual Society for Consumer Psychology Conference, St. Petersburg, FL.
- Wu, Ruomeng, Esta D. Shah, and Frank R. Kardes (2016), “Disfluency Effects on Inference and Evaluation,” presented at the Annual Association for Consumer Research Conference, Berlin, Germany.
- Han, Xiaoqi, and Frank R. Kardes (2017), “The Role of Enriched Attributes in Consumer Judgment and Choice,” paper presented at the Annual Society for Consumer Psychology Conference, San Francisco, CA.
- Pogacar, Ruth, Frank R. Kardes, and Mary Steffel (2017), “Debiasing Inaction Inertia to Encourage Retirement Savings,” paper presented at the American Marketing Association Marketing and Public Policy Conference, Washington, D. C.
- Pogacar, Ruth, Mary Steffel, and Frank R. Kardes (2017), “Debiasing Default Effects with Accountability,” paper presented at the American Marketing Association Marketing and Public Policy Conference, Washington, D. C.
- Wu, Ruomeng, Joshua J. Clarkson, and Frank R. Kardes (2017), “How Aging Beliefs Heighten Sensitivity to Unknowns for Older Individuals,” paper presented at the 89th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

### **Invited Presentations**

- Dartmouth College, June 1987
- Pennsylvania State University, June 1987
- University of Michigan, September 1988
- University of Kansas, October 1988
- University of Texas, October 1988
- University of Illinois, February 1991
- University of Toronto, Canada, February 1991
- University of Illinois, April 1993
- Vanderbilt University, February 1993
- Cornell University, March 1993
- Washington State University, March 1993
- University of Illinois, April 1993
- University of Pennsylvania, May 1993
- University of Colorado, February 1994
- Ohio State University, February 1994
- Indiana University, March 1994
- Purdue University, April 1995
- University of Rochester, April 1996
- University College London, London, U.K., October 1996, December 1996
- London Business School, London, U.K., November 1996
- University of California, Berkeley, March 1997
- Hong Kong University of Science and Technology, Hong Kong, June 1997
- INSEAD, Fontainebleau, France, June 1997
- University of Michigan, November 1997
- Claremont Graduate School, February 1998
- Washington University, St. Louis, February 1999
- University of Florida, March 1999
- Columbia University, May 1999
- Hong Kong University of Science and Technology, Hong Kong, December 1999
- University of Alberta, Canada, February 2000
- Cornell University, January 2001
- Yale University, October 2001

University of Pennsylvania, January 2002  
 Indiana University, March 2002  
 University of Kentucky, March 2002  
 University of Rochester, April 2002  
 New York University, April 2002  
 University of Colorado, July 2002  
 Australian Graduate School of Management, Sydney, Australia, August 2003  
 University of Wollongong, Wollongong, Australia, August 2003  
 University of Chicago, May 2004  
 Tulane University, November 2004  
 Indiana University, November 2004  
 University of Michigan, January 2005  
 University of Washington, March 2005  
 INSEAD, Fontainebleau, France, May 2006  
 Northwestern University, September 2006  
 University of Twente, the Netherlands, November 2006  
 Virginia Tech, March 2008  
 Georgetown University, April 2008  
 University of Washington, May 2008  
 Northwestern University, September 2008  
 Cornell University, April 2009  
 University of Illinois, November 2009  
 Hong Kong University of Science and Technology, August 2010  
 University of Arizona, November 2010  
 University of Kentucky, October 2011  
 University of Guelph, January 2014  
 Georgetown University, April 2014  
 Virginia Tech, April 2017  
 University of Louisville, May 2017

### **Dissertation Committees**

John Kim (1990)  
 Pei-San Yu (1991)  
 Theresa C. DiNovo (1993, Chair)  
 Joseph A. Conway (1993)  
 Susan P. Mantel (1994, Chair)  
 Betty R. Letscher (1995, Chair)  
 David C. Houghton (1997, Chair)  
 Thomas L. Osterhus (1998, Chair)  
 Maria L. Cronley (2000, Chair)  
 Bruce Robertson (2001, Chair)  
 Cheongil Kim (2001, Chair)  
 Melanie Jones (2002)  
 Kristin Rotte (2002, Chair, MSI Best Dissertation Award)  
 Linda S. Coley (2004)  
 Vladimir Pashkevich (2004, Chair)  
 Tracy Meyer (2005)  
 Mary Lou Kohne (2006, Chair)  
 Felicia Miller (2006)  
 Susan Schertzer (2006)  
 Melanie Dempsey (2006, University of Toronto)  
 Puligadda Sanjay Subba Rao (2007, Pennsylvania State University)  
 Jennifer Bechkoff (2008, Chair)  
 Bruce E. Pfeiffer (2008, Chair)

Hao Shen (2008, Hong Kong University of Science and Technology)  
Vijaykumar Krishnan Palghat (2009)  
Mihai Niculescu (2009)  
Hélène Deval (2010, Chair)  
Xiaoqi Han (2011, Chair)  
Xiaoning Guo (2012, Co-Chair)  
Scott Wright (2012, Chair)  
John Dinsmore (2013, Co-Chair)  
Aparna Sundar (2014, Chair)  
Yixia Sun (2015, Hong Kong University of Science and Technology)  
Ashley S. Otto (2016)  
Roseann Hassey (2016)  
Ruth Pogacar (in progress, Chair)